

Exploring Tourists' Preferences and Experiences with Distance Tourism Holidays Company: A Comprehensive Study of Customer Satisfaction and Preferences

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by

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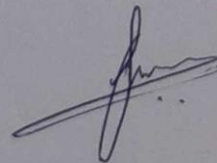
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DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **“Exploring Tourists’ Preferences and Experiences with Distance Tourism Holidays Private Limited Company: A Comprehensive Study of Customer Satisfaction and Preferences”** is based on the results of investigations carried out by me in the Discipline of Management Studies at Goa Business School, Goa University, under the mentorship of **Dr. Suraj Pavto Velip** and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

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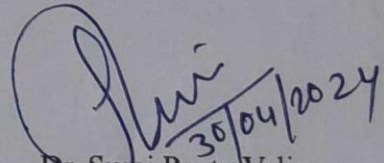
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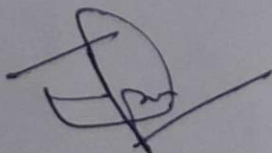
COMPLETION CERTIFICATE

This is to certify that the internship report “**Exploring Tourists' Preferences and Experiences with Distance Tourism Holidays Company: A Comprehensive Study of Customer Satisfaction and Preferences**” is a bonafide work carried out by **Mr. Mohamed Ghufran Khan** under my mentorship in partial fulfilment of the requirements for the award of the degree of Masters of Business Administration in the Discipline Management Studies at the Goa Business School, Goa University.

Date: 30/04/2024


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Project Guide



Signature of Dean of the School/HoD

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INTERNSHIP CERTIFICATE

Dear Sir,

This is to certify that Mr. Mohamed Ghufra Khan, student of the Goa Business School, Goa University, undergoing MBA in Marketing has successfully completed internship between 15th January 2024 to 4th May 2024 at Distance Tourism private limited.

He actively participated in the activities during the period of internship and learned the skills needed for various activities.

Regards



Shaikh Mansoor Ali

ACKNOWLEDGMENT

I am sincerely grateful for the unwavering support and guidance I received during my internship at Distance Tourism Holidays Private Limited. My heartfelt appreciation extends to the entire team whose dedication played a pivotal role in my journey.

I express my deepest thanks to Mr. Shaikh Mansoor Ali, Managing Director of Distance Tourism Holidays Private Limited, and Mrs. Sana Shaik from the Reservations Department, for their outstanding mentorship and encouragement throughout my internship. Their invaluable insights and feedback significantly contributed to my growth.

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My gratitude extends to all staff members who generously shared their time and expertise, providing me with invaluable insights into various departments of the company.

We would like to express our gratitude to the esteemed Dean of Goa Business School. Lastly, I wish to acknowledge Dr. Suraj Velip, Program Director of MBA, Management Studies, Goa Business School, Goa University for his exceptional mentorship and guidance. His support was instrumental in ensuring the timely completion of my internship report.

To everyone who contributed to my professional development during this internship, I offer my sincere thanks. Your unwavering support has been invaluable, and I am deeply appreciative of the opportunity to learn and grow alongside such dedicated professionals.

Abstract:

To examine the relationship between tourist preferences and their overall satisfaction with the Distance Tourism Holidays Company, this study uses a quantitative method. A systematic survey was used to gather information from about approx. 350 clients. The data were analyzed using confirmatory factor analysis, regression analysis, validity tests, reliability testing, and descriptive statistics. The results show that the respondents' demographic profile was broad and emphasized the importance of elements of consumer preferences and elements influencing satisfaction levels. The study's conclusion highlights the constraints for further research and offers managerial implications.

Keywords:

Distance Tourism Holidays Company, tourist preferences, customer satisfaction, quantitative methodology, structured survey, demographic profile, customer preferences, value for money, customer service quality, descriptive statistics, confirmatory factor analysis, reliability, validity, regression analysis, managerial implications, limitations.

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1 CHAPTER 1: PROFILE OF DISTANCE TOURISM HOLIDAYS COMPANY

1.1 Birds-Eye View

Mr. Shaikh Mansoor Ali¹ founded Distance Tourism Holidays Private Limited Company², a destination management company (DMC)³, in 2007. Although they go by the brand name Travel Unlimited, the firm is called Distance Tourism Holidays Private Limited. Its headquarters were originally in Calangute⁴, Goa, but it is presently located in Candolim⁵, Goa. Distance Tourism Holidays, a top travel company with a national reach and a focus on customized travel solutions, has cemented its standing. With more than 17 years of experience, the agency serves a wide spectrum of customers and provides extensive services that go above and beyond traditional trip planning. With an emphasis on improving the Goan travel experience, Distance Tourism Holidays is a one-stop shop that offers convenience, local knowledge, and a dedication to creating life-long memories. The agency's advantageous position in Goa facilitates a comprehensive comprehension of the destination's distinctive features, and it's almost two-decade local presence guarantees superior guest handling.

In the business-to-business market, Distance Tourism Holidays distinguishes out with a B2B focus and has gained a reputation for providing outstanding service and adaptable packages. Supported by a robust network of travel agents throughout India, the agency makes use of its wide range of contacts to deliver flawless travel experiences. Distance Tourism Holidays also takes pride in its fleet of vehicles and Goveia Grand Resort Candolim, a resort that provides comprehensive travel services. The organization is committed to providing exceptional

¹ Mr. Shaikh Mansoor Ali - The Distance Tourism Holidays Private Limited Company's managing director.

² Distance Tourism Holidays Private Limited Company - Currently based in Candolim, Goa, a travel agency firm with its headquarters in Calangute, Goa.

³ Destination Management Company (DMC) - Travel agencies and a network of regional travel service providers are connected by an intermediary, which makes it easier for passengers to purchase these services from other travel agencies.

⁴ The Indian state of Goa contains the town of Calangute in its western section.

⁵ A little town called Candolim, which is located in the Goa state of India's western region.

experiences and is a reliable partner, making every trip to Goa a unique and life-changing excursion.

SWOT Analysis

Strengths

- Travel packages with a focus on Goa's distinctive features.
- Solid connections with nearby lodging establishments and service suppliers.
- Knowledge of the Goan travel industry.
- Unique local expertise: Able to provide in-depth tours of lesser-known local landmarks.
- Tailored Travel Experiences: Tailored travel experiences according to your interests.
- Cultural expertise: Goan festivals and holidays are celebrated with special activities and packages.

Weaknesses

- Limited Brand Recognition: Without a strong brand, it might be difficult to stand out in a competitive market.
- Limited online presence that lowers exposure to prospective foreign travelers.
- Reliance on tourism during specific seasons may result in variations in earnings.
- Resource Restraints: Smaller enterprises may not be able to accommodate big groups or demand during high seasons.
- Technology Adoption: Customer engagement and efficiency are hampered by the slow adoption of new technology.

Opportunities

- Digital marketing: Increasing exposure and reaching a larger audience by utilizing social media and internet channels.
- Growing interest in wellness travel and ecotourism worldwide, which Goa is well-positioned to provide.
- Collaborations with Local companies: Creating distinctive travel experiences via partnerships with local companies and craftsmen.
- Sustainable tourism: creating ecologically friendly vacation packages to draw in eco-aware tourists.

Threats

- Downturns in the economy that lower total travel expenditures.
- Growing competition from internet travel companies that provide more services.
- Political instability: Modifications to municipal laws that have an impact on travel.
- Natural Disasters: Inclement weather that may cause travel arrangements to be thrown off.
- Market Saturation: The inability to distinguish one's services in a crowded field of like products.

1.2 VRIO Analysis

Value

- The agency's extensive understanding of Goa yields insightful recommendations for customized trip itineraries.

- **Personalized Services:** Providing experiences that are specially designed to meet individual needs, including adventure sports or food excursions.
- **Authenticity:** offering real, locally relevant experiences that are unavailable from bigger, more commercial companies.

Rarity

Local Networks: Having exclusive access to certain local accommodations or experiences may be uncommon and difficult for rivals to imitate. developed connections with service providers and local communities that provide special access to experiences.

Imitability

- It would be expensive for rivals to replicate the special interpersonal connections and local expertise.
- Establishing a reputation for dependability and quality that is difficult for competitors to match.

Organization

- Organize the company efficiently to make the most of its resources, providing distinctive and well-chosen vacation packages;
- Effectively manage client relationships and promote repeat business.

1.3 Core Competencies Analysis

- **Excellence in Customer Service:** Tailored attention to customer demands, guaranteeing special travel experiences.
- **Local Expertise:** Comprehensive understanding of festivals, Goan customs, and undiscovered treasures that appeal to specialized markets.

- **Operational Efficiency:** Excellent communication with regional suppliers to provide smooth travel arrangements.
- **Quality Assurance:** To guarantee excellent service standards, regular quality inspections and feedback systems are used.

Informed decision-making for future growth and development is facilitated by this study, which offers a strategic overview of the internal and external elements that may influence the performance of the travel agency Distance Tourism Holidays. It also offers a more thorough understanding of the strategic positioning of the travel agency as well as the opportunities for development and expansion.

1.4 Porter's Five Forces Analysis

Competitive Rivalry (High)

Competition is intense and widespread in the booming Goan travel business. Numerous local companies and internet portals, including DSK Holidays, GoAvenues DMC, Global DMC Travel, TravelStop DMC, and others, are fighting for market share. By providing distinctive services, focusing on service quality, creating distinctive packages, and improving the entire client experience, each organization aims to carve out its niche. Agencies regularly use special prices and strong marketing operations to draw visitors into a fiercely competitive industry to stay ahead of the competition.

This suggests that there is fierce rivalry among the industry's participants as they fight for market share.

Threat of Potential Entrants (Barriers to Entry) (Moderate)

Long-standing agencies in Goa have a big edge over newcomers because of their strong brand loyalty, which makes it difficult for them to enter the market. In addition, a significant financial outlay is necessary for new competitors to gain traction, mostly for marketing campaigns and local alliances. And for new agencies looking to become involved, it may be quite difficult to navigate the complex web of business and tourist rules.

This implies that there is a modest amount of threat from possible new entrants, even while there are obstacles to entrance like brand loyalty and financial needs that are not insurmountable.

Bargaining Power of Buyers (Moderate)

Travelers in the Goan travel sector are extremely price-sensitive; they are always searching for the best offers, which gives them more negotiating leverage. With the introduction of internet platforms, purchasers now have easy access to a wealth of information, which makes comparing services a breeze and strengthens their negotiating position. Additionally, agencies are strongly impacted by the increasing demand for customized experiences, which forces them to customize services to meet the needs of specific clients.

Due to variables like price sensitivity and information availability, buyers have a reasonable amount of negotiating power and may, therefore, engage in some negotiation with suppliers.

Bargaining Power of Suppliers (Low)

Due to their rarity, suppliers in Goa's key areas have less negotiating leverage than other suppliers, although their impact increases during the busiest vacation seasons when demand is higher. There is a risk of vertical integration since some providers could decide to sell travel

services to travelers directly. Overall, yet, given the characteristics of industry competition, suppliers' negotiating leverage is still somewhat muted.

A low degree of negotiating power indicates that suppliers have less capacity to force conditions on buyers because of things like seasonal fluctuations and a shortage of suppliers.

Threat of Substitute Goods/Services (Moderate)

With so many other places for travelers to select from, replacement goods and services are a major challenge to Goan travel firms. Furthermore, technological developments have made it possible for online experiences and virtual tours to become competitive alternatives to traditional travel. Economic downturns increase the risk even more since travelers may choose less costly travel options. This puts more pressure on travel firms to stand out from the competition in a crowded field of possibilities.

This suggests a moderate degree of threat from replacements, i.e., there are plenty of customer-facing alternatives that may take the place of the good or service provided by the sector.

As it stands up, the tourism business in Goa is active and aggressive, with several local and internet firms fighting for market share and exhibiting fierce competition. While new entrants must overcome significant obstacles to entry, navigate intricate regulatory frameworks, and contend with fierce competition, established firms enjoy the benefits of strong brand loyalty and huge financial investments. Due to their sensitivity to pricing and easy access to information, tourists have significant negotiating leverage, which they use to persuade providers to modify their offers in response to changing customer needs. Even with their limited ability to negotiate, suppliers are vital to the ecosystem, especially at the busiest times of the year. But the sector confronts serious challenges from competing products and services, which are made worse by changes in the economy and technology. Travel companies must use

creative marketing techniques and strategic differentiation to succeed in the dynamic and always-changing Goan tourist industry despite these obstacles.

1.5 PESTEL Analysis

Political

- **Government Policies:** The number of visitors can be greatly impacted by travel warnings, visa restrictions, and tourism marketing campaigns.
- **Stability:** A flourishing tourist sector benefits from Goa's political stability.
- **International Relations:** How India's relations with other nations affect travel, particularly when it comes to key tourist destinations.
- **Local Governance:** The contribution of Goa's local government to the state's tourism industry.

Economic

- **Disposable Income:** More money available for travel, both domestically and abroad, may result from an increase in disposable income.
- **Exchange Rates:** Variations can have an impact on how affordable travel is for visitors from overseas.
- **Inflation:** How it affects consumer spending power and travel expenses.
- **Economic Diversification:** How economic diversification initiatives affect tourism as a source of income.

Sociocultural

- **Travel Trends:** The agency may find new opportunities as eco-tourism and cultural experiences gain traction.

- **Demographics:** Offerings may be made more diverse by focusing on a range of age groups and interests.
- **Changing Travel Behaviors:** How the demand for travel services is impacted by shifting travel behaviors and preferences.
- **Cultural Sensitivity:** The value of taking into account cultural differences while marketing to and providing services to a varied consumer.

Technological

- **Online Presence:** Travelers who are tech-aware may be drawn in by a comprehensive online booking system and virtual tours.
- **Social media:** social media may be used effectively for consumer involvement and marketing.

Environmental

- **Conservation Efforts:** How conservation initiatives support environmentally conscious travel.
- **Sustainability:** Adopting eco-friendly procedures can draw in tourists who care about the environment.
- **Climate Change:** The way the travel industry is responding to the difficulties posed by climate change, as well as travel seasons and activities, can be influenced by weather patterns.

Legal

- **Rules:** Adherence to business and travel rules is necessary to ensure seamless operations.

- Consumer Protection legislation: How agency activities are affected by consumer protection legislation.
- Data Protection Regulations: Adherence to data protection laws and how they affect marketing plans

An overview of the external variables that may affect the operational efficiency and long-term planning of a Goa travel agency is given by this analysis. To maintain competitiveness and adjust to changes in the market, it's critical to keep a close eye on these variables. The macroenvironmental elements and competitive landscape that may have an impact on the travel agency's strategic choices should be understood.

1.6 Tourism and Hospitality Industry Analysis

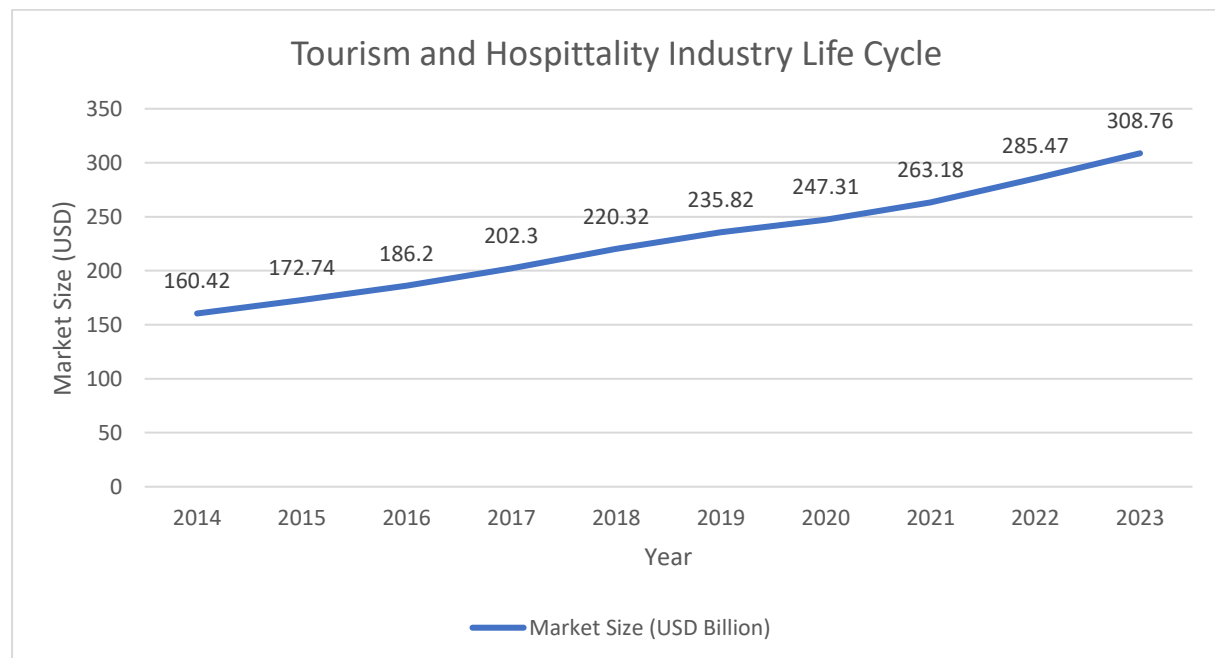
Table 1: Showing Tourism and Hospitality Industry Life Cycle

Year	Market Size (USD Billion)	CAGR
2014	160.42	-
2015	172.74	3.86%
2016	186.20	3.91%
2017	202.30	4.33%
2018	220.32	4.47%
2019	235.82	4.42%
2020	247.31	2.44%
2021	263.18	6.41%
2022	285.47	8.46%

2023	308.76	8.16%
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Source: Capitaline

Figure 1: Showing Tourism and Hospitality Industry Life Cycle



As seen in Figure 1 and Table 1 above, India's tourism and hospitality sector has seen a significant transformation in the last ten years, becoming a key pillar of the national economy.

From USD 160.42 billion in 2014 to USD 308.76 billion in 2023, the Indian hospitality and tourist sector has shown incredible endurance and development, with a strong Compound Annual development Rate (CAGR) of almost 6.5%. Several reasons have contributed to this development, such as growing middle-class earnings, easier access to vacation destinations, and greater disposable budgets.

The expansion of the sector has been supported by several notable developments. Interestingly, the rise in domestic travel has become a major factor, driven by an increasing number of middle-class individuals who are keen to see various parts of the nation. In addition, the lodging industry has seen a radical transformation because too disruptive developments in housing, such as Oyo Rooms and Airbnb, which have given passengers more freedom and affordability.

Furthermore, the government's coordinated efforts to boost cruise tourism have spurred expansion, and India's attractiveness as a marine destination has been enhanced by strategic advancements in port facilities.

Life Cycle Stages

Different stages of the industry's evolution may be seen when viewing it through the prism of its life cycle stages. During the expansion era, which was marked by rapid growth and increased tourism, there was also significant infrastructural construction and technology integration. During the mature phase, well-known travel destinations like Goa, Kerala, and the Golden Triangle stabilized and began to draw consistent numbers of tourists while facing issues including seasonal variations and environmental sustainability. The COVID-19 pandemic signaled the beginning of the decline phase, which highlighted the industry's susceptibility to outside shocks and required adaptable ways to deal with hitherto unseen disturbances.

Outlook

Looking ahead, the sector is facing a critical turning point characterized by post-pandemic recovery initiatives and a deliberate realignment toward sustainable development. Furthermore, there is potential to reduce congestion in well-known locations and promote inclusive growth across varied areas by diversifying into specialized markets like eco-tourism, wellness tourism, and history tourism. To guarantee the industry's long-term profitability and resilience against future difficulties, it will be crucial to ground these projects in sustainable principles, such as environmental protection and community participation.

India's hospitality and tourist sector has shown remarkably dynamic and adaptive, overcoming challenges to grow more robust. Stakeholders may steer towards a sustainable and dynamic future by using burgeoning trends, promoting creativity, and adopting sustainable practices, therefore reinforcing India's standing as a top worldwide travel destination.

1.7 Services Offered

Travel Bookings

By making reservations for flights, trains, and buses, Distance Tourism Holidays streamlines the travel experience and guarantees comfortable transportation to and from Goa. The firm offers a smooth booking experience customized to individual interests, regardless of whether consumers like the speed of air travel, the beautiful route of a rail ride, or the flexibility of bus travel.

Car Hire

Distance Tourism provides comfortable and flexible automobile rental services to suit a range of tastes. Customers may select vehicles that meet their needs, from little cars that are suitable for exploring urban areas to roomy SUVs that are ideal for family vacations. This makes it easy and customized to see Goa's varied landscapes.

Corporate Travel

Distance Tourism Holidays is an expert in arranging smooth corporate travel arrangements, having recognized the particular requirements of the business sector. In the gorgeous setting of Goa, the agency arranges seamless business travel logistics for conferences, meetings, and incentives, giving corporate visitors a polished and stress-free experience.

Group Travel

Group tours and excursions may be easily arranged by Distance Tourism Holidays for families, friends, or companies who are traveling together. The organization arranges everything for groups, from lodging to activities, making sure that everyone has a great time and creates recollections in the lively environment of Goa.

Excursion Booking

Traveling by distance offers a variety of experiences that enhance the Goan experience. Through cultural experiences, adventure activities, and sightseeing excursions, the agency enables visitors to fully immerse themselves in Goa's rich offers and make enduring memories of their trip.

Hotel Accommodations

Distance Tourism Holidays lets customers locate the ideal getaway by securing lodging in a variety of establishments, from opulent beachfront resorts to charming boutique hotels. The agency's experience guarantees that guests have a relaxing and enjoyable stay that is catered to their tastes and financial constraints.

Airport Pickup

Distance Tourism Holidays provides dependable airport pickup services to ensure a seamless transfer from the airport to the selected location inside Goa. The tone for the travelers' stress-free and cozy Goan adventure is established by this service.

Custom Packages

Distance Tourism Holidays creates individualized packages based on the knowledge that each tourist is different. With the agency's knowledge, clients may design the holiday of their dreams in Goa, and it will be seamless and delightful, tailored to their preferences.

Pickup & Drop Services

Distance Tourism Holidays offers its services to various locations of arrival and departure in addition to airport pickup. This guarantees a smooth beginning and conclusion to the trip, freeing customers to concentrate on having a great time in Goa rather than stressing about the details.

Scuba Diving

Adventure seekers may discover the breathtaking underwater world of Goa with exciting scuba diving excursions arranged by Distance Tourism Holidays. For travelers looking to up the ante on their trip, the agency guarantees a thrilling and safe adventure.

Stay in Resort

With the help of Distance Tourism Holidays, guests may book rooms in some of Goa's most luxurious resorts. This service promises a first-rate and decadent stay amidst the splendor of Goa, catering to people looking for luxury and leisure.

Tempo Traveller

Group vacationers would find Distance Tourism Holidays ideal as it provides roomy Tempo Travellers for comfortable group exploration of Goa. This service offers a practical and roomy means of transportation to promote group togetherness and enjoyment.

Transport Booking

Beyond simple vehicle rentals, Distance Tourism Holidays arranges transportation for a range of carriers, guaranteeing that customers have the right tools to explore the region's varied topography. This service ensures that visitors may move across Goa with ease and in comfort using the appropriate modes of transportation.

Travel Agents (Guides)

At Distance Tourism Holidays, knowledgeable travel advisors provide professional counsel, direction, and assistance all through the planning stages of a trip. Their expertise guarantees that customers receive tailored advice, resulting in a more pleasurable and informed trip to Goa.

Value Added Services

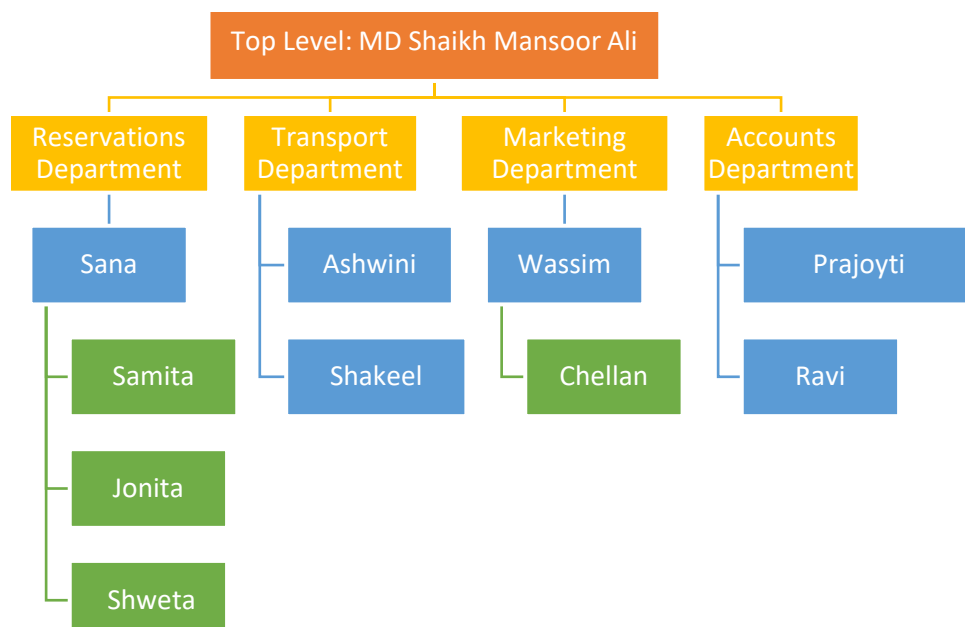
Distance Tourism Holidays offers value-added services in addition to its main products. To improve the whole travel experience and provide customers peace of mind throughout their Goa vacation, they may include travel insurance, special event preparations, and more.

Water Rafting

In Goa's picturesque rivers, Distance Tourism Holidays offers exhilarating water rafting experiences for thrill-seekers. Through this service, travelers may interact in a novel and thrilling way with Goa's natural beauty, adding an exciting and adventurous element to their trip experience.

1.8 Organizational Structure

Figure 2: Showing the Organizational Structure of Distance Tourism Holidays Company



1.9 Sections within the Distance Tourism Holidays Company

MD Shaikh Mansoor Ali, who is in charge of the whole operation, is at the top of the organizational hierarchy, as shown in Figure 2. The four main divisions that make up the company structure are reservations, transport, marketing, and accounts. This section makes it possible to concentrate on certain areas, which helps Distance Tourism Holidays succeed in providing outstanding travel experiences. Under the direction of MD Shaikh Mansoor Ali, these departments work together to create a coherent and effective organizational structure.

Reservations Department

Under the direction of the seasoned Sana Shaikh, the reservation department leads the way in accurately and effectively handling travel reservations. Samita, Jonita, and Shweta are part of a hardworking team that Sana Shaikh leads. Reservations for flights, trains, buses, lodging, and other necessary travel arrangements are handled by this department. The agency's capacity to offer individualized and trustworthy travel solutions is greatly influenced by its focus on detail and dedication to client pleasure.

Transport Department

Under the direction of Ashwini and Shakeel, the Transport Department works to guarantee that Distance Tourism Holiday's customers receive dependable and efficient transportation services. This section is essential to improving the entire travel experience, whether it is handling different forms of transportation, scheduling pickups, or organizing vehicle rentals. Ashwini and Shakeel oversee a group of workers committed to the upkeep of the company's vehicles and making sure that visitors have safe and pleasant means of transportation while visiting Goa.

Marketing Department

The marketing department of Distance Tourism Holidays is in charge of advertising the company's travel packages, lodging options, and transportation services. It is led by marketing

manager Wassim. Chella is part of the team that actively participates in marketing campaigns, goes to exhibits, and makes direct contact with travel agencies. Their strategy initiatives are meant to draw in new customers, hold on to current ones, and maintain a robust and competitive position within the travel sector.

Accounts Department

The accounting and financial administration of Distance Tourism Vacations is handled by the accounts department, which is headed by Prajoyti and Ravi. This vital division maintains the agency's openness and financial stability. A team that handles financial transactions, budgeting, and financial reporting is led by Prajoyti and Ravi. Their methodical approach ensures that industry standards are maintained and the agency's financial stability is preserved.

2 CHAPTER 2: INTRODUCTION

2.1 Introduction to the Research Topic

Travelers' choices and experiences are shaped by a multitude of elements in the ever-changing world of global tourism. The changing environment has led to a deeper look at certain market groups, such as female business travelers traveling alone, with safety and location being the top concerns(Hao & Har, 2014a). Concurrently, international students show stronger academic and social motives, adding another layer of complexity to the mix created by the preferences and motivations of university students in their travel decisions. These aspects emphasize the interaction between stimuli and avoidance factors(Xiao et al., 2015). Cultural immersion experiences become increasingly important as the travel industry struggles to meet the requirements of a varied population. These experiences shed light on the importance of preparation programs and the interaction between the self and others in influencing travelers' choices(Robertson, 2022).

During these global changes, Hong Kong's analysis of travel agents' service quality reveals that it is a crucial component that affects client happiness(Lam & Zhang, 1999). In particular, a noticeable discrepancy between consumer preferences and expectations exists, highlighting the significance of responsiveness and dependability in determining total satisfaction. Moreover, the importance of characteristics such as promptness and timeliness in refrigerated shipping in the logistics services industry highlights the complex linkages between client expectations, attribute assessments, and overall satisfaction(Gajewska & Grigoroudis, 2017). In light of these worldwide concerns, it is clear how ubiquitous Information and Communication Technology (ICT) has been in transforming the travel industry, with a focus on user-centric strategies and the integration of diverse technology components into intricate systems (Buhalis & O'Connor, 2005).

Turning our attention to the nuances of domestic travel, the investigation of "abroad-at-home" experiences bolster the viability of emulating foreign travel within national borders (Vu et al., 2023). In addition, the experiential aspects of armchair travel in the post-corona period highlight the influence of copresence and telepresence on travelers' choices for authenticity and destination perception (Moon et al., 2022). The impact of culture on travel and tourism competition, amid these varied travel experiences, adds another level of complexity by highlighting the interdependence of elements like individuality and power distance (Kumar & Dhir, 2020). The symbolic hierarchy of locations and the narratives of the Black Travel Movement underscore the necessity for critical and reflective counter-narratives that address racial prejudices and promote genuine inclusion in the tourist industry as global narratives on tourism develop (Benjamin & Dillette, 2021; Yoon & McCumber, 2024).

However, a study vacuum in the thorough and quantitative investigation of the link between travelers' choices and overall satisfaction, particularly of a Distance Tourism Holidays Company, appears within this rich tapestry of international tourism literature. Although previous research has addressed important aspects of customer satisfaction and preferences, such as travel activities, accommodations preferences, cultural immersion, and customer service quality, there is still a significant lack of systematic analysis and quantification of these factors taken as a whole for a distance tourism holidays company. The identification of three additional characteristics under consumer preferences—Value for Money, Sustainability Practices, and Customization Options—for which no proper studies have been carried out, highlights this research gap. The study goals have been revised to examine how consumer choices affect the services provided by Distance Tourism Holidays Company and to gauge overall customer satisfaction. By using a quantitative technique, this gap will be filled. It is anticipated that the results will offer significant insights, offering a more thorough

comprehension of the elements impacting client happiness and preferences of a distance tourism vacation company.

2.2 Literature Review

Travel experiences and consumer behavior are shaped by the tourism sector, which is always evolving in this day of global connectedness and technology breakthroughs. This study investigates visitor preferences and satisfaction in this ever-changing environment. Together, these results shed light on the opportunities and difficulties that characterize modern travel experiences and provide insightful information on the changing dynamics of the travel and tourism sector.

The literature review (Hao & Har, 2014a) highlights how Malaysian business women's tastes are changing. The survey highlights the dearth of focus on female business travelers traveling alone and raises important issues including location and safety. Acknowledging the potential of this market niche has resulted in the implementation of customized services and amenities, which have added to the wider conversation about gender-specific issues in the travel and hospitality industries.

Whereas, (Xiao et al., 2015) conducted a literature review that examines the travel reasons and activity choices of university students, with a focus on discriminating between local and foreign students. The study has useful implications for destination marketing and tourist operators by exposing disparities in intellectual and social motives. The report also makes recommendations for future directions in research, urging the investigation of international students from various backgrounds and the use of longitudinal methods.

With a shift in emphasis to cultural immersion travel, the study article (Robertson, 2022) investigates new angles. Focusing on students from Aotearoa New Zealand studying in India,

the research explores the complex dynamics of exchange programs. The study highlights the moral and ethical aspects of immersion experiences that are frequently disregarded. Key elements that contribute to a better knowledge of cultures beyond normal visitor involvement include the importance of storytelling and the transformational potential of immersion experiences.

Additionally, a thorough analysis is presented in different research on the quality of service in Hong Kong travel agents (Lam & Zhang, 1999). The research uses factor analysis to pinpoint five factors that affect customer happiness. The noticeable discrepancy between consumer choices and expectations calls into question long-held beliefs on the importance of business image in the Hong Kong travel agency industry.

The study article (Gajewska & Grigoroudis, 2017) examines logistics service qualities in road refrigerated transport and provides further detail. The study's thorough methodology, which combines quantitative and qualitative techniques, aids in comprehending the complex interactions that exist in the logistics services industry. Prominent discoveries underscore the critical significance of timely and accurate delivery, augmenting our comprehension of client expectations and general contentment in this particular domain.

Regarding how information and communication technology (ICT) is transforming the travel industry, the literature review (Buhalis & O'Connor, 2005) offers further details. The literature on Ambient Intelligence (AmI) places a strong emphasis on the necessity of seamless integration of diverse components and user-centric techniques. The study emphasizes how important ICTs are to improving customer experiences and developing strategic relationships in the e-tourism industry. It also highlights how important customer-centric strategies and partnership-enabled distribution networks are to long-term success.

Turning now to aspects affecting consumer satisfaction in India, the study report (Gaurav et al., 2018) offers a thorough analysis. The study highlights the strategic importance for travel agencies to continuously strengthen these aspects, creating excellent client experiences, loyalty, and positive word-of-mouth. The research reduces a variety of variables into four critical factors.

The study work (Vu et al., 2023) presents the idea of "abroad-at-home" experiences in domestic tourism in another literature review. Using cutting-edge computer vision techniques, the research investigates the possibility of simulating international travel at home. By identifying and marketing abroad-at-home experiences, the creative strategy tackles the underutilized area of boosting domestic tourism.

The research paper (Moon et al., 2022) explores armchair tourism in the post-corona era and offers more insight into experience elements and how they affect travelers' perceptions of authenticity and destination image. The study highlights the importance of online platforms, social interactions, and technology in differentiating factors impacting perceived authenticity from those determining destination image. There are helpful suggestions made to promote a genuine armchair travel experience and improve the perception of the place via factual information.

Additional elements are looked at in a different study article (Kumar & Dhir, 2020), which investigates relationships between travel and tourism competitiveness (TTC) and culture. Recent research, utilizing Hofstede's framework of cultural dimensions, has begun to examine the significance of national culture. These studies provide important insights for improving TTC tactics and outcomes, highlighting the need to take cultural variables into account in addition to conventional drivers.

In another literature review, the research paper (Hultman et al., 2015) examines the symbolic hierarchy of locales in global tourist tales. Through the use of an innovative computational method, the study exposes a Eurocentric bias in the assessment of natural and cultural resources. Additionally, by measuring intangible characteristics of place reputation at scale using computer methods, the research makes a methodological contribution.

In contrast, a different study (Benjamin & Dillette, 2021), adds an insightful story to the expanding body of work in tourism research that calls for critical and reflective counter-narratives. Furthermore, the research, which is based on Critical Race Theory, discusses structural racism in the travel and tourist industry and highlights the significance of genuine inclusion, representation, and anti-racist actions. The writers support continuous discussions, diversity education, and teamwork to undermine White supremacists' historical domination in the travel and tourist industry.

The investigation of customer behavioral intentions of the Distance Tourism Holidays organization is expanded upon in a subsequent work (González et al., 2007) The study, which focuses on spa resorts in Spain, provides a model that clarifies the complex link between consumer happiness, behavioral intentions, and preferences for service quality. By studying consumer behavior in the particular setting of spa tourism, the research advances our understanding of consumer behavior and helps to improve current theories.

In addition, the research paper (Danaher & Arweiler, 1996) provides additional insights into the strategic importance of the spa business by reviewing the literature on consumer satisfaction within the Spanish spa tourist sector. A major subject that adds to the larger conversation on efficient management techniques in spa tourism is the complex interplay between client happiness and service quality.

Last but not least, the study (Hultman et al., 2015) examines how important destination personality is in determining visitors' choices and experiences. Additionally, the study uses structural equation modeling, which shows a strong positive correlation between the personality of the destination and several aspects of visitor behavior. The results provide insightful information for both theoretical comprehension and real-world implementations in destination branding and marketing tactics.

In conclusion, the amalgamation of discoveries from every research paper offers an all-encompassing comprehension of patron contentment and inclinations. Every research offers fresh perspectives that deepen our comprehension of the various dimensions of travelers' experiences and preferences.

2.3 Model Description of the Factors Influencing

To shed light on the variables influencing consumer preferences and satisfaction—a critical component for tourist businesses hoping to deliver exceptional experiences and foster repeat business—the study presents two thorough models. Tourist decision-making processes are significantly influenced by the Customer Preferences (CP) domain (Ezeuduji & De Jager, 2015). Numerous important factors become apparent. Research highlighting the importance of effective logistics and transportation in boosting overall customer satisfaction (Gajewska & Grigoroudis, 2017) supports the crucial function of travel logistics (TL). Effective Communication and Information (CAI) channels also have a big impact since research shows that easily available and transparent information about services and locations influences traveler choices in a favorable way (Abdulwasiiu, n.d.). In a similar vein, Value for Money (VIM) becomes more important, indicating travelers' growing preference for services they believe provide adequate value for the money they spend (Lin et al., 2022). Studies have shown

that the implementation of Sustainability Practices (SP) might influence visitor preferences by highlighting the positive effects of socially and ecologically conscious activities (Rana et al., 2023). Furthermore, the focus on Customization Options (CO) emphasizes how crucial customized experiences are for increasing customer happiness and cultivating loyalty (Coelho & Henseler, 2012).

Customer satisfaction (CS) refers to the general impression that visitors have of the services they have used (Narayan et al., 2008). Numerous important factors become apparent. Research highlights the importance of Accommodation Preferences (AP) and the impact of location, quality, and kind of accommodations on overall satisfaction levels (Hao & Har, 2014). Similarly, the variety and caliber of Travel Activities and Experiences (TAE) provided have a big influence on client satisfaction since unique and captivating experiences lead to successful results (Xiao et al., 2015). As travelers want authentic and immersive cultural encounters to enhance their travel experiences and overall happiness, Cultural Immersion (CI) becomes increasingly important (Tian et al., 2020). Furthermore, research indicates that responsive, amiable, and effective customer service is crucial in fostering visitor satisfaction and loyalty, making customer service quality (CSQ) a significant factor (Wu et al., 2011). Together, these results highlight the complex relationships that exist between consumer preferences and satisfaction in the tourist sector and support the need for integrated service delivery and management techniques.

2.4 Research Gap

The literature's identification of a research gap emphasizes the necessity of conducting a thorough and quantitative investigation into the link between travelers' choices and their general satisfaction, with a focus on the Distance Tourism Holidays Company in Goa. There is

a gap in the analysis of these factors as a whole and the quantification of their impact on tourists' overall satisfaction within Distance Tourism Holidays Company. Prior studies have addressed important aspects of customer satisfaction like accommodation preferences, travel activities, cultural immersion, and customer service quality. Furthermore, three other elements under customer preferences—value for money, sustainability practices, and customization options—have not been adequately studied. By evaluating overall customer happiness and examining how consumer choices affect Distance Tourism Holidays Company offerings, this study seeks to close this gap. It uses a quantitative technique to investigate how different preferences, together with the extra factors, affect travelers' happiness with Goa-based services provided by Distance Tourism Holidays Company. The results are anticipated to fill a significant gap in the body of knowledge by offering insightful information on the experiences of Distance Tourism Vacations Companies.

2.5 Research Questions

RQ1: What factors significantly influence tourists' preferences when choosing a Distance Tourism Holidays Company?

RQ2: How satisfied are tourists with the overall services provided by Distance Tourism Holidays Company?

2.6 Research Objectives

O1: To analyze the impact of customer preferences on Distance Tourism Holidays Company's services.

O2: To assess overall customer satisfaction of tourists with Distance Tourism Holidays Company's services.

2.7 Research Hypothesis

H1: Travel Logistics have a significant impact on Customer Preferences among Distance Tourism Holidays Company.

H2: Communication and Information have a significant impact on Customer Preferences among Distance Tourism Holidays Company.

H3: Value for Money has a significant impact on Customer Preferences among Distance Tourism Holidays Company.

H4: Sustainability Practices have a significant impact on Customer Preferences among Distance Tourism Holidays Company.

H5: Customization Options have a significant impact on Customer Preferences among Distance Tourism Holidays Company.

H6: Accommodation Preferences have a significant impact on customer satisfaction among Distance Tourism Holidays Company.

H7: Travel Activities and Experiences have a significant impact on customer satisfaction among Distance Tourism Holidays Company.

H8: Cultural Immersion has a significant impact on customer satisfaction among Distance Tourism Holidays Company.

H9: Customer Service Quality has a significant impact on customer satisfaction among Distance Tourism Holidays Company.

2.8 Research Methodology

The study employs a quantitative approach to examine the complex correlation between travelers' inclinations and their general contentment with the Distance Tourism Vacations Company. The main technique for gathering data is distributing an organized questionnaire using Google Forms, which gives the Distance Tourism Holidays Company's clients a direct line of communication and allows for the direct observation of their preferences and experiences. To guarantee a representative and diverse participant pool, the study sets a target sample size of about 350 consumers. Additionally, a random selection technique is utilized to guarantee a diverse representation within the sample population. It is determined that this sample size is adequate to provide statistically significant findings and to provide detailed insights into the preferences and satisfaction levels of the customers of the Distance Tourism Holidays Company. The survey, which uses Likert scale questions with responses ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), is painstakingly crafted to capture the complex mix of traveler experiences and preferences.

Two models of variables are intended to be examined by the survey instrument. Customer Preferences (CP) and Customer Satisfaction (CS) are the dependent variables. The study looks into several topics related to customer happiness, including the kind of lodging that consumers select, the influence of a variety of travel experiences and activities, the relationship between cultural immersion and contentment, and the role that excellent customer service has in boosting customer satisfaction in general. The study's section on customer preferences looks at how factors like customized alternatives, perceived value for money, sustainable practices, efficient communication and information, and particular travel logistics affect consumers' decisions and preferences for the Distance Tourism Holidays Company.

Software from SPSS and Jamovi is used to analyze the gathered data. The distribution of categorical data is ascertained and shown via the use of descriptive statistics and demographic

profiles that utilize frequencies and percentages. Furthermore, the study's measuring model is validated and improved through the use of confirmatory factor analysis. Testing hypotheses on consumer preferences and satisfaction is made easier by regression analysis, which looks at the relationships between dependent and independent variables. Furthermore, the survey/questionnaire's validity and reliability tests will guarantee an accurate assessment of the targeted constructs, boosting the validity and reliability of study findings. This approach seeks to match the services offered by Distance Tourism Holidays Company with the interests of travelers while offering practical suggestions for ongoing industry development and insightful information to increase customer happiness and the entire Distance Tourism Holidays experience.

2.9 Research Design

Figure 3: Showing Research Design for Model 1 of Customer Preferences

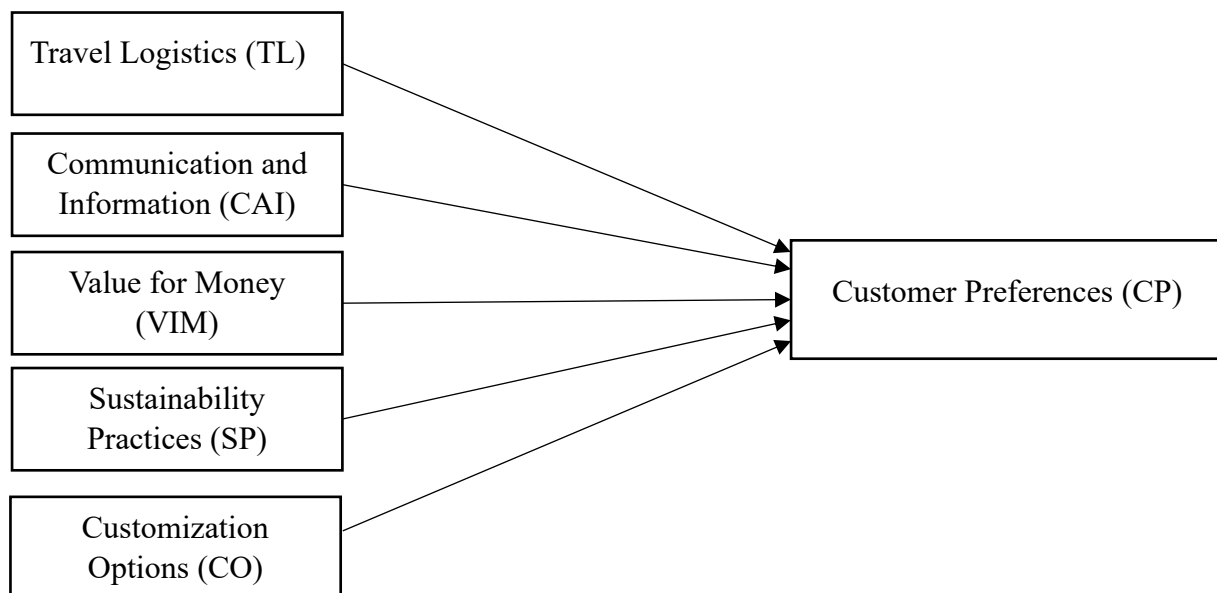
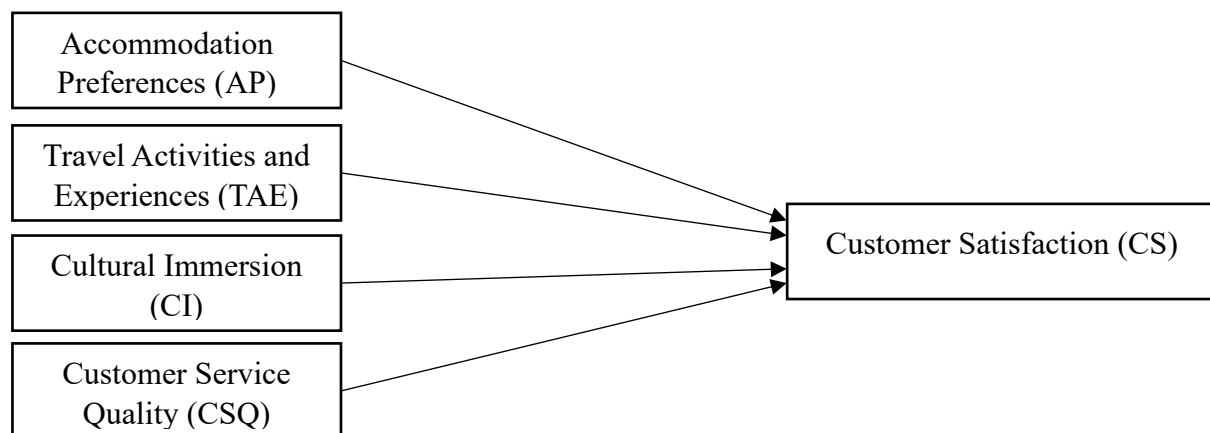


Figure 4: Showing Research Design for Model 2 of Customer Satisfaction



2.10 Outcome of the Study

The study's several goals will hopefully yield a thorough knowledge of travelers' preferences and experiences with distance tourism vacations. First, by analyzing survey data, the study aims to uncover important information about the particular characteristics of Distance Tourism Holidays Company's offerings that clients find most appealing. This entails figuring out what kinds of lodgings, activities, and unique cultural experiences clients find particularly enticing are among the preferences that may be identified. The study is to provide a thorough understanding of the factors that contribute to the overall appeal of Distance Tourism Holidays Company's offers by exploring these preferences.

In addition, the research aims to provide a comprehensive picture of the degree of client satisfaction with the entire trip experience that Distance Tourism Holidays Company offers. The research attempts to give a clear and thorough picture of how effectively Distance Tourism Holidays Company satisfies the needs and expectations of its audience by methodically

measuring customer satisfaction. As a result, the research seeks to identify areas that have been successful as well as those that could need quick attention or improvement.

Moreover, the research surpasses the evaluation of contentment by offering practical perspectives on aspects that Distance Tourism Holidays Company may enhance. The results of the survey will be used to produce detailed and useful suggestions meant to raise the standard of services as a whole. The preferences and experiences found in the survey will guide these suggestions, providing Distance Tourism Holidays Company with a plan for filling in any holes or improving consumer experiences. The research is to help Distance Tourism Holidays Company improve its offerings, which will ultimately lead to a rise in client loyalty and happiness.

The study's expected results are intended to not only identify preferences but also direct Distance Tourism Holidays in making strategic decisions that are in line with the needs and preferences of their customers. The research intends to be an invaluable tool for the business, providing practical insights that may help improve client experiences and satisfaction levels over time.

2.11 Limitations of the Study

Although the study offers insightful information, several limitations must be taken into account to appropriately interpret the results.

- **Sample Size and Representativeness**

The study's dependence on a 350-respondent sample size might restrict how far the results can be applied. Furthermore, bias may be introduced into the results since the sample may not accurately reflect the wide range of demographics and tastes of all possible clients of the Distance Tourism Holidays Company.

- **Self-Report Bias**

Survey data may be contaminated by self-report bias, in which participants give false or socially acceptable answers. Even with attempts to create an impartial survey, respondents could nonetheless give responses that are more affected by their goals or preferences than by their real experiences.

- **Cross-Sectional Nature**

The cross-sectional methodology of the survey limits the capacity to evaluate changes in consumer satisfaction and preferences over time by capturing data at a single moment in time. Repeated assessments or longitudinal research would provide additional light on how these variables change and adapt to different internal and external stimuli.

- **Measurement Validity**

The validity of the measuring tools may still have limits even if the study uses known scales and procedures for data collecting and analysis. The accuracy and dependability of the results may be impacted by variables including response bias, how the question is phrased, or cultural variations in how the results are interpreted.

It is essential to acknowledge these limitations to appropriately assess the study's findings and determine future research directions that will overcome these limitations and advance knowledge in the tourism area.

3 CHAPTER 3: DATA ANALYSIS AND RESULTS

3.1 Introduction:

The core of the research study is the data analysis chapter when the gathered data is carefully examined and interpreted. This chapter seeks to identify patterns, correlations, and trends in the dataset using a variety of statistical approaches and methodologies, offering important insights into the goals and research questions. Utilizing quantitative instruments like factor analysis, regression analysis, correlation analysis, and descriptive statistics, researchers may methodically examine the data to derive significant findings and offer well-informed suggestions. This chapter is essential for verifying research hypotheses, validating theories, and advancing the body of knowledge in the area.

3.2 Demographic Profile

Table 2: Showing Demographic Profile of the Respondents

Demographic Profile of the Respondents			
Demographic Characteristics		Counts	% of Total
Gender	Male	174	49.70%
	Female	176	50.30%
Total		350	100.00%
Age (Years)	19 - 25	90	25.70%
	26-35	93	26.60%

	36-45	106	30.30%
	45 Above	61	17.40%
Total		350	100.00%
Marital Status	Married	166	47.40%
	Unmarried	184	52.60%
Total		350	100.00%
Occupation	Businessmen	77	22.00%
	Salaried	106	30.30%
	Professional	67	19.10%
	Student	66	18.90%
	Homemaker	34	9.70%
Total		350	100.00%
Annual Income	Less than 1Lakh	90	25.70%
	1 lakh - 5 Lakh	80	22.90%
	5 Lakh - 10 Lakh	111	31.70%
	More than 10	69	19.70%
Total		350	100.00%
Traveling Frequency	Once in 3 months	82	23.40%
	Once in 6 months	104	29.70%

	Once in a year	164	46.90%
Total		350	100.00%

Interpretation

Table 2 presents the demographic profile of the participants in the research conducted on the Distance Tourism Holidays Company. This information is useful in understanding the makeup of the sample population and understanding who are the customers. The gender distribution of the 350 respondents is almost evenly distributed, with men accounting for 49.70% (174 persons) and females accounting for 50.30% (176 individuals) of the overall count.

When it comes to age groupings, most of the respondents are between the ages of 36 and 45. In contrast, 26.60% (93 people) belonged to the 26–35 age group, and 30.30% (106 people) to the 36–45 age group. Furthermore, 25.70% (90 people) are in the 19 to 25 age range, and 17.40% (61 people) are 45 years of age and older.

The sample's marital status distribution is well balanced, with 52.60% (166 people) and 47.40% (166 people) respectively identifying as single and married.

Regarding the occupation category, it is apparent that the participants have a variety of professional experiences. With 30.30% (106 persons) as the largest category, salaried people are closely followed by businesspeople at 22.00% (77 individuals). Professionals make up 19.10% (67 people) of the sample, whilst students and stay-at-home moms make up 18.90% (66 people) and 9.70% (34 people), respectively.

The distribution is dispersed throughout several income groups about yearly income categories. The group of respondents who earn between 5 and 10 lakhs makes up the greatest component of the sample (31.70%, or 111 persons). Next in line are those who earn between 1 and 5 lakhs,

or 22.90%, or 80 individuals. Moreover, 25.70% (90 people) claim having an annual income of less than one lakh, while 19.70% (69 people) report having an income of more than ten lakh.

Finally, looking at how frequently respondents travel, the majority only travel once a year, making up 46.90% (164 people) of the sample. Furthermore, 23.40% (82 people) and 29.70% (104 people) respectively travel once every three and six months.

The respondents' different gender, age, marital status, occupation, income, and travel frequency distributions are all reflected in the demographic profile. It is essential to comprehend these demographics to properly customize marketing tactics and services to the wide range of demands and preferences of the target audience.

3.3 Descriptives Statistics

Table 3: Showing Descriptives Statistics of the Respondent

Descriptives Statistics							
	N	Mean	SD	Skewness		Kurtosis	
				Skewness	SE	Kurtosis	SE
Travel Logistics	350	2.9	1.3	0.271	0.13	-1.44	0.26
Communication and Information	350	2.95	1.29	0.27	0.13	-1.424	0.26
Value for Money	350	2.84	1.37	0.266	0.13	-1.463	0.26
Sustainability Practices	350	2.95	1.27	0.237	0.13	-1.416	0.26
Customization Options	350	2.9	1.33	0.255	0.13	-1.374	0.26
Accommodation Preferences	350	2.83	1.3	0.435	0.13	-1.406	0.26
Travel Activities and Experiences	350	2.83	1.33	0.305	0.13	-1.399	0.26
Cultural Immersion	350	2.9	1.29	0.372	0.13	-1.373	0.26

Customer Service Quality	350	2.94	1.31	0.278	0.13	-1.284	0.26
Customer Preferences	350	3.61	1.32	-0.809	0.13	-0.589	0.26
Customer satisfaction	350	3.53	1.41	-0.69	0.13	-0.917	0.26

Interpretation

Together with measurements of skewness and kurtosis for each variable, Table 3 provides a thorough summary of several factors about the Distance Tourism Holidays Company's preferences and customer satisfaction.

The average rating given by participants to each element ranged from 2.83 to 3.61. These ratings show how important or satisfied people are with certain aspects of their travel experience. Customer Preferences, for example, had the highest mean score (3.61), suggesting that participants gave this component more weight. On the other hand, the mean ratings for Accommodation Preferences and Travel Activities and Experiences were lower at 2.83, indicating that these categories are not as important or as satisfied as the others.

The variability or dispersion of participant evaluations around the mean is indicated by the standard deviations (SD) for each facet, which vary from 1.27 to 1.41. Greater variety in evaluations is implied by higher standard deviations, indicating a potential diversity of perspectives for those characteristics with bigger SDs.

The symmetry of the rating distribution is measured by skewness. A distribution that is stretched towards higher scores is said to be a rightward skew, whereas a distribution that is stretched towards lower scores is said to be a leftward skew, as shown by positive skewness values. The majority of the features show mild to moderate right-skewness, suggesting that participant evaluations lean toward higher scores. On the other hand, customer satisfaction and

preferences show left-skewness, indicating that a greater percentage of participants gave these characteristics lower ratings than the mean.

Kurtosis calculates the distribution's tailiness. In comparison to a normal distribution, lighter tails are indicated by negative kurtosis values, whereas heavier tails are indicated by positive ones. The majority of attributes have somewhat lighter tails, suggesting that, in comparison to a normal distribution, extreme evaluations are less frequent.

These metrics offer insightful information on participant ratings' distributional properties for a range of customer experience and preference-related topics within the travel and tourism sector. It is vital to comprehend these attributes to correctly evaluate the data and pinpoint areas where the Distance Tourism Holidays Company may strengthen its position and make improvements.

3.4 Confirmatory Factor Analysis

Table 4: Showing Confirmatory Factor Analysis

Confirmatory Factor Analysis					
Factor Loadings					
Factor	Indicator	Estimate	SE	Z	p
Travel Logistic	TL1	1.29	0.0585	22	< .001
	TL2	1.17	0.0565	20.7	< .001
	TL3	1.29	0.0606	21.2	< .001
	TL4	1.21	0.0582	20.9	< .001
	TL5	1.37	0.062	22.1	< .001

Communication and Information	CAI1	1.22	0.056	21.7	< .001
	CAI2	1.31	0.06	21.9	< .001
	CAI3	1.29	0.0581	22.3	< .001
	CAI4	1.17	0.058	20.2	< .001
Value for Money	VIM1	1.32	0.0593	22.3	< .001
	VIM2	1.4	0.0623	22.4	< .001
	VIM3	1.23	0.0571	21.6	< .001
	VIM4	1.38	0.0613	22.5	< .001
Sustainability Practices	SP1	1.17	0.0565	20.6	< .001
	SP2	1.27	0.0566	22.5	< .001
	SP3	1.24	0.056	22.2	< .001
	SP4	1.26	0.0575	21.9	< .001
Customization Option	CO1	1.29	0.0599	21.5	< .001
	CO2	1.17	0.0587	19.9	< .001
	CO3	1.35	0.0616	22	< .001
Accommodation Preferences	AP1	1.39	0.0641	21.7	< .001
	AP2	1.34	0.0623	21.5	< .001
	AP3	1.36	0.0623	21.8	< .001
	AP4	1.12	0.0599	18.8	< .001
	AP5	1.24	0.0586	21.2	< .001
	AP6	1.18	0.0571	20.7	< .001
	TAE1	1.3	0.0617	21.1	< .001

Travel Activities and Experiences	TAE2	1.31	0.0628	20.8	< .001
	TAE3	1.2	0.0575	20.9	< .001
Cultural Immersion	CI1	1.37	0.0623	21.9	< .001
	CI2	1.23	0.058	21.1	< .001
	CI3	1.36	0.0629	21.6	< .001
	CI4	1.19	0.0559	21.3	< .001
	CI5	1.12	0.0579	19.3	< .001
Customer Service Quality	CSQ1	1.3	0.064	20.3	< .001
	CSQ2	1.22	0.0595	20.6	< .001
	CSQ3	1.21	0.059	20.5	< .001
Customer Preferences	CP1	1.27	0.0495	25.7	< .001
	CP2	1.32	0.0502	26.4	< .001
	CP3	1.35	0.0527	25.6	< .001
Customer Satisfaction	CS1	1.36	0.0527	25.7	< .001
	CS2	1.41	0.0536	26.4	< .001
	CS3	1.43	0.0554	25.7	< .001

Interpretation

In the study conducted of the Distance Tourism Holidays Company customers, the Confirmatory Factor Analysis (CFA) Table 4 offers significant insights into the relationships between different indicators and the constructs they stand for. The table's factor loadings, which show how effectively each indicator contributes to its related latent component, illustrate the

strength of these relationships. A factor is represented by each row, while Z-scores, p-values, standard errors (SE), and factor loading estimations are shown in the columns.

For example, factor loading estimates ranging from 1.17 to 1.37 across indicators TL1 to TL5 when looking at the "Travel Logistic" factor show a strong correlation between the indicators and the Travel Logistic construct. Significantly, with p-values less than 0.001, every factor loading for travel logistics shows statistical significance, highlighting the dependability of these associations.

Parallel to this, factor loading estimates consistently exceed the threshold limit that is more than 0.5, indicating strong relationships across other factors: "Customer Satisfaction," "Travel Activities and Experiences," "Cultural Immersion," "Customer Service Quality," "Customer Preferences," "Communication and Information," "Value for Money," "Sustainability Practices," "Customization Options," "Accommodation Preferences," and "Travel Activities and Experiences." The statistical significance of these factor loadings, with p-values less than 0.001, adds to the evidence supporting the strength of these relationships.

All of this data points to the indicators' significant contributions to their respective constructions. By taking into account the statistical significance and size of factor loadings, researchers may reliably evaluate the validity and reliability of the measurement model used in the study.

Within the Distance Tourism Holidays Company's study, the thorough analysis of these factor loadings provides researchers with a greater knowledge of the constructs' underlying structure and the strength of their linkages. For this reason, in empirical research contexts, the CFA table is an essential tool for verifying and improving measurement models.

3.5 Reliability Statistics

Table 5: Showing Reliability Statistics

Scale Reliability Statistics		
		Cronbach's α
scale		0.985

Interpretation

In the above Table 4 of reliability statistics, the Important information on the reliability of a certain scale is used to evaluate a particular construct of the Distance Tourism Holidays Company. The stated value of Cronbach's α coefficient, which gauges internal consistency or dependability, is 0.985 which is more than 0.7. The extraordinarily high result suggests that there is a strong correlation between the scale's elements. Stated otherwise, the scale has an exceptionally high degree of internal consistency, indicating that the items essentially assess the same underlying concept. This reliability coefficient increases the validity and credibility of the measuring tool used in the study by assuring researchers that the scale consistently and properly captures the desired notion.

TL2			TL1			Traveling Frequency "			Annual Income		
N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson
350	.000	-.218**	350	.009	-.140**	350	.409	-.044	350	.000	-.202**
350	.182	-.072	350	.042	-.109*	350	.834	-.011	350	.000	.317**
350	.886	.008	350	.113	-.085	350	.035	.113*	350	.000	-.205**
350	.363	-.049	350	.176	.073	350	.365	-.049	350	.000	-.414**
350	.098	-.089	350	.028	-.117*	350	.082	-.093	350		1
350	.838	.011	350	.590	-.029	350		1	350	.082	-.093
350	.000	.833**	350		1	350	.590	-.029	350	.028	-.117*
350		1	350	.000	.833**	350	.838	.011	350	.098	-.089
350	.000	.743**	350	.000	.798**	350	.052	-.104	350	.002	-.166**
350	.000	.836**	350	.000	.803**	350	.189	.070	350	.046	-.107*
350	.000	.770**	350	.000	.803**	350	.028	-.117*	350	.004	-.153**
350	.000	.756**	350	.000	.799**	350	.504	-.036	350	.014	-.131*
350	.000	.720**	350	.000	.799**	350	.002	-.161**	350	.002	-.168**
350	.000	.807**	350	.000	.832**	350	.237	-.063	350	.004	-.154**
350	.000	.780**	350	.000	.782**	350	.893	-.007	350	.098	-.089
350	.000	.746**	350	.000	.781**	350	.009	-.140**	350	.000	-.206**
350	.000	.751**	350	.000	.807**	350	.037	-.112*	350	.010	-.137*
350	.000	.770**	350	.000	.835**	350	.441	-.041	350	.032	-.115*
350	.000	.743**	350	.000	.794**	350	.032	-.115*	350	.004	-.152**
350	.000	.801**	350	.000	.784**	350	.991	-.001	350	.066	-.098
350	.000	.817**	350	.000	.840**	350	.727	-.019	350	.002	-.168**
350	.000	.799**	350	.000	.837**	350	.675	-.023	350	.004	-.155**
350	.000	.783**	350	.000	.802**	350	.162	-.075	350	.009	-.140**
350	.000	.729**	350	.000	.764**	350	.032	-.115*	350	.003	-.160**
350	.000	.819**	350	.000	.806**	350	.750	.017	350	.195	-.069
350	.000	.748**	350	.000	.798**	350	.015	-.130*	350	.001	-.173**
350	.000	.711**	350	.000	.810**	350	.102	-.088	350	.006	-.148**
350	.000	.680**	350	.000	.771**	350	.152	-.077	350	.025	-.120*
350	.000	.683**	350	.000	.752**	350	.256	-.061	350	.041	-.109*
350	.000	.735**	350	.000	.713**	350	.364	.049	350	.160	-.075
350	.000	.695**	350	.000	.730**	350	.773	-.015	350	.010	-.137*
350	.000	.722**	350	.000	.738**	350	.313	-.054	350	.056	-.102
350	.000	.657**	350	.000	.750**	350	.022	-.123*	350	.029	-.117*
350	.000	.709**	350	.000	.768**	350	.074	-.096	350	.001	-.175**
350	.000	.724**	350	.000	.761**	350	.545	-.032	350	.057	-.102
350	.000	.669**	350	.000	.770**	350	.138	-.079	350	.003	-.156**
350	.000	.728**	350	.000	.744**	350	.780	-.015	350	.092	-.090
350	.000	.700**	350	.000	.781**	350	.096	-.089	350	.005	-.151**
350	.000	.736**	350	.000	.741**	350	.279	-.058	350	.049	-.105*
350	.000	.741**	350	.000	.737**	350	.552	.032	350	.767	-.016
349	.000	.665**	349	.000	.739**	349	.023	-.122*	349	.025	-.120*
350	.000	.774**	350	.000	.770**	350	.802	.013	350	.197	-.069
350	.000	.755**	350	.000	.716**	350	.678	.022	350	.323	-.053
350	.000	-.343**	350	.000	-.246**	350	.003	-.159**	350	.342	-.051
350	.000	-.364**	350	.000	-.263**	350	.002	-.167**	350	.280	-.058
350	.000	-.378**	350	.000	-.274**	350	.002	-.162**	350	.354	-.050
350	.000	-.433**	350	.000	-.352**	350	.001	-.171**	350	.986	.001
350	.000	-.473**	350	.000	-.389**	350	.002	-.162**	350	.930	.005
350	.000	-.469**	350	.000	-.382**	350	.001	-.179**	350	.890	.007
350	.000	.821**	350	.000	.883**	350	.095	-.089	350	.006	-.145**
350	.000		350			350			350		

CAI2			CAI1			TL5			TL4			TL3		
Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N
.979	-.001	350	.040	-.110*	350	.329	-.052	350	.000	-.225**	350	.406	-.045	350
.009	-.140**	350	.035	-.113*	350	.001	-.185**	350	.123	-.083	350	.001	-.173**	350
.002	-.166**	350	.186	-.071	350	.037	-.112*	350	.357	-.049	350	.013	-.133*	350
.008	.141**	350	.127	.082	350	.001	.178**	350	.376	-.047	350	.001	.177**	350
.002	-.168**	350	.014	-.131*	350	.004	-.153**	350	.046	-.107*	350	.002	-.166**	350
.002	-.161**	350	.504	-.036	350	.028	-.117*	350	.189	.070	350	.052	-.104	350
.000	.799**	350	.000	.799**	350	.000	.803**	350	.000	.803**	350	.000	.798**	350
.000	.720**	350	.000	.756**	350	.000	.770**	350	.000	.836**	350	.000	.743**	350
.000	.830**	350	.000	.814**	350	.000	.848**	350	.000	.747**	350		1	350
.000	.721**	350	.000	.795**	350	.000	.780**	350		1	350	.000	.747**	350
.000	.861**	350	.000	.831**	350		1	350	.000	.780**	350	.000	.848**	350
.000	.829**	350		1	350	.000	.831**	350	.000	.795**	350	.000	.814**	350
	1	350	.000	.829**	350	.000	.861**	350	.000	.721**	350	.000	.830**	350
.000	.820**	350	.000	.804**	350	.000	.826**	350	.000	.801**	350	.000	.806**	350
.000	.735**	350	.000	.777**	350	.000	.740**	350	.000	.814**	350	.000	.715**	350
.000	.827**	350	.000	.796**	350	.000	.837**	350	.000	.715**	350	.000	.831**	350
.000	.820**	350	.000	.784**	350	.000	.858**	350	.000	.724**	350	.000	.826**	350
.000	.764**	350	.000	.804**	350	.000	.795**	350	.000	.788**	350	.000	.786**	350
.000	.843**	350	.000	.809**	350	.000	.840**	350	.000	.756**	350	.000	.837**	350
.000	.738**	350	.000	.770**	350	.000	.731**	350	.000	.825**	350	.000	.721**	350
.000	.825**	350	.000	.821**	350	.000	.846**	350	.000	.822**	350	.000	.799**	350
.000	.829**	350	.000	.822**	350	.000	.815**	350	.000	.798**	350	.000	.804**	350
.000	.808**	350	.000	.813**	350	.000	.821**	350	.000	.802**	350	.000	.791**	350
.000	.840**	350	.000	.800**	350	.000	.833**	350	.000	.708**	350	.000	.811**	350
.000	.750**	350	.000	.798**	350	.000	.732**	350	.000	.804**	350	.000	.748**	350
.000	.856**	350	.000	.813**	350	.000	.850**	350	.000	.756**	350	.000	.822**	350
.000	.793**	350	.000	.738**	350	.000	.821**	350	.000	.703**	350	.000	.788**	350
.000	.780**	350	.000	.751**	350	.000	.806**	350	.000	.707**	350	.000	.783**	350
.000	.776**	350	.000	.771**	350	.000	.790**	350	.000	.696**	350	.000	.772**	350
.000	.634**	350	.000	.702**	350	.000	.644**	350	.000	.750**	350	.000	.641**	350
.000	.735**	350	.000	.710**	350	.000	.745**	350	.000	.696**	350	.000	.707**	350
.000	.732**	350	.000	.704**	350	.000	.740**	350	.000	.680**	350	.000	.687**	350
.000	.780**	350	.000	.736**	350	.000	.779**	350	.000	.636**	350	.000	.749**	350
.000	.786**	350	.000	.754**	350	.000	.794**	350	.000	.712**	350	.000	.765**	350
.000	.758**	350	.000	.752**	350	.000	.749**	350	.000	.731**	350	.000	.741**	350
.000	.781**	350	.000	.738**	350	.000	.776**	350	.000	.663**	350	.000	.764**	350
.000	.780**	350	.000	.746**	350	.000	.759**	350	.000	.735**	350	.000	.736**	350
.000	.788**	350	.000	.781**	350	.000	.825**	350	.000	.718**	350	.000	.788**	350
.000	.736**	350	.000	.709**	350	.000	.752**	350	.000	.694**	350	.000	.745**	350
.000	.657**	350	.000	.707**	350	.000	.682**	350	.000	.748**	350	.000	.665**	350
.000	.787**	349	.000	.751**	349	.000	.775**	349	.000	.673**	349	.000	.770**	349
.000	.653**	350	.000	.707**	350	.000	.688**	350	.000	.766**	350	.000	.655**	350
.000	.658**	350	.000	.700**	350	.000	.689**	350	.000	.718**	350	.000	.644**	350
.007	-.143**	350	.000	-.220**	350	.001	-.175**	350	.000	-.370**	350	.003	-.158**	350
.004	-.152**	350	.000	-.236**	350	.000	-.188**	350	.000	-.391**	350	.002	-.163**	350
.003	-.159**	350	.000	-.239**	350	.000	-.194**	350	.000	-.397**	350	.002	-.168**	350
.000	-.216**	350	.000	-.314**	350	.000	-.242**	350	.000	-.463**	350	.000	-.242**	350
.000	-.246**	350	.000	-.344**	350	.000	-.273**	350	.000	-.503**	350	.000	-.278**	350
.000	-.233**	350	.000	-.339**	350	.000	-.265**	350	.000	-.495**	350	.000	-.259**	350
.000	.901**	350	.000	.878**	350	.000	.909**	350	.000	.815**	350	.000	.886**	350

VIM3			VIM2			VIM1			CAI4			CAI3		
Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)
-.129*	350	.145	-.078	350	.404	-.045	350	.003	-.160**	350	.060	-.101	350	
-.119*	350	.000	-.197**	350	.004	-.152**	350	.273	-.059	350	.008	-.142**	350	
-.055	350	.046	-.107*	350	.008	-.142**	350	.974	-.002	350	.475	-.038	350	
.057	350	.005	.149**	350	.002	.162**	350	.618	-.027	350	.187	.071	350	
-.115*	350	.010	-.137*	350	.000	-.206**	350	.098	-.089	350	.004	-.154**	350	
-.041	350	.037	-.112*	350	.009	-.140**	350	.893	-.007	350	.237	-.063	350	
.835**	350	.000	.807**	350	.000	.781**	350	.000	.782**	350	.000	.832**	350	
.770**	350	.000	.751**	350	.000	.746**	350	.000	.780**	350	.000	.807**	350	
.786**	350	.000	.826**	350	.000	.831**	350	.000	.715**	350	.000	.806**	350	
.788**	350	.000	.724**	350	.000	.715**	350	.000	.814**	350	.000	.801**	350	
.795**	350	.000	.858**	350	.000	.837**	350	.000	.740**	350	.000	.826**	350	
.804**	350	.000	.784**	350	.000	.796**	350	.000	.777**	350	.000	.804**	350	
.764**	350	.000	.820**	350	.000	.827**	350	.000	.735**	350	.000	.820**	350	
.819**	350	.000	.812**	350	.000	.812**	350	.000	.831**	350		1	350	
.796**	350	.000	.731**	350	.000	.754**	350		1	350	.000	.831**	350	
.807**	350	.000	.853**	350		1	350	.000	.754**	350	.000	.812**	350	
.831**	350		1	350	.000	.853**	350	.000	.731**	350	.000	.812**	350	
1	350	.000	.831**	350	.000	.807**	350	.000	.796**	350	.000	.819**	350	
.814**	350	.000	.841**	350	.000	.841**	350	.000	.737**	350	.000	.808**	350	
.790**	350	.000	.711**	350	.000	.729**	350	.000	.823**	350	.000	.809**	350	
.813**	350	.000	.819**	350	.000	.801**	350	.000	.794**	350	.000	.823**	350	
.780**	350	.000	.787**	350	.000	.808**	350	.000	.792**	350	.000	.825**	350	
.797**	350	.000	.811**	350	.000	.809**	350	.000	.789**	350	.000	.824**	350	
.767**	350	.000	.821**	350	.000	.833**	350	.000	.694**	350	.000	.788**	350	
.770**	350	.000	.719**	350	.000	.727**	350	.000	.806**	350	.000	.812**	350	
.785**	350	.000	.824**	350	.000	.835**	350	.000	.741**	350	.000	.816**	350	
.771**	350	.000	.797**	350	.000	.808**	350	.000	.685**	350	.000	.792**	350	
.760**	350	.000	.773**	350	.000	.779**	350	.000	.671**	350	.000	.774**	350	
.750**	350	.000	.798**	350	.000	.768**	350	.000	.661**	350	.000	.760**	350	
.724**	350	.000	.634**	350	.000	.648**	350	.000	.690**	350	.000	.730**	350	
.709**	350	.000	.732**	350	.000	.702**	350	.000	.672**	350	.000	.725**	350	
.713**	350	.000	.715**	350	.000	.699**	350	.000	.669**	350	.000	.720**	350	
.722**	350	.000	.797**	350	.000	.778**	350	.000	.634**	350	.000	.736**	350	
.746**	350	.000	.770**	350	.000	.769**	350	.000	.700**	350	.000	.769**	350	
.785**	350	.000	.718**	350	.000	.729**	350	.000	.723**	350	.000	.753**	350	
.740**	350	.000	.763**	350	.000	.763**	350	.000	.647**	350	.000	.763**	350	
.734**	350	.000	.735**	350	.000	.753**	350	.000	.727**	350	.000	.750**	350	
.766**	350	.000	.783**	350	.000	.780**	350	.000	.701**	350	.000	.800**	350	
.711**	350	.000	.740**	350	.000	.725**	350	.000	.684**	350	.000	.768**	350	
.733**	349	.000	.644**	350	.000	.651**	350	.000	.731**	350	.000	.714**	350	
.726**	350	.000	.773**	349	.000	.777**	349	.000	.651**	349	.000	.732**	349	
.696**	350	.000	.677**	350	.000	.692**	350	.000	.755**	350	.000	.744**	350	
-.233**	350	.001	-.179**	350	.007	-.143**	350	.000	.699**	350	.000	.707**	350	
-.253**	350	.000	-.198**	350	.003	-.157**	350	.000	-.340**	350	.000	-.265**	350	
-.262**	350	.000	-.200**	350	.002	-.166**	350	.000	-.360**	350	.000	-.277**	350	
-.337**	350	.000	-.262**	350	.000	-.247**	350	.000	-.359**	350	.000	-.283**	350	
-.369**	350	.000	-.292**	350	.000	-.277**	350	.000	-.415**	350	.000	-.342**	350	
-.369**	350	.000	-.291**	350	.000	-.271**	350	.000	-.445**	350	.000	-.377**	350	
.870**	350	.000	.888**	350	.000	.890**	350	.000	-.437**	350	.000	-.367**	350	
									.809**	350	.000	.886**	350	

SP3			SP2			SP1			VIM4				
N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-
350	.350	-.050	350	.031	-.115*	350	.000	-.199**	350	.384	-.047	350	.016
350	.003	-.160**	350	.078	-.094	350	.046	-.107*	350	.005	-.150**	350	.026
350	.063	-.100	350	.299	-.056	350	.778	-.015	350	.043	-.108*	350	.304
350	.039	.111*	350	.386	.046	350	.582	-.030	350	.029	.117*	350	.284
350	.004	-.155**	350	.002	-.168**	350	.066	-.098	350	.004	-.152**	350	.032
350	.675	-.023	350	.727	-.019	350	.991	-.001	350	.032	-.115*	350	.441
350	.000	.837**	350	.000	.840**	350	.000	.784**	350	.000	.794**	350	.000
350	.000	.799**	350	.000	.817**	350	.000	.801**	350	.000	.743**	350	.000
350	.000	.804**	350	.000	.799**	350	.000	.721**	350	.000	.837**	350	.000
350	.000	.798**	350	.000	.822**	350	.000	.825**	350	.000	.756**	350	.000
350	.000	.815**	350	.000	.846**	350	.000	.731**	350	.000	.840**	350	.000
350	.000	.822**	350	.000	.821**	350	.000	.770**	350	.000	.809**	350	.000
350	.000	.829**	350	.000	.825**	350	.000	.738**	350	.000	.843**	350	.000
350	.000	.825**	350	.000	.823**	350	.000	.809**	350	.000	.808**	350	.000
350	.000	.792**	350	.000	.794**	350	.000	.823**	350	.000	.737**	350	.000
350	.000	.808**	350	.000	.801**	350	.000	.729**	350	.000	.841**	350	.000
350	.000	.787**	350	.000	.819**	350	.000	.711**	350	.000	.841**	350	.000
350	.000	.780**	350	.000	.813**	350	.000	.790**	350	.000	.814**	350	
350	.000	.818**	350	.000	.834**	350	.000	.761**	350		1	350	.000
350	.000	.810**	350	.000	.800**	350		1	350	.000	.761**	350	.000
350	.000	.839**	350		1	350	.000	.800**	350	.000	.834**	350	.000
350		1	350	.000	.839**	350	.000	.810**	350	.000	.818**	350	.000
350	.000	.818**	350	.000	.817**	350	.000	.797**	350	.000	.798**	350	.000
350	.000	.822**	350	.000	.820**	350	.000	.703**	350	.000	.843**	350	.000
350	.000	.817**	350	.000	.778**	350	.000	.821**	350	.000	.733**	350	.000
350	.000	.805**	350	.000	.798**	350	.000	.747**	350	.000	.820**	350	.000
350	.000	.788**	350	.000	.788**	350	.000	.705**	350	.000	.822**	350	.000
350	.000	.768**	350	.000	.740**	350	.000	.683**	350	.000	.792**	350	.000
350	.000	.737**	350	.000	.755**	350	.000	.678**	350	.000	.778**	350	.000
350	.000	.702**	350	.000	.699**	350	.000	.745**	350	.000	.683**	350	.000
350	.000	.750**	350	.000	.762**	350	.000	.724**	350	.000	.713**	350	.000
350	.000	.743**	350	.000	.730**	350	.000	.738**	350	.000	.718**	350	.000
350	.000	.760**	350	.000	.750**	350	.000	.647**	350	.000	.795**	350	.000
350	.000	.789**	350	.000	.794**	350	.000	.705**	350	.000	.806**	350	.000
350	.000	.786**	350	.000	.785**	350	.000	.731**	350	.000	.770**	350	.000
350	.000	.774**	350	.000	.745**	350	.000	.690**	350	.000	.787**	350	.000
350	.000	.769**	350	.000	.781**	350	.000	.723**	350	.000	.781**	350	.000
350	.000	.785**	350	.000	.774**	350	.000	.721**	350	.000	.809**	350	.000
350	.000	.762**	350	.000	.739**	350	.000	.701**	350	.000	.743**	350	.000
350	.000	.724**	350	.000	.719**	350	.000	.749**	350	.000	.681**	350	.000
349	.000	.744**	349	.000	.754**	349	.000	.699**	349	.000	.777**	349	.000
350	.000	.713**	350	.000	.756**	350	.000	.760**	350	.000	.704**	350	.000
350	.000	.693**	350	.000	.710**	350	.000	.748**	350	.000	.681**	350	.000
350	.000	-.242**	350	.000	-.255**	350	.000	-.365**	350	.000	-.187**	350	.000
350	.000	-.258**	350	.000	-.269**	350	.000	-.385**	350	.000	-.199**	350	.000
350	.000	-.263**	350	.000	-.271**	350	.000	-.397**	350	.000	-.206**	350	.000
350	.000	-.329**	350	.000	-.353**	350	.000	-.456**	350	.000	-.275**	350	.000
350	.000	-.360**	350	.000	-.382**	350	.000	-.486**	350	.000	-.298**	350	.000
350	.000	-.352**	350	.000	-.372**	350	.000	-.481**	350	.000	-.296**	350	.000
350	.000	.891**	350	.000	.889**	350	.000	.816**	350	.000	.900**	350	.000

API			CO3			CO2			CO1			SP4		
Sig.(2-)	Pearson	N	Sig.(2-)	Pearson	N	Sig.(2-)	Pearson	N	Sig.(2-)	Pearson	N	Sig.(2-)	Pearson	N
.520	-.034	350	.216	-.066	350	.000	-.217**	350	.486	-.037	350	.010	-.137*	350
.015	-.130*	350	.001	-.182**	350	.056	-.102	350	.026	-.119*	350	.014	-.131*	350
.001	-.181**	350	.023	-.121*	350	.631	-.026	350	.023	-.121*	350	.307	-.055	350
.006	.147**	350	.013	.132*	350	.787	-.014	350	.003	.158**	350	.284	.057	350
.006	-.148**	350	.001	-.173**	350	.195	-.069	350	.003	-.160**	350	.009	-.140**	350
.102	-.088	350	.015	-.130*	350	.750	.017	350	.032	-.115*	350	.162	-.075	350
.000	.810**	350	.000	.798**	350	.000	.806**	350	.000	.764**	350	.000	.802**	350
.000	.711**	350	.000	.748**	350	.000	.819**	350	.000	.729**	350	.000	.783**	350
.000	.788**	350	.000	.822**	350	.000	.748**	350	.000	.811**	350	.000	.791**	350
.000	.703**	350	.000	.756**	350	.000	.804**	350	.000	.708**	350	.000	.802**	350
.000	.821**	350	.000	.850**	350	.000	.732**	350	.000	.833**	350	.000	.821**	350
.000	.738**	350	.000	.813**	350	.000	.798**	350	.000	.800**	350	.000	.813**	350
.000	.793**	350	.000	.856**	350	.000	.750**	350	.000	.840**	350	.000	.808**	350
.000	.792**	350	.000	.816**	350	.000	.812**	350	.000	.788**	350	.000	.824**	350
.000	.685**	350	.000	.741**	350	.000	.806**	350	.000	.694**	350	.000	.789**	350
.000	.808**	350	.000	.835**	350	.000	.727**	350	.000	.833**	350	.000	.809**	350
.000	.797**	350	.000	.824**	350	.000	.719**	350	.000	.821**	350	.000	.811**	350
.000	.771**	350	.000	.785**	350	.000	.770**	350	.000	.767**	350	.000	.797**	350
.000	.822**	350	.000	.820**	350	.000	.733**	350	.000	.843**	350	.000	.798**	350
.000	.705**	350	.000	.747**	350	.000	.821**	350	.000	.703**	350	.000	.797**	350
.000	.788**	350	.000	.798**	350	.000	.778**	350	.000	.820**	350	.000	.817**	350
.000	.788**	350	.000	.805**	350	.000	.817**	350	.000	.822**	350	.000	.818**	350
.000	.761**	350	.000	.821**	350	.000	.791**	350	.000	.809**	350		1	350
.000	.803**	350	.000	.836**	350	.000	.743**	350		1	350	.000	.809**	350
.000	.730**	350	.000	.769**	350		1	350	.000	.743**	350	.000	.791**	350
.000	.811**	350		1	350	.000	.769**	350	.000	.836**	350	.000	.821**	350
	1	350	.000	.811**	350	.000	.730**	350	.000	.803**	350	.000	.761**	350
.000	.858**	350	.000	.768**	350	.000	.698**	350	.000	.791**	350	.000	.779**	350
.000	.815**	350	.000	.795**	350	.000	.688**	350	.000	.797**	350	.000	.749**	350
.000	.727**	350	.000	.658**	350	.000	.728**	350	.000	.644**	350	.000	.700**	350
.000	.762**	350	.000	.723**	350	.000	.697**	350	.000	.727**	350	.000	.733**	350
.000	.737**	350	.000	.719**	350	.000	.690**	350	.000	.695**	350	.000	.729**	350
.000	.787**	350	.000	.756**	350	.000	.688**	350	.000	.780**	350	.000	.749**	350
.000	.831**	350	.000	.799**	350	.000	.689**	350	.000	.791**	350	.000	.757**	350
.000	.773**	350	.000	.730**	350	.000	.725**	350	.000	.746**	350	.000	.758**	350
.000	.807**	350	.000	.775**	350	.000	.682**	350	.000	.783**	350	.000	.720**	350
.000	.781**	350	.000	.768**	350	.000	.736**	350	.000	.751**	350	.000	.758**	350
.000	.840**	350	.000	.801**	350	.000	.720**	350	.000	.796**	350	.000	.751**	350
.000	.764**	350	.000	.741**	350	.000	.728**	350	.000	.744**	350	.000	.732**	350
.000	.715**	350	.000	.669**	350	.000	.726**	350	.000	.657**	350	.000	.686**	350
.000	.809**	349	.000	.785**	349	.000	.702**	349	.000	.767**	349	.000	.743**	349
.000	.747**	350	.000	.695**	350	.000	.762**	350	.000	.682**	350	.000	.731**	350
.000	.711**	350	.000	.660**	350	.000	.746**	350	.000	.641**	350	.000	.712**	350
.002	-.168**	350	.005	-.151**	350	.000	-.303**	350	.016	-.129*	350	.000	-.278**	350
.001	-.175**	350	.001	-.172**	350	.000	-.325**	350	.005	-.151**	350	.000	-.303**	350
.000	-.186**	350	.001	-.175**	350	.000	-.337**	350	.003	-.157**	350	.000	-.304**	350
.000	-.245**	350	.000	-.242**	350	.000	-.413**	350	.000	-.203**	350	.000	-.324**	350
.000	-.270**	350	.000	-.271**	350	.000	-.451**	350	.000	-.229**	350	.000	-.350**	350
.000	-.271**	350	.000	-.265**	350	.000	-.453**	350	.000	-.234**	350	.000	-.354**	350
.000	.899**	350	.000	.898**	350	.000	.829**	350	.000	.896**	350	.000	.874**	350

AP6	AP5			AP4			AP3			AP2			
Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N
-.149**	350	.031	-.116*	350	.000	-.217**	350	.074	-.096	350	.309	-.055	350
-.158**	350	.004	-.154**	350	.185	-.071	350	.039	-.110*	350	.019	-.125*	350
-.093	350	.145	-.078	350	.901	-.007	350	.000	-.197**	350	.001	-.182**	350
.019	350	.337	.051	350	.137	-.080	350	.111	.085	350	.052	.104	350
-.102	350	.010	-.137*	350	.160	-.075	350	.041	-.109*	350	.025	-.120*	350
-.054	350	.773	-.015	350	.364	.049	350	.256	-.061	350	.152	-.077	350
.738**	350	.000	.730**	350	.000	.713**	350	.000	.752**	350	.000	.771**	350
.722**	350	.000	.695**	350	.000	.735**	350	.000	.683**	350	.000	.680**	350
.687**	350	.000	.707**	350	.000	.641**	350	.000	.772**	350	.000	.783**	350
.680**	350	.000	.696**	350	.000	.750**	350	.000	.696**	350	.000	.707**	350
.740**	350	.000	.745**	350	.000	.644**	350	.000	.790**	350	.000	.806**	350
.704**	350	.000	.710**	350	.000	.702**	350	.000	.771**	350	.000	.751**	350
.732**	350	.000	.735**	350	.000	.634**	350	.000	.776**	350	.000	.780**	350
.720**	350	.000	.725**	350	.000	.730**	350	.000	.760**	350	.000	.774**	350
.669**	350	.000	.672**	350	.000	.690**	350	.000	.661**	350	.000	.671**	350
.699**	350	.000	.702**	350	.000	.648**	350	.000	.768**	350	.000	.779**	350
.715**	350	.000	.732**	350	.000	.634**	350	.000	.798**	350	.000	.773**	350
.713**	350	.000	.709**	350	.000	.724**	350	.000	.750**	350	.000	.760**	350
.718**	350	.000	.713**	350	.000	.683**	350	.000	.778**	350	.000	.792**	350
.738**	350	.000	.724**	350	.000	.745**	350	.000	.678**	350	.000	.683**	350
.730**	350	.000	.762**	350	.000	.699**	350	.000	.755**	350	.000	.740**	350
.743**	350	.000	.750**	350	.000	.702**	350	.000	.737**	350	.000	.768**	350
.729**	350	.000	.733**	350	.000	.700**	350	.000	.749**	350	.000	.779**	350
.695**	350	.000	.727**	350	.000	.644**	350	.000	.797**	350	.000	.791**	350
.690**	350	.000	.697**	350	.000	.728**	350	.000	.688**	350	.000	.698**	350
.719**	350	.000	.723**	350	.000	.658**	350	.000	.795**	350	.000	.768**	350
.737**	350	.000	.762**	350	.000	.727**	350	.000	.815**	350	.000	.858**	350
.769**	350	.000	.779**	350	.000	.708**	350	.000	.840**	350		1	350
.767**	350	.000	.799**	350	.000	.716**	350		1	350	.000	.840**	350
.725**	350	.000	.737**	350		1	350	.000	.716**	350	.000	.708**	350
.851**	350		1	350	.000	.737**	350	.000	.799**	350	.000	.779**	350
1	350	.000	.851**	350	.000	.725**	350	.000	.767**	350	.000	.769**	350
.787**	350	.000	.803**	350	.000	.631**	350	.000	.792**	350	.000	.795**	350
.754**	350	.000	.769**	350	.000	.695**	350	.000	.749**	350	.000	.762**	350
.775**	350	.000	.787**	350	.000	.748**	350	.000	.788**	350	.000	.769**	350
.799**	350	.000	.795**	350	.000	.718**	350	.000	.810**	350	.000	.810**	350
.735**	350	.000	.783**	350	.000	.706**	350	.000	.796**	350	.000	.778**	350
.769**	350	.000	.746**	350	.000	.704**	350	.000	.795**	350	.000	.811**	350
.795**	350	.000	.803**	350	.000	.723**	350	.000	.810**	350	.000	.783**	350
.759**	350	.000	.755**	350	.000	.790**	350	.000	.735**	350	.000	.736**	350
.753**	349	.000	.770**	349	.000	.736**	349	.000	.822**	349	.000	.788**	349
.756**	350	.000	.755**	350	.000	.760**	350	.000	.762**	350	.000	.729**	350
.782**	350	.000	.791**	350	.000	.793**	350	.000	.728**	350	.000	.707**	350
-.272**	350	.000	-.284**	350	.000	-.361**	350	.000	-.189**	350	.004	-.155**	350
-.286**	350	.000	-.291**	350	.000	-.376**	350	.000	-.201**	350	.001	-.173**	350
-.310**	350	.000	-.325**	350	.000	-.398**	350	.000	-.224**	350	.001	-.178**	350
-.338**	350	.000	-.343**	350	.000	-.426**	350	.000	-.266**	350	.000	-.238**	350
-.359**	350	.000	-.373**	350	.000	-.448**	350	.000	-.296**	350	.000	-.257**	350
-.372**	350	.000	-.388**	350	.000	-.464**	350	.000	-.298**	350	.000	-.254**	350
.830**	350	.000	.838**	350	.000	.774**	350	.000	.878**	350	.000	.886**	350

CHI				TAE3				TAE2				TAE1			
N	Sig. (2-	Pearson		N	Sig. (2-	Pearson		N	Sig. (2-	Pearson		N	Sig. (2-	Pearson	
350	.815	-.013		350	.043	-.108*		350	.306	-.055		350	.597	-.028	
350	.002	-.163**		350	.091	-.090		350	.000	-.200**		350	.000	-.188**	
350	.013	-.132*		350	.033	-.114*		350	.068	-.098		350	.052	-.104	
350	.004	.154**		350	.636	.025		350	.001	.173**		350	.004	.155**	
350	.003	-.156**		350	.057	-.102		350	.001	-.175**		350	.029	-.117*	
350	.138	-.079		350	.545	-.032		350	.074	-.096		350	.022	-.123*	
350	.000	.770**		350	.000	.761**		350	.000	.768**		350	.000	.750**	
350	.000	.669**		350	.000	.724**		350	.000	.709**		350	.000	.657**	
350	.000	.764**		350	.000	.741**		350	.000	.765**		350	.000	.749**	
350	.000	.663**		350	.000	.731**		350	.000	.712**		350	.000	.636**	
350	.000	.776**		350	.000	.749**		350	.000	.794**		350	.000	.779**	
350	.000	.738**		350	.000	.752**		350	.000	.754**		350	.000	.736**	
350	.000	.781**		350	.000	.758**		350	.000	.786**		350	.000	.780**	
350	.000	.763**		350	.000	.753**		350	.000	.769**		350	.000	.736**	
350	.000	.647**		350	.000	.723**		350	.000	.700**		350	.000	.634**	
350	.000	.763**		350	.000	.729**		350	.000	.769**		350	.000	.778**	
350	.000	.763**		350	.000	.718**		350	.000	.770**		350	.000	.797**	
350	.000	.740**		350	.000	.785**		350	.000	.746**		350	.000	.722**	
350	.000	.787**		350	.000	.770**		350	.000	.806**		350	.000	.795**	
350	.000	.690**		350	.000	.731**		350	.000	.705**		350	.000	.647**	
350	.000	.745**		350	.000	.785**		350	.000	.794**		350	.000	.750**	
350	.000	.774**		350	.000	.786**		350	.000	.789**		350	.000	.760**	
350	.000	.720**		350	.000	.758**		350	.000	.757**		350	.000	.749**	
350	.000	.783**		350	.000	.746**		350	.000	.791**		350	.000	.780**	
350	.000	.682**		350	.000	.725**		350	.000	.689**		350	.000	.688**	
350	.000	.775**		350	.000	.730**		350	.000	.799**		350	.000	.756**	
350	.000	.807**		350	.000	.773**		350	.000	.831**		350	.000	.787**	
350	.000	.810**		350	.000	.769**		350	.000	.762**		350	.000	.795**	
350	.000	.810**		350	.000	.788**		350	.000	.749**		350	.000	.792**	
350	.000	.718**		350	.000	.748**		350	.000	.695**		350	.000	.631**	
350	.000	.795**		350	.000	.787**		350	.000	.769**		350	.000	.803**	
350	.000	.799**		350	.000	.775**		350	.000	.754**		350	.000	.787**	
350	.000	.810**		350	.000	.757**		350	.000	.804**		350		1	
350	.000	.835**		350	.000	.771**		350		1		350	.000	.804**	
350	.000	.803**		350		1		350	.000	.771**		350	.000	.757**	
350		1		350	.000	.803**		350	.000	.835**		350	.000	.810**	
350	.000	.812**		350	.000	.807**		350	.000	.758**		350	.000	.792**	
350	.000	.827**		350	.000	.783**		350	.000	.835**		350	.000	.794**	
350	.000	.789**		350	.000	.783**		350	.000	.731**		350	.000	.807**	
350	.000	.726**		350	.000	.768**		350	.000	.670**		350	.000	.687**	
349	.000	.816**		349	.000	.724**		349	.000	.812**		349	.000	.773**	
350	.000	.690**		350	.000	.732**		350	.000	.715**		350	.000	.726**	
350	.000	.739**		350	.000	.684**		350	.000	.708**		350	.000	.703**	
350	.007	-.144**		350	.000	-.253**		350	.001	-.181**		350	.005	-.149**	
350	.005	-.150**		350	.000	-.260**		350	.000	-.190**		350	.003	-.160**	
350	.002	-.168**		350	.000	-.283**		350	.000	-.198**		350	.001	-.177**	
350	.000	-.221**		350	.000	-.325**		350	.000	-.248**		350	.000	-.207**	
350	.000	-.241**		350	.000	-.353**		350	.000	-.269**		350	.000	-.230**	
350	.000	-.245**		350	.000	-.347**		350	.000	-.269**		350	.000	-.243**	
350	.000	.887**		350	.000	.857**		350	.000	.880**		350	.000	.873**	

CSQI			CIS			C14			C13			C12		
N	Sig.	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson	N	Sig. (2-)	Pearson
349	.271	-.059	350	.000	-.257**	350	.002	-.162**	350	.237	-.063	350	.106	-.086
349	.003	-.157**	350	.470	-.039	350	.008	-.142**	350	.014	-.131*	350	.076	-.095
349	.000	-.186**	350	.632	-.026	350	.367	-.048	350	.151	-.077	350	.049	-.105*
349	.012	.135*	350	.223	-.065	350	.604	.028	350	.001	.179**	350	.468	.039
349	.025	-.120*	350	.767	-.016	350	.049	-.105*	350	.005	-.151**	350	.092	-.090
349	.023	-.122*	350	.552	.032	350	.279	-.058	350	.096	-.089	350	.780	-.015
349	.000	.739**	350	.000	.737**	350	.000	.741**	350	.000	.781**	350	.000	.744**
349	.000	.665**	350	.000	.741**	350	.000	.736**	350	.000	.700**	350	.000	.728**
349	.000	.770**	350	.000	.665**	350	.000	.745**	350	.000	.788**	350	.000	.736**
349	.000	.673**	350	.000	.748**	350	.000	.694**	350	.000	.718**	350	.000	.735**
349	.000	.775**	350	.000	.682**	350	.000	.752**	350	.000	.825**	350	.000	.759**
349	.000	.751**	350	.000	.707**	350	.000	.709**	350	.000	.781**	350	.000	.746**
349	.000	.787**	350	.000	.657**	350	.000	.736**	350	.000	.788**	350	.000	.780**
349	.000	.732**	350	.000	.714**	350	.000	.768**	350	.000	.800**	350	.000	.750**
349	.000	.651**	350	.000	.731**	350	.000	.684**	350	.000	.701**	350	.000	.727**
349	.000	.777**	350	.000	.651**	350	.000	.725**	350	.000	.780**	350	.000	.753**
349	.000	.773**	350	.000	.644**	350	.000	.740**	350	.000	.783**	350	.000	.735**
349	.000	.733**	350	.000	.711**	350	.000	.711**	350	.000	.766**	350	.000	.734**
349	.000	.777**	350	.000	.681**	350	.000	.743**	350	.000	.809**	350	.000	.781**
349	.000	.699**	350	.000	.749**	350	.000	.701**	350	.000	.721**	350	.000	.723**
349	.000	.754**	350	.000	.719**	350	.000	.739**	350	.000	.774**	350	.000	.781**
349	.000	.744**	350	.000	.724**	350	.000	.762**	350	.000	.785**	350	.000	.769**
349	.000	.743**	350	.000	.686**	350	.000	.732**	350	.000	.751**	350	.000	.758**
349	.000	.767**	350	.000	.657**	350	.000	.744**	350	.000	.796**	350	.000	.751**
349	.000	.702**	350	.000	.726**	350	.000	.728**	350	.000	.720**	350	.000	.736**
349	.000	.783**	350	.000	.669**	350	.000	.741**	350	.000	.801**	350	.000	.768**
349	.000	.809**	350	.000	.715**	350	.000	.764**	350	.000	.840**	350	.000	.781**
349	.000	.788**	350	.000	.736**	350	.000	.783**	350	.000	.811**	350	.000	.778**
349	.000	.822**	350	.000	.735**	350	.000	.810**	350	.000	.795**	350	.000	.796**
349	.000	.736**	350	.000	.790**	350	.000	.723**	350	.000	.704**	350	.000	.706**
349	.000	.770**	350	.000	.755**	350	.000	.803**	350	.000	.746**	350	.000	.783**
349	.000	.753**	350	.000	.759**	350	.000	.795**	350	.000	.769**	350	.000	.735**
349	.000	.773**	350	.000	.687**	350	.000	.807**	350	.000	.794**	350	.000	.792**
349	.000	.812**	350	.000	.670**	350	.000	.731**	350	.000	.835**	350	.000	.758**
349	.000	.724**	350	.000	.768**	350	.000	.783**	350	.000	.783**	350	.000	.807**
349	.000	.816**	350	.000	.726**	350	.000	.789**	350	.000	.827**	350	.000	.812**
349	.000	.792**	350	.000	.767**	350	.000	.810**	350	.000	.764**	350		1
349	.000	.774**	350	.000	.720**	350	.000	.801**	350		1	350	.000	.764**
349	.000	.751**	350	.000	.789**	350		1	350	.000	.801**	350	.000	.810**
349	.000	.716**	350		1	350	.000	.789**	350	.000	.720**	350	.000	.767**
349		1	349	.000	.716**	349	.000	.751**	349	.000	.774**	349	.000	.792**
349	.000	.712**	350	.000	.805**	350	.000	.779**	350	.000	.726**	350	.000	.738**
349	.000	.755**	350	.000	.785**	350	.000	.752**	350	.000	.708**	350	.000	.717**
349	.001	-.170**	350	.000	-.363**	350	.000	-.264**	350	.003	-.158**	350	.000	-.254**
349	.001	-.180**	350	.000	-.380**	350	.000	-.284**	350	.001	-.170**	350	.000	-.255**
349	.001	-.185**	350	.000	-.404**	350	.000	-.313**	350	.001	-.185**	350	.000	-.273**
349	.000	-.258**	350	.000	-.441**	350	.000	-.316**	350	.000	-.233**	350	.000	-.305**
349	.000	-.277**	350	.000	-.469**	350	.000	-.348**	350	.000	-.257**	350	.000	-.334**
349	.000	-.283**	350	.000	-.478**	350	.000	-.361**	350	.000	-.262**	350	.000	-.334**
349	.000	.871**	350	.000	.789**	350	.000	.849**	350	.000	.89**	350	.000	.864**

CP3			CP2			CPI			CSQ3			CSQ2		
Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N
.000	.283**	350	.000	.237**	350	.000	.199**	350	.000	.240**	350	.000	.264**	350
.699	-.021	350	.560	-.031	350	.686	-.022	350	.132	-.081	350	.879	-.008	350
.011	-.136**	350	.024	-.121*	350	.043	-.108*	350	.801	-.013	350	.853	.010	350
.000	.211**	350	.000	.201**	350	.000	.190**	350	.358	-.049	350	.084	-.093	350
.354	-.050	350	.280	-.058	350	.342	-.051	350	.323	-.053	350	.197	-.069	350
.002	-.162**	350	.002	-.167**	350	.003	-.159**	350	.678	.022	350	.802	.013	350
.000	-.274**	350	.000	-.263**	350	.000	-.246**	350	.000	.716**	350	.000	.770**	350
.000	-.378**	350	.000	-.364**	350	.000	-.343**	350	.000	.755**	350	.000	.774**	350
.002	-.168**	350	.002	-.163**	350	.003	-.158**	350	.000	.644**	350	.000	.655**	350
.000	-.397**	350	.000	-.391**	350	.000	-.370**	350	.000	.718**	350	.000	.766**	350
.000	-.194**	350	.000	-.188**	350	.001	-.175**	350	.000	.689**	350	.000	.688**	350
.000	-.239**	350	.000	-.236**	350	.000	-.220**	350	.000	.700**	350	.000	.707**	350
.003	-.159**	350	.004	-.152**	350	.007	-.143**	350	.000	.658**	350	.000	.653**	350
.000	-.283**	350	.000	-.277**	350	.000	-.265**	350	.000	.707**	350	.000	.744**	350
.000	-.359**	350	.000	-.360**	350	.000	-.340**	350	.000	.699**	350	.000	.755**	350
.002	-.166**	350	.003	-.157**	350	.007	-.143**	350	.000	.671**	350	.000	.692**	350
.000	-.200**	350	.000	-.198**	350	.001	-.179**	350	.000	.677**	350	.000	.714**	350
.000	-.262**	350	.000	-.253**	350	.000	-.233**	350	.000	.696**	350	.000	.726**	350
.000	-.206**	350	.000	-.199**	350	.000	-.187**	350	.000	.681**	350	.000	.704**	350
.000	-.397**	350	.000	-.385**	350	.000	-.365**	350	.000	.748**	350	.000	.760**	350
.000	-.271**	350	.000	-.269**	350	.000	-.255**	350	.000	.710**	350	.000	.756**	350
.000	-.263**	350	.000	-.258**	350	.000	-.242**	350	.000	.693**	350	.000	.713**	350
.000	-.304**	350	.000	-.303**	350	.000	-.278**	350	.000	.712**	350	.000	.731**	350
.003	-.157**	350	.005	-.151**	350	.016	-.129*	350	.000	.641**	350	.000	.682**	350
.000	-.337**	350	.000	-.325**	350	.000	-.303**	350	.000	.746**	350	.000	.762**	350
.001	-.175**	350	.001	-.172**	350	.005	-.151**	350	.000	.660**	350	.000	.695**	350
.000	-.186**	350	.001	-.175**	350	.002	-.168**	350	.000	.711**	350	.000	.747**	350
.001	-.178**	350	.001	-.173**	350	.004	-.155**	350	.000	.707**	350	.000	.729**	350
.000	-.224**	350	.000	-.201**	350	.000	-.189**	350	.000	.728**	350	.000	.762**	350
.000	-.398**	350	.000	-.376**	350	.000	-.361**	350	.000	.793**	350	.000	.760**	350
.000	-.325**	350	.000	-.291**	350	.000	-.284**	350	.000	.791**	350	.000	.755**	350
.000	-.310**	350	.000	-.286**	350	.000	-.272**	350	.000	.782**	350	.000	.756**	350
.001	-.177**	350	.003	-.160**	350	.005	-.149**	350	.000	.703**	350	.000	.726**	350
.000	-.198**	350	.000	-.190**	350	.001	-.181**	350	.000	.708**	350	.000	.715**	350
.000	-.283**	350	.000	-.260**	350	.000	-.253**	350	.000	.684**	350	.000	.732**	350
.002	-.168**	350	.005	-.150**	350	.007	-.144**	350	.000	.739**	350	.000	.690**	350
.000	-.273**	350	.000	-.255**	350	.000	-.254**	350	.000	.717**	350	.000	.738**	350
.001	-.185**	350	.001	-.170**	350	.003	-.158**	350	.000	.708**	350	.000	.726**	350
.000	-.313**	350	.000	-.284**	350	.000	-.264**	350	.000	.752**	350	.000	.779**	350
.000	-.404**	350	.000	-.380**	350	.000	-.363**	350	.000	.785**	350	.000	.805**	350
.001	-.185**	349	.001	-.180**	349	.001	-.170**	349	.000	.755**	349	.000	.712**	349
.000	-.393**	350	.000	-.378**	350	.000	-.358**	350	.000	.813**	350		1	350
.000	-.410**	350	.000	-.383**	350	.000	-.369**	350		1	350	.000	.813**	350
.000	.970**	350	.000	.985**	350		1	350	.000	-.369**	350	.000	-.358**	350
.000	.982**	350		1	350	.000	.985**	350	.000	-.383**	350	.000	-.378**	350
	1	350	.000	.982**	350	.000	.970**	350	.000	-.410**	350	.000	-.393**	350
.000	.474**	350	.000	.470**	350	.000	.468**	350	.000	-.458**	350	.000	-.429**	350
.000	.499**	350	.000	.481**	350	.000	.477**	350	.000	-.487**	350	.000	-.461**	350
.000	.525**	350	.000	.497**	350	.000	.481**	350	.000	-.505**	350	.000	-.470**	350
.002	-.165**	350	.004	-.153**	350	.010	-.137*	350	.000	.783**	350	.000	.806**	350

Total			CS3			CS2			CS1			
N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N	Sig. (2-	Pearson	N
350	.178	-.072	350	.000	.304**	350	.000	.264**	350	.000	.226**	350
350	.007	-.143**	350	.496	-.037	350	.423	-.043	350	.539	-.033	350
350	.021	-.123*	350	.187	-.071	350	.299	-.056	350	.428	-.042	350
350	.007	.144**	350	.000	.225**	350	.000	.213**	350	.000	.215**	350
350	.006	-.145**	350	.890	.007	350	.930	.005	350	.986	.001	350
350	.095	-.089	350	.001	-.179**	350	.002	-.162**	350	.001	-.171**	350
350	.000	.883**	350	.000	-.382**	350	.000	-.389**	350	.000	-.352**	350
350	.000	.821**	350	.000	-.469**	350	.000	-.473**	350	.000	-.433**	350
350	.000	.886**	350	.000	-.259**	350	.000	-.278**	350	.000	-.242**	350
350	.000	.815**	350	.000	-.495**	350	.000	-.503**	350	.000	-.463**	350
350	.000	.909**	350	.000	-.265**	350	.000	-.273**	350	.000	-.242**	350
350	.000	.878**	350	.000	-.339**	350	.000	-.344**	350	.000	-.314**	350
350	.000	.901**	350	.000	-.233**	350	.000	-.246**	350	.000	-.216**	350
350	.000	.886**	350	.000	-.367**	350	.000	-.377**	350	.000	-.342**	350
350	.000	.809**	350	.000	-.437**	350	.000	-.445**	350	.000	-.415**	350
350	.000	.890**	350	.000	-.271**	350	.000	-.277**	350	.000	-.247**	350
350	.000	.888**	350	.000	-.291**	350	.000	-.292**	350	.000	-.262**	350
350	.000	.870**	350	.000	-.369**	350	.000	-.369**	350	.000	-.337**	350
350	.000	.900**	350	.000	-.296**	350	.000	-.298**	350	.000	-.275**	350
350	.000	.816**	350	.000	-.481**	350	.000	-.486**	350	.000	-.456**	350
350	.000	.889**	350	.000	-.372**	350	.000	-.382**	350	.000	-.353**	350
350	.000	.891**	350	.000	-.352**	350	.000	-.360**	350	.000	-.329**	350
350	.000	.874**	350	.000	-.354**	350	.000	-.356**	350	.000	-.324**	350
350	.000	.896**	350	.000	-.234**	350	.000	-.229**	350	.000	-.203**	350
350	.000	.829**	350	.000	-.453**	350	.000	-.451**	350	.000	-.413**	350
350	.000	.898**	350	.000	-.265**	350	.000	-.271**	350	.000	-.242**	350
350	.000	.899**	350	.000	-.271**	350	.000	-.270**	350	.000	-.245**	350
350	.000	.886**	350	.000	-.254**	350	.000	-.257**	350	.000	-.238**	350
350	.000	.878**	350	.000	-.298**	350	.000	-.296**	350	.000	-.266**	350
350	.000	.774**	350	.000	-.464**	350	.000	-.448**	350	.000	-.426**	350
350	.000	.838**	350	.000	-.388**	350	.000	-.373**	350	.000	-.343**	350
350	.000	.830**	350	.000	-.372**	350	.000	-.359**	350	.000	-.338**	350
350	.000	.873**	350	.000	-.243**	350	.000	-.230**	350	.000	-.207**	350
350	.000	.880**	350	.000	-.269**	350	.000	-.269**	350	.000	-.248**	350
350	.000	.857**	350	.000	-.347**	350	.000	-.353**	350	.000	-.325**	350
350	.000	.887**	350	.000	-.245**	350	.000	-.241**	350	.000	-.221**	350
350	.000	.864**	350	.000	-.334**	350	.000	-.334**	350	.000	-.305**	350
350	.000	.897**	350	.000	-.262**	350	.000	-.257**	350	.000	-.233**	350
350	.000	.849**	350	.000	-.361**	350	.000	-.348**	350	.000	-.316**	350
350	.000	.789**	350	.000	-.478**	350	.000	-.469**	350	.000	-.441**	350
349	.000	.871**	349	.000	-.283**	349	.000	-.277**	349	.000	-.258**	349
350	.000	.806**	350	.000	-.470**	350	.000	-.461**	350	.000	-.429**	350
350	.000	.783**	350	.000	-.505**	350	.000	-.487**	350	.000	-.458**	350
350	.010	-.137*	350	.000	.481**	350	.000	.477**	350	.000	.468**	350
350	.004	-.153**	350	.000	.497**	350	.000	.481**	350	.000	.470**	350
350	.002	-.165**	350	.000	.525**	350	.000	.499**	350	.000	.474**	350
350	.000	-.228**	350	.000	.973**	350	.000	.985**	350	.000	1	350
350	.000	-.261**	350	.000	.985**	350		1	350	.000	.985**	350
350	.000	-.260**	350		1	350	.000	.985**	350	.000	.973**	350
350		1	350	.000	-.260**	350	.000	-.261**	350	.000	-.228**	350

Interpretation

With a constant sample size of 350, the correlation analysis table 6 shows Pearson correlation coefficients for several criteria included in the study conducted by the Distance Tourism Holidays Company. Along with indicating the statistical significance of the link, each coefficient shows the direction and intensity of the association between two variables. A statistically significant negative association (-0.143 , $p = 0.007$) between age (years) and satisfaction suggests that older individuals could be less satisfied. Similarly, there is a statistically significant negative connection (-0.123 , $p = 0.021$) between marital status and contentment, indicating that single people may be less satisfied. On the other hand, annual income shows a statistically significant negative correlation (-0.145 , $p = 0.006$), suggesting that lower incomes may correspond to lower satisfaction, while occupation shows a statistically significant positive correlation (0.144 , $p = 0.007$), suggesting that certain occupations may be associated with higher satisfaction levels.

All of the following factors show strong positive correlations with the total score when examining particular aspects of the tourism experience: Travel Logistic (TL1 to TL5), Communication and Information (CAI1 to CA4), Value for Money (VIM1 to VIM4), Sustainability Practices (SP1 to SP4), Customization Options (CO1 to CO3), Accommodation Preferences (AP1 to AP6), Travel Activities and Experiences (TAE1 to TAE3), Cultural Immersion (CI1 to CI5), and Customer Service Quality (CSQ1 to CSQ3). This implies that there is a correlation between higher overall scores and higher scores on these parameters. Furthermore, there are statistically significant positive correlations found between the following factors: Accommodation Preferences (AP1 to AP6), Travel Activities and Experiences (TAE1 to TAE3), Value for Money (VIM1 to VIM4), Sustainability Practices (SP1 to SP4), Customization Options (CO1 to CO3), Communication and Information (CAI1 to

CAI4), and Cultural Immersion (CI1 to CI5). These correlations highlight the significance of these factors in determining overall preferences and satisfaction levels.

Customer Satisfaction (CS1 to CS3) and Preferences (CP1 to CP3), for example, show negative correlations, meaning that higher scores in these categories are linked to lower overall scores. All of the correlations in the table are statistically significant ($p < 0.001$), despite the negative correlations, highlighting the importance of these factors in comprehending client experiences and preferences in the Distance Tourism Holidays Company's study.

3.7 Regression Model 1 Test Result

Table 7: Showing Regression Model 1 Test Result

Model Coefficient - Customer Preferences			
Predictor	Estimate	p	Results
Intercept	4.6286	<.001	
Travel Logistics	-0.3591	0.051	Rejected
Communication and Information	-0.0443	0.81	Rejected
Value for Money	0.4591	0.002	Accepted
Sustainability Practices	-0.8011	<.001	Accepted
Customization Options	0.4177	0.007	Accepted

Interpretation

The model coefficients for the Distance Tourism Holidays Company customers' predictors in Table 7 above provide some important insights. First, about travel logistics, the link between travel logistics and consumer preferences tends to be negative (-0.3591), although it is not

statistically significant at the customary level ($p = 0.051$). Although a trend seems to be pointing to a possible influence, it is not statistically significant as a result null hypothesis has been accepted.

Comparably, Communication and Information show a negative estimate (-0.0443), indicating that consumer preferences may decline as communication and information providing become more effective. This predictor does not, however, appear to have a substantial statistical impact on consumer preferences inside the model ($p = 0.81$) as a result null hypothesis has been accepted.

On the other hand, the positive Value for Money estimate shows that consumers prioritize getting good value for their money when purchasing travel-related services. Customer preferences are favorably impacted by a better-perceived value for money, indicating that consumers are more inclined to favor businesses that provide competitive pricing and meet their expectations in terms of experiences. The relevance of this predictor in influencing consumer choices is shown by its statistical significance ($p = 0.002$), as a result hypothesis has been accepted which emphasizes the necessity for businesses to thoroughly analyze their value propositions and pricing strategies.

Remarkably, consumer preferences are strongly negatively impacted by sustainability practices (-0.8011), suggesting that customers are greatly discouraged by unsustainable methods. The relevance of environmental and social responsibility in customer decision-making within the tourist business is shown by this very significant ($p < 0.001$) predictor, as a result hypothesis has been accepted. Unsustainable methods greatly discourage customers, which is indicative of a growing consciousness and care for ethical and environmental concerns. Businesses that put a high priority on sustainability projects stand to benefit from favorable customer attitudes and a competitive edge in the marketplace.

Additionally, the modification alternatives display a positive estimate (0.4177), indicating that providing alternatives for modification improves consumer preferences. The statistical significance of this association ($p = 0.007$), as a result, hypothesis has been accepted. This suggests that offering individualized experiences might have a favorable impact on consumer preferences. This may be explained by people's need for customized and distinctive experiences that meet their interests and tastes, highlighting the importance of customization and flexibility in travel options.

Value for Money, Sustainability Practices, and Customization Options emerge as critical factors shaping customer preferences for the Distance Tourism Holidays Company. In the model, factors like travel logistics, communication, and information do not significantly impact customer preferences. In the tourist sector, improving consumer happiness and loyalty requires an understanding of these characteristics and effective approaches to address them.

3.8 Regression Model 2 Test Result

Table 8: Showing Regression Model 2 Test Result

Model Coefficient - Customer Satisfaction			
Predictor	Estimate	p	Results
Intercept	4.8494	<.001	
Accommodation Preferences	0.0634	0.738	Rejected
Travel Activities and Experiences	0.3411	0.02	Accepted
Cultural Immersion	-0.0538	0.769	Rejected
Customer Service Quality	0.7847	<.001	Accepted

Interpretation

The model coefficients for the Distance Tourism Holidays Company's predictors of customer satisfaction in Table 8 above provide important insights into the elements impacting customer experiences:

Within the framework of the Distance Tourism Holidays Company, the examination of factors impacting consumer satisfaction yields various noteworthy conclusions. First, about Accommodation Preferences, there appears to be a marginal correlation between favorable accommodation preferences and increased customer satisfaction (0.0634). However, the association is not strong enough to support firm conclusions, as evidenced by the lack of statistical significance ($p = 0.738$), as a result null hypothesis has been accepted. Although guests may have preferences when it comes to their lodging, other elements like location, facilities, and cleanliness could have a greater impact on how satisfied they are.

Travel Activities and Experiences, on the other hand, have a moderately favorable influence (0.3411) on customer satisfaction, suggesting that travelers' overall contentment is greatly increased by interesting and fun activities. Given that this association is statistically significant ($p = 0.02$), as a result hypothesis has been accepted, providing a variety of engaging experiences is crucial to exceeding consumer expectations and raising satisfaction levels.

The little negative correlation (-0.0538) between cultural immersion and consumer satisfaction raises the possibility that cultural immersion may have a modicum of a dampening impact. Nonetheless, the absence of statistical significance ($p = 0.769$), as a result, null hypothesis has been accepted. This suggests that cultural immersion does not significantly impact consumer satisfaction levels within the model. While some consumers might enjoy cultural experiences, their influence on overall pleasure might be outweighed by other considerations.

The most notable finding is that customer service quality is a crucial factor in determining customer contentment. A high positive effect (0.7847) shows that providing effective customer service considerably lowers satisfaction levels. This association is very significant ($p < 0.001$), and as a result hypothesis has been accepted. This highlights how crucial it is to provide outstanding customer service experiences to guarantee high customer satisfaction and encourage favorable consumer preferences. Within the tourist sector, building loyalty and positive word-of-mouth requires effective communication, responsiveness, and attention to client demands.

While factors like preferred accommodations and cultural immersion could have an impact on customer happiness, travel activities and experiences—and, most importantly, the quality of customer service—are the main determinants. To improve client happiness, encourage loyalty, and keep a competitive advantage in the market, the Distance Tourism Holidays Company must comprehend and give priority to these issues.

4 CHAPTER 4: RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

The research trip culminates in the Research Findings and Discussion chapter, which summarizes the major findings, revelations, and implications from the data analysis. Researchers summarize the findings from the data analysis in this chapter, emphasizing important patterns, correlations, and trends found during the investigation.

4.2 Findings

The study's conclusions about the Distance Tourism Holidays Company provide insight into the complex interactions between many elements. Utilizing an extensive analysis, the research reveals crucial elements that influence client experiences and provides insightful recommendations for improving service quality and cultivating consumer loyalty within the hotel and tourist sector.

The lack of statistically significant coefficients for travel logistics, communication, and information suggests that these elements' components may not have a major impact on consumer choices. This suggests that factors such as the efficiency of communication and the mode of transportation may not have a significant effect on the general level of customer satisfaction. On the other hand, value for money has a positive and statistically significant coefficient, which suggests that consumers appreciate getting excellent value for their money when purchasing travel-related services. Customers prioritize getting excellent value for the money they spend on services, which shows that competitive pricing and achieving consumer expectations in terms of value have a beneficial influence on customer preferences.

Customers are strongly discouraged by unsustainable behaviors, according to the robustly negative and statistically significant coefficient for sustainability practices. This emphasizes how crucial social and environmental responsibilities are in shaping consumer preferences. Additionally, Customization Options displayed a substantial and positive coefficient, indicating that providing individualized experiences improves client preferences. This emphasizes how important it is to offer individualized experiences to favorably affect consumer preferences.

Accommodation preferences and cultural immersion have little impact on consumer satisfaction because their coefficients were not statistically significant. This implies that the overall pleasure of consumers may not be much impacted by aspects relating to lodging preferences and cultural immersion.

On the other hand, interesting and pleasurable activities greatly increase consumer satisfaction, according to the positive and statistically significant coefficient for travel activities and experiences. This emphasizes how crucial it is to provide a variety of engaging experiences to live up to client expectations. In a similar vein, customer service quality shows statistically significant strong positive correlations. This suggests that providing excellent customer service has a major impact on increasing customer satisfaction. This highlights how crucial it is to provide outstanding customer service to guarantee high levels of satisfaction and loyalty.

Analysis of consumer preferences showed that different elements of the travel experience were seen as more or less important or satisfying. Customers' high ratings for customization choices, for instance, show how much they value individualized experiences. However, evaluations for sustainable practices were lower, indicating a possible area for development to better suit consumer preferences.

It has been discovered that factors like interesting vacation activities and first-rate customer service greatly raise overall satisfaction levels. Customers who engaged in a variety of

entertaining activities, for example, expressed greater contentment. Furthermore, satisfied customers were more likely to be loyal and spread the word about a business that provides excellent customer service.

4.3 Conclusion

Conclusively, the research conducted on the Distance Tourism Holidays Company sheds light on the complex aspects that influence consumer experiences within the hospitality and tourism sector. Value for Money, Sustainability Practices, and Customization Options are extremely important, even if they may not have a major influence on client preferences as Travel Logistics and Communication and Information may. the significance of matching service offerings to client expectations, especially about open pricing, environmental responsibility, and customized experiences. Furthermore, the beneficial effects of captivating travel activities and first-rate customer service on customer satisfaction emphasize how crucial experience quality and superior customer service are in fostering repeat business and favorable word-of-mouth.

The Distance Tourism Holidays Company may improve its competitive advantage and market positioning by utilizing these insights to fine-tune its service delivery and marketing initiatives in the future. Through a focus on sustainable practices, diversification of travel offerings, and investment in customer-centric initiatives, the firm can surpass consumer expectations and cultivate enduring connections, therefore positioning itself as a traveler's first option. Furthermore, by consistently obtaining and utilizing client input, the business may adjust to changing tastes and patterns, guaranteeing its survival and significance in an increasingly cutthroat environment. The research provides practical suggestions that the Distance Tourism Holidays Company may use to improve client contentment, stimulate expansion, and solidify its standing as a frontrunner in the travel sector.

4.4 Managerial Implications

The study highlights practical managerial advice that Distance Tourism Vacations Company may put into practice.

- **Value for Money Enhancement**

The Distance Tourism Holidays Company ought to give precedence to tactics that are designed to improve the clients' perception of the value for their money. To maintain competitiveness, price structures must be routinely reviewed. Additionally, clients must be made aware of the value offered through marketing collateral and advertising campaigns.

- **Sustainability Integration**

The business should include sustainability measures in its operations since it is aware of the substantial detrimental effects that unsustainable practices have on consumer choices. Appeal to ecologically sensitive tourists entails putting in place eco-friendly regulations, cutting carbon emissions, and encouraging moral behavior.

- **Personalization Strategies**

The organization ought to concentrate on providing individualized experiences that cater to specific interests, considering the significance of customization options in shaping client preferences. This can entail offering flexibility in route planning and using consumer data to tailor vacation packages.

- **Diversification of Travel Activities**

The Distance Tourism Holidays Company should expand the range of activities it offers by adding interesting and novel travel experiences to improve client satisfaction. Enhancing the entire customer experience may be achieved via collaborating with regional merchants to offer distinctive experiences and by creating avenues for cultural immersion.

- **Customer Service Excellence**

To guarantee outstanding customer service quality, it is imperative to make investments in customer service training and put in place methods for smooth communication. It is possible for the business to considerably raise customer satisfaction levels by emphasizing promptness and careful consideration of their questions and comments.

- **Sustainability Communication**

Improving consumer happiness requires addressing sustainability issues and demonstrating the company's dedication to environmentally responsible operations. The business should use a variety of platforms, including social media, tour guides, and website content, to inform clients about its sustainable activities.

- **Feedback Utilization**

To pinpoint problem areas and enhance services, systems for collecting and evaluating client input must be put in place. To improve services and produce new products, the corporation should use input from internet reviews, consumer encounters, and post-tour surveys.

- **Cultural Immersion Emphasis**

Even though Cultural Immersion might not have a direct effect on consumer happiness, highlighting real cultural experiences can set the business apart from rivals. Enhancing and creating unforgettable experiences for tourists may be achieved via collaborating with local communities and incorporating cultural components into tour itineraries.

Through the implementation of these managerial implications, the Distance tourist Holidays Company may fortify its competitive standing, augment consumer contentment, and cultivate enduring loyalty, thus propelling business expansion and triumph in the ever-evolving hospitality and tourist sector.

5 CHAPTER 5: TASKS HANDLED

5.1 Introduction

I worked in several areas during my internship at Distance Tourism Holidays Private Limited Company, including marketing, reservations, transport, and accounts. I also accomplished a variety of tasks that provided me with a comprehensive understanding of the hospitality and tourism industry. It allowed me to devote all of my time to my internship and yet have time for fieldwork and special occasions. Through practical experiences including customer engagement, market research, partnership negotiations, event management, and more, I was able to combine the theoretical knowledge from classroom courses with real-world applications. My ability to communicate, think analytically, negotiate, organize, and coordinate events all increased as a result. Despite encountering challenges such as fresh work and shortened deadlines.

5.2 Sections Worked In

I had the chance to help out in various areas such as Accounts, Transport, and Reservations even though my main role was in the Marketing Department. With this wide range of experiences, I now fully understand all facets of the hotel and tourist industry.

5.3 Working Schedule

My workday ran from Monday through Saturday from 10:00 am to 6:00 pm, with some flexibility allowed for fieldwork. My internship duties could be fully focused on this regular timetable, which also made it possible for me to attend any fieldwork or special events that came up.

5.4 Type of Tasks Exposed to

My internship at Distance Tourism Holidays Company covered an array of projects, exposing me to a variety of tasks including interacting with clients, conducting market research, creating marketing materials, negotiating agreements, organizing with outside vendors, helping with reservations, and managing events. Every assignment offered different difficulties and educational chances, enabling me to apply concepts from theory to practical situations. These tasks combined to provide an in-depth hands-on experience in the dynamic industry of tourism and hospitality, ranging from understanding client needs and preferences to analyzing market trends, fostering partnerships coordinating logistics, and ensuring seamless client experiences while efficiently managing events.

5.5 Hands-on Experience

I gained a wide range of interesting practical experience working with Distance Tourism Holidays Company, which helped me adapt concepts from theory to real-life scenarios.

Client Interaction

I got the chance to interact with clients face-to-face as well as over the phone and via emails and in-person conversations. This included figuring out what they needed, answering their questions, giving them service updates, and making sure they were satisfied all around. Through engaging with customers, I discovered how crucial it is to establish rapport, demonstrate empathy, and use good communication to create lasting connections.

Market Research

I was able to gain a thorough insight into consumer preferences, gauge customer happiness, examine market trends, and assess competitive environments by conducting market research. I carried out in-depth research to pinpoint the critical elements affecting consumer preferences

and satisfaction, concentrating on elements that have a big influence on the entire travel experience. To determine the market's need for travel services, I also carried out a thorough investigation of the hospitality and tourist sectors. My knowledge of customer behavior and market dynamics has grown as a result of this experience, which also sharpened my analytical abilities. It established the foundation for marketing strategy decision-making, directing the creation of focused campaigns to satisfy changing consumer demands.

Designing Marketing Materials

I worked on creating marketing materials to advertise the services and products offered by Distance Tourism Holidays Company, including brochures, posters, and booklets. To complete this assignment, one needed to be creative, meticulous, and knowledgeable about branding concepts. I gained knowledge about how visual components may successfully convey a brand's message and draw in potential customers by participating in the design process.

Negotiating Partnerships

By taking part in partnership discussions, I was able to hone my negotiating abilities and gain insight into the value of teamwork within the hospitality and tourism sector. I worked in conjunction with lodging facilities, dining establishments, and other interested parties to form win-win alliances that improved customers' travel experiences in general. To create agreements that complemented the company's aims, it was necessary to identify shared goals and concerns throughout the partnership negotiations.

Coordinating with External Vendors

To ensure the smooth execution of client itineraries, coordination with external vendors required communicating with suppliers, transportation companies, and other service providers. To organize logistics and satisfy customer expectations, this activity needed strong communication, organizational abilities, and attention to detail. I learned a lot about supply

chain management and the value of vendor relationships in providing top-notch services by collaborating closely with outside partners.

Assisting in Bookings

Making arrangements for customers' lodging, transportation, and other travel needs was part of the assistance with bookings. To guarantee seamless transactions and satisfy client expectations, this activity needed close attention to detail, effective time management, and cooperation with both internal and external parties. I helped create unforgettable vacation experiences for customers by helping with bookings, which gave me real-world experience in providing client care.

Managing Events

I had the chance to take part in event management, including managing industry conferences like the Women Pediatricians Forum (WPF) Conclave 2024 event at Goveia Grand Resort in Goa, and exhibitions at the Goa International Travel Mart (GITM) organized at Dr. Shyama Prasad Mukherjee Stadium, at which Distance Tourism Holidays Company showcased its services. This required organizing logistics, liaising with event planners, and making sure that the firm's presence conveyed its products and services. I was able to hone my collaboration, flexibility, and organizational abilities in challenging circumstances by managing events.

I was able to close the knowledge gap between theory and application with each of these practical encounters, providing practical context for what I had learned in the classroom. In addition to improving my analytical, interpersonal, and organizational skills, actively engaging in tasks like customer outreach, partnership negotiations, organizing events, and client bookings gave me important insights into the intricacies of the tourism sector and marketing dynamics.

5.6 Relationship of Tasks with Classroom Course

During my internship at Distance Tourism Holidays Company, I discovered that I could easily relate the theories and concepts I had studied in class to situations that occurred in real life. It was a chance to close the knowledge gap between theory and practice, and each assignment I completed seemed like a logical continuation of what I had learned in school.

Managing client contacts was one of my responsibilities as an intern. This part of the job mirrored concepts from classes on managing client relationships and interpersonal communication. These courses highlight the abilities of effective communication, empathy, and rapport-building, which are essential when engaging with clients through numerous channels. Examining market research also mirrored ideas from consumer behavior and marketing research courses. Using segmentation tactics and assessing market data—concepts that are fundamental to these courses—was necessary to analyze customer preferences and industry developments.

The ideas of branding and visual communication courses were rigorously used in the creation of marketing materials for the Distance Tourism Holidays Company. The creation of aesthetically pleasing collateral required ingenuity, meticulousness, and commitment to brand standards—skills that were refined in the classroom. To negotiate agreements with resorts, hotels, and restaurants, business growth and managerial courses were consulted. Reaching mutually beneficial agreements, resolving issues, and identifying shared objectives were all essential components that reflected the ideas taught in these classes.

The ideas of the supply chain operations and management management courses were reflected in the coordination with outside vendors to guarantee the smooth execution of customer itineraries. Delivering high-quality services required effective logistical coordination and vendor management, topics that were thoroughly covered in these seminars. Using concepts

from services marketing and operations management classes, I helped make reservations for lodging and transportation. Meeting customer needs and ensuring seamless transactions are in line with the emphasis on providing services and efficiency in operation that these courses teach.

Concepts from courses on organizational behavior and event management were applied to the logistical preparation, teamwork, and flexibility involved in managing events, such as industry conferences and exhibits. These experiences, which mirrored concepts taught in these courses, emphasized the significance of successful event planning, managing group dynamics in dynamic circumstances, and leadership dynamics. Overall, every practical encounter I had while interning showed how theoretical information learned in the classroom could be used in real-world settings, emphasizing the priceless link between education and practice.

I was able to get a deeper grasp of marketing, company development, and operations management by directly applying classroom theories to real-world problems. This hands-on method not only strengthened my academic understanding but also gave me priceless abilities and perspectives for my future pursuits.

5.7 Learning

During my internship with Distance Tourism Holidays Company, I gained practical experience that taught me several important lessons that have greatly aided in my professional development. These lessons include:

- **Effective Communication:** Acquired the ability to interact with customers in a straightforward, compassionate manner while being aware of their wants and worries.
- **Establishing Rapport:** Acquired proficiency in establishing rapport and trust with clients, so cultivating favorable associations.

- **Analytical Skills:** Improved capacity to assess market possibilities and constraints by analyzing data and industry trends.
- **Understanding Consumer Behavior:** Gaining insight into customer preferences and satisfaction levels via understanding consumer behavior may help with strategic decision-making.
- **Creativity:** Exercised ingenuity in creating eye-catching marketing collateral that conveys the company message.
- **Attention to Detail:** Accuracy and consistency in design aspects were ensured by developing attention to detail.
- **Negotiation Skills:** Learned how to identify common ground and come to agreements that benefit both parties via partnership discussions.
- **Collaboration:** Recognized the value of working together to build alliances that improve the services the business provides.
- **Organizational Skills:** Enhanced capacity for managing connections with outside vendors and organizing logistics. It improved abilities to organize and carry out events, handle logistics, and communicate with stakeholders.
- **Supply Chain Management:** Acquired knowledge about supply chain management and realized how crucial effective vendor relationships are to providing services.
- **Time Management:** Acquired expertise managing several reservations and liaising with stakeholders to fulfill client demands. Managing several projects, deadlines, and customer reservations improves prioritizing, time management, and the capacity to deploy resources effectively to achieve goals.
- **Customer Service Delivery:** Acquired the ability to deliver exceptional customer service, guaranteeing seamless transactions and fostering lifelong memories.

Adaptability: Acquired the ability to adjust to changing circumstances and overcome unanticipated obstacles. Additionally, handling shifting customer tastes, market dynamics, and unforeseen events when managing an event fosters flexibility and adaptation in handling unforeseen scenarios.

- **Cross-Cultural Communication:** Getting to know partners and clients from different backgrounds helps you grasp the subtleties of cross-cultural communication and how important cultural sensitivity is in business dealings.
- **Problem-Solving:** Responding to customer questions, settling conflicts, and negotiating difficulties in partnership talks and event planning scenarios sharpens analytical and problem-solving skills.
- **Client-Centric strategy:** Emphasizing unique client demands and adjusting services to fulfill them highlights the importance of a client-centric strategy in corporate operations.
- **Teamwork and Collaboration:** Working with colleagues from other departments highlights the need for successful collaboration, teamwork, and utilizing pooled skills to accomplish shared objectives.
- **Attention to Branding:** Taking part in the creation of marketing collateral and representing the business at events draws attention to how important brand identity, message, and consistency are in fostering customer loyalty and brand identification.
- **Leadership Skills:** Taking the initiative on project assignments, managing duties in event planning, and leading team tasks all help to build these abilities and decision-making confidence.
- **Networking:** During conferences and negotiations, interacting with clients, partners, and industry experts creates networking possibilities that grow professional links and possible commercial alliances.

- **Resilience:** Overcoming obstacles in event planning, rejections in partnership talks, and failures build tenacity, resilience, and the capacity to overcome setbacks with willpower.

The practical experiences acquired at Distance Tourism Holidays Company have been crucial in developing a comprehensive grasp of the nuances of the travel business and refining critical abilities for career advancement. Engaging with clients and doing market research forming alliances, liaising with outside suppliers, and overseeing events—all of these experiences have helped cultivate vital skills like communication, creativity, and flexibility. In addition, the focus on cooperation, client-centricity, branding, and leadership has highlighted how crucial it is to forge solid bonds with clients, provide outstanding service, and promote innovation in a cutthroat corporate environment. These experiences have strengthened my understanding of cross-cultural problem-solving and communication while also highlighting the value of networking and perseverance in overcoming obstacles and grasping possibilities. All things considered, the wide variety of experiences offered by Distance Tourism Holidays has established a strong basis for success in the vibrant and constantly changing tourism sector.

5.8 Challenges

I faced several obstacles throughout my internship at Distance Tourism Holidays Company that put my skills to the test and forced me to develop:

- **Managing Client Expectations:**

Aligning customer demands with the company's services and limits was one of the biggest issues I faced. Effective communication and negotiating skills were necessary to strike a balance between the realistic restrictions of availability and money and the needs of the clients for personalized experiences.

- **Adapting to Market Dynamics:**

The travel and hospitality sectors are vulnerable to quick shifts in consumer preferences, market trends, and outside variables including monetary fluctuations and legislative actions. It has always been difficult to modify marketing plans and service offerings to satisfy changing consumer needs without sacrificing brand identity.

- **Handling Unforeseen Issues:**

Unexpected problems, including last-minute cancellations, travel delays, or abrupt changes in the weather, frequently occurred even with meticulous planning. To guarantee that customer experiences were not adversely affected, handling these unforeseen obstacles demanded rapid thinking, problem-solving abilities, and the capacity to stay composed under duress.

- **Building Partnerships:**

Achieving mutually advantageous conditions and resolving any conflicts of interest faced obstacles when negotiating agreements with hotels, resorts, and other service providers. A careful balance and skillful negotiating strategies were needed to protect the company's interests while fostering rapport and trust with partners.

- **Coordinating Logistics:**

There were logistical issues in coordinating with outside vendors and making sure that client schedules were executed flawlessly, especially during high travel seasons or major events. To overcome logistical challenges and preserve service quality, effective communication, careful planning, and backup plans were crucial.

- **Managing Time and Priorities:**

It took great time management and prioritizing abilities to handle numerous activities at once, such as client bookings, market research, event management, and partnership

negotiations. It required effective resource allocation and job distribution to balance conflicting priorities and achieve deadlines.

- **Cultural Sensitivity:**

It was difficult to comprehend cultural quirks, preferences, and communication styles while interacting with partners and clients from different cultural backgrounds. It requires constant awareness and adaptability to maintain cultural sensitivity and prevent misunderstandings or misinterpretations.

- **Resilience in the Face of Setbacks:**

Overcoming setbacks during event management, such as turning down partnership proposals, unsatisfied clients, or unforeseen impediments, required tenacity and resilience. Resilience, inventiveness, and a positive outlook were necessary for overcoming failures to identify other solutions and draw lessons from the event.

I learned a lot from navigating these obstacles during my practical experience at Distance Tourism Holidays Company. These experiences reinforced the value of adaptability, problem-solving, effective communication, and resilience in the ever-changing hospitality and tourism sector. Despite these difficulties, I seized every chance to grow and change. I developed my abilities, overcame challenges, and came out stronger and more capable thanks to my tenacity and determination. Every obstacle taught me priceless lessons that have better prepared me to succeed in my future undertakings.

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7 Appendix I: Samples of the work done

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SUN CITY RESORT BAGA



**BEST RATE
GUARANTEE**

DISTANCE TOURISM

Package 3 Nights 4 days

PICKUP
DROP
BREAKFAST
DINNER
2 DAYS SIGHTSEEING



DMC GOA

GROUP BOOKING

Corporate Events
Product Launch
Destination Wedding

WASIM – 8928788285	TAMIL SPEAKING	ASHWINI – 8262880860
SANA – 8550991724	CHELLAN – 8807889729	SAMITA – 8485800393
JONITA – 8550991723		SHWETA – 7620384848



Exhibitions at the Goa International Travel Mart (GITM) held at Dr. Shyama Prasad Mukherjee Stadium



Industry conferences: Women Pediatricians Forum (WPF) Conclave 2024 event

NOTE: The above images have Distance Tourism DMC as their official name whereas Travel Unlimited is their operating name.

Company Name B2B RATES		
Dates	CP	MAP
April 2024 July 31,2024	4000	5000
August 1. 2024 September 30,2024	4500	5500
October 1. 2024 November 30,2024	5000	6000
December 1. 2024 December 20. 2024	5500	6500
December 21, 2024 January 6. 2025	10000	N/A
Januray 7. 2025 March 31,2025	4000	5000
MEAL SUPPLEMENT		
BREAKFAST @ Rs 300.00 5% GST per Adult	Child 6-12 @ Rs 200.00 % GST per Child	Child below years : Complimentary
LUNCH @ Rs 500.00 . % GST per Adult	Child 6-12 @ Rs 350.00 5% GST	Child below years : Complimentary
DINNER a Rs 500.00 % GST per Adult	Child 6-12 @ Rs 350.00 % GST	Child below years Complimentary
EXTRA ADULT Rs 1500.00 per person per night		
Child 6 12 years : Rs 1000.00 with Extra Mattress		
Child below 6 Complimentary without extra bedding		
EXTRA ADULT: Rs 1500.00 per person per night		
Child 6-12 years: Rs 1000.00" with Extra Mattress		
Child below 6: Complimentary without extra bedding		
*GST EXTRA AS APPLICABLE		
Inclusions		
Buffet Breakfast at our Multi Cuisine Restaurant between 8:30-10:30 am		
Free use of the swimming pool [in proper swim wear] between 9 am - 9 pm		
Free WIFI for browsing [subject to network]		
Early Check In & Late Checkout subject to availaibility and on additional charges		
NOTE: ABOVE RATES ARE SUBJECT TO CHANGES		
NOTE:		
Swimming Pool Timing is 9:00 am-9:00 pm with proper swimming costume. Cotton Garments are strictly not allowed and Guests will be asked to vacate the pool		
Any damage to the Room or Linen will be charged as per Hotel Policy.		
Buffet Breakfast is served in the Restaurant between 8:30 am-10:30 am		
Multiple Rooms booked are not Guaranteed Rooms together		
Restaurant Timing is till 12:00 Midnight and last order is 11:30 pm		
Check in time 14:00 hrs & check out time 11:00 am		
RIGHTS OF ADMISSION IS RESERVED AT THE RESORT-NO VISITORS ARE ALLOWED		
Rooms booked are Non-Refundable and no refund request will be entertained.		
Advance paid can be utilized within 90 days and will be subject to Room Availability & Tariff Changes as applicable		
Not applicable for bookings between 21/12/2024-05/01/2025		

The name of the company is hidden

8 Appendix II: Photos while you are at work





9 Appendix III: Questionnaire for the customers of Distance Tourism Holidays

Company

Sr. No.	Questionnaire	Citation
Section – 1 – Demographic Details		
1.	Name	(Kumar Vishnoi et al., 2018)
2.	Gender	
	Male	
	Female	
	Others	
3.	Age (Years)	
	19-25	
	26-35	
	36-45	
	45 Above	
4.	Marital Status	
	Married	
	Unmarried	
5.	Occupation	
	Businessmen	
	Salaried	
	Professional	
	Student	
	Homemaker	
6.	Annual Income	
	Less than 1Lakh	
	1 lakh - 5 Lakh	
	5 Lakh - 10 Lakh	
	More than 10	
7.	Traveling Frequency	
	Once in 3 months	

	Once in 6 months	
	Once in a year	
Section – 2 – Understanding Customer Preferences		
<p>Please rate the following factors influencing your preferences towards Distance Tourism Holiday Company's offerings on a scale from 1 to 5, where:</p> <p>1 - Strongly Disagree</p> <p>2 - Disagree</p> <p>3 - Neutral</p> <p>4 - Agree</p> <p>5 - Strongly Agree</p>		
1.	Travel Logistics	
•	Timeliness of Deliveries is the importance of travel logistic services as perceived by the logistics service purchasers	(Gajewska & Grigoroudis, 2017)
•	Completeness of Deliveries is the importance of travel logistic services as perceived by the logistics service purchasers	
•	Promptness of Deliveries is the importance of travel logistic services as perceived by the logistics service purchasers	
•	Accuracy of Order Fulfillment is the importance of travel logistic services as perceived by the logistics service purchasers	
•	The flexibility of Deliveries is the importance of travel logistic services as perceived by the logistics service purchasers	
2.	Communication and Information:	
•	Well-designed communication messages influence tourists' preferences towards the offerings of the Distance Tourism Holidays Company.	(Abdulwasiiu, n.d.)
•	Information provided through various communication channels, such as the company's website, influences tourists' preferences by educating them about the unique experiences offered.	
•	Satisfied tourists are more likely to recommend the Distance Tourism Holidays Company's services to others, positively impacting preferences.	

•	Good customer satisfaction with the Distance Tourism Holidays Company's services influences tourists' preferences toward continued engagement and future bookings.	
3.	Value for Money	
•	The services offered by the Distance Tourism Holidays Company are well made.	(Lin et al., 2022)
•	The services provided by the Distance Tourism Holidays Company are ones that I would enjoy.	
•	The services offered by the Distance Tourism Holidays Company are reasonably priced.	
•	Utilizing services from the Distance Tourism Holidays Company would make a positive impression on others.	
4.	Sustainability Practices	
•	I prefer tourism companies that prioritize eco-friendly practices in their operations.	(Rana et al., 2023)
•	My family and I prioritize staying with tourism companies that implement eco-friendly practices.	
•	Sustainable tourism companies are my top picks.	
•	I am willing to pay a premium for tourism services offered by companies with strong sustainability practices	
5.	Customization Options	
•	The travel packages offered by Distance Tourism Holidays Company are tailored to meet my specific needs.	(Coelho & Henseler, 2012)
•	Distance Tourism Holidays Company offers services that I couldn't find in another company.	
•	If I changed between another travel company, I wouldn't obtain services as customized as provided by Distance Tourism Holidays Company.	
Section – 3 - Understanding Customer Satisfaction		
Please rate the following factors influencing your experience towards Distance Tourism Holidays Company's offerings on a scale from 1 to 5, where: 1 - Strongly Disagree		

2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree		
1.	Accommodation Preferences	
•	The location of the accommodation provided by the Distance Tourism Holidays Company meets my expectations.	(Hao & Har, 2014b)
•	The price of the accommodation offered by the Distance Tourism Holidays Company is reasonable and aligns with the value provided.	
•	The facilities available at the accommodation arranged by the Distance Tourism Holidays Company meet my needs and preferences.	
•	The cleanliness standards of the accommodation provided by the Distance Tourism Holidays Company are satisfactory.	
•	The safety measures implemented at the accommodation arranged by the Distance Tourism Holidays Company make me feel secure.	
•	The level of service provided at the accommodation arranged by the Distance Tourism Holidays Company meets my expectations	
2.	Travel Activities and Experiences	
•	One of my reasons for engaging in travel activities is to experience Pleasure activities	(Xiao et al., 2015)
•	One of my reasons for engaging in travel activities is to experience physical/outdoor activities	
•	One of my reasons for engaging in travel activities is to experience nature-based activities	
3.	Cultural Immersion	
•	My overall impression of the destination is positive.	(Tian et al., 2020)
•	I am attracted to the traditional culture of the destination.	
•	I value the intangible cultural heritage of the destination.	
•	I am keen on learning about local customs at the destination.	

<ul style="list-style-type: none">•	I would enjoy living in the destination to experience its culture firsthand.	
4.	Customer Service Quality	
<ul style="list-style-type: none">•	The overall quality of customer service provided by the Distance Tourism Holidays Company services is good.	(Wu et al., 2011)
<ul style="list-style-type: none">•	The Distance Tourism Holidays Company provides high-quality services.	
<ul style="list-style-type: none">•	I believe that the Distance Tourism Holidays Company offers a service that is superior in every way.	
Section – 4 – Overall Customer Satisfaction and Customer Preferences		
Please rate the following influencing your Overall Preferences towards Distance Tourism Holidays Company's offerings on a scale from 1 to 5, where: 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree		
Customer Satisfaction		
	The overall satisfaction level with Distance Tourism Holidays Company's services is high.	(Narayan et al., 2008)
	Willingness to use services facilitated by the Distance Tourism Holidays Company again	
	Willingness to recommend services facilitated by the Distance Tourism Holidays Company to friends and relatives	
Please rate the following influencing your Overall Satisfaction towards Distance Tourism Holidays Company's offerings on a scale from 1 to 5, where: 1 - Strongly Disagree 2 - Disagree		

3 - Neutral

4 - Agree

5 - Strongly Agree

Customer Preferences

The Distance Tourism Holidays Company is my preferred choice when planning and booking travel arrangements.

Compared to other options, I prefer using the services of The Distance Tourism Holidays Company.

I have a positive impression of The Distance Tourism Holidays Company and would choose them for future travel needs.

(Ezeuduji & De Jager, 2015)