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CHAPTER – I

INTRODUCTION

INTRODUCTON

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. Tourism in India is a potential game changer. It is a sun rise industry, an employment generator, a significant source of foreign exchange for the country and an economic activity that helps local and host communities. India is a tourism product which is unparalleled in its beauty, uniqueness, rich culture and history has been aggressively pursuing the promotion of tourism both internationally as well as in the domestic market.

Indian tourism industry is thriving due to an increase in foreign tourist arrivals and greater number of Indians travelling to domestic destinations than before. In the past few years the real growth has come from within the domestic sector as around 30 million Indians travel within the country in a year. India's demographic dividend of a younger population compared to developed countries is leading to greater expenditure on leisure services. Travel and tourism sector's contribution to capital investment is projected to grow at 6.5 per cent per annum during 2013-2023, above the global average of five per cent.

In today's modern competitive, fast paced and global economy, a company has to consider its customers more than ever. The increasing power of the customer and fierceness of the competition mean that many organizations are seeking their marketplaces and profit margins eroded. The challenge for business today is to move from product orientation to customer focus. This is becoming more difficult because now customers are increasingly sophisticated, educated and well informed. They have high expectations of the service they want to receive Total care of the customer can only be achieved when the need of the internal as well as external customers is considered. A good customer service meet customers' expectation which is influenced by such factors as competitive pricing, employees courtesy and behavior, desired customer value, service quality. However, a trained employee tries with heart and mind to ensure the best possible service for the customer. Further, this study was to

investigate the factors affecting the level of customer satisfaction and thereby improving the quality of services and products.

Akbar Travels of India is the largest Travel Company in India in terms of number of IATA approved Branches, staff strength and business turnover. Flight bookings have been made simpler than ever after Akbar Travels launched its Travel Portal, Akbar travels online.com, in 2007. The portal has been successfully assisting the passenger to book cheap flight tickets both in National and International sectors. With effect from 12th March, 2014 the name of the travel portal has been changed to 'Akbartravels.com'. After years of successful operations since 2007, akbartravels.com is poised for greater growth. In addition to strengthening its existing services to customers and travel partners, many new travel- related products are added to the web site. IRCTC e-train tickets are now open for booking and a number of travel agents who have signed up as partners are taking advantage of this feature.

1.1 STATEMENT OF THE PROBLEM

To provide excellent service, an organization needs to exceed customer expectations. An important factor in providing good service is to keep promises always and not to guarantee things that cannot be delivered. The main reason behind the research is to measure whether the current situation of customer service was satisfactory of company Akbar Travels. Furthermore, to consider the possible way that can be improved. The company Akbar Travels is small size Travel Company that sells airline ticket and a few additional services to the customers. In this modern internet era, a non-internet based travel agency as like Akbar Travels need to very strategic to make a good impression in front of the customer. The current customer satisfaction level, factors affecting those satisfactions and customer loyalty factors will be discussed in this study.

1.3 OBJECTIVES OF THE STUDY

- To study the customer satisfaction of Akbar Travels, Kannur
- To study the perception of customers towards services offered by Akbar Travels.
- To identify the factors influencing consumers to prefer Akbar Travels.
- To study the overall functions of Akbar Travels
- To make valuable suggestions to improve the service quality and customer satisfaction of Akbar travels.

1.4 SCOPE OF THE STUDY

This study helped me to understand the tourism Industry, factors influencing tourists to prefer Akbar Travels. Akbartravels.com is a leading online travel portal in India. A division of the nation's largest homegrown travel company, Akbar Travels of India, the website was launched with the ambitious aim of bringing the world to India and taking Indians to the world.

1.5 RESEARCH METHODOLOGY

The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

Research design

The research design used for this study is of the descriptive type. Descriptive research studies are those which are concerned with describing the characteristics of a particular individual or a group.

Sample size

The sample sizes, consisting of 50 respondents were selected for the study.

Data collection

Primary data- questionnaire, personal meetings, interview method with the concerned people will be used to collect the primary data.

Secondary data- collected from various referred books, National & international Journals, newspapers, government reports, publications from various websites which focused on various aspects of aviation industry.

Techniques of analysis

The information for research is collected through the questionnaire from the sample size formulated by the way of sampling method among customers of Akbar Travels.

The data collected from the respondent is analyzed by the way of simple percentage method.

Percentage analysis

Percentage analysis refers to special kind of ratio percentage used in making comparison between two or more series of data to describe the relationship. Percentage can also be used to compare the relative term, the distribution of two or more series of data

$$\% = \text{number of respondent} \times 100 / \text{total number of respondent}$$

1.6 LIMITATIONS OF THE STUDY

Utmost care has been taken with regard to the collection, classification and analysis of data. However the study is subjected to the following limitations.

- There were hardly any previous studies on the topic and lack of secondary sources and hence it was a great challenge to deal with a fresh topic.
- The sampling population was limited.
- Inadequacy of time was a constraint.
- The replies of the respondents maybe biased.

- The behaviour of the customer is unpredictable which may result in the lacking of accuracy in the data.

1.7 CHAPTER SCHEME

CHAPTER 1: INTRODUCTION

The first is the introducing chapter. It includes a brief introduction of the topic, significance of the study, statement of the problem, objectives of the study, scope of the study, research methodology and limitation of the study.

CHAPTER 2: REVIEW OF LITERATURE

The second chapter contains the survey of available literature pertaining to the study.

CHAPTER 3: THEORETICAL FRAMEWORK

This chapter includes an overview of hospitality industry.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

The fourth chapter deals with data analysis of the study.

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

The concluding chapter presents the findings, suggestions and conclusions of the study.