

Summer Internship Report

A Project Report On Customer Preferences toward a Travel Agency

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Declaration

I Tariq Jamil Es-Haqzai hereby declare that the present project report entitled “A Study on Customer Preferences for Travel Agency Survey” is submitted in partial fulfillment of the requirement for the degree course of MBA (second semester of first year) to Goa Business School, Goa, India, is a bonafide record of work done by me under the supervision of Prof. Purva Hegde Desai.

I further state that no part of the project has been submitted for a degree, diploma, or any other similar title of this or any other university.

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MBA

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Executive Summary

A study on “customer preferences” was carried on travelers who love to travel with a travel agency. The need for the conducting the survey was due to having a problem of conducting the tours in the ideal months for the travelers which they want to travel and also to get to know the exact budget of travelers which they want to pay while traveling with a travel agency and also to know the places where Goans travelers love to travel and visit those places. The main objectives of the research were to find out the preferences of travelers with respect to their travel with a travel agency and to identify the factors that influence the decision of travelers to travel with a travel agency. The important factors that are to be considered under this survey are ideal months, preferred place, budget, and activities.

The study was done as part of Descriptive Research. Random Stratified sampling technique was employed for selecting the sample. The data was collected by means of questionnaire. A structured questionnaire was given to 44 travelers and the data was collected based on the same. The data was analyzed using percentage method and showing on the graph. Utmost care has been taken from the beginning of the preparation of the questionnaire till the analysis, findings and suggestions. The analysis leads over to the conclusion which found the ideal months which they want to travel in their preferred places with their affordable cost.

- The most preferred ideal months for travelling are November, December and January
- The most preferred places to travel outside goa is hill stations, snow points and historical places
- The ideal budget for the majority of the respondents for domestic trip is 10000 – 15000

- The most preferred activities which travelers would like to try is river rafting, paragliding, scuba diving and snowboarding

Tourism Industry

What is the tourism industry?

So, what is the tourism industry? First, it is important to define what is meant by the ‘tourism industry’. Essentially, it refers to all activity related to the short-term movement of people to locations away from where they usually reside. It is one of the world’s largest industries and the economies of many nations are driven, to a large extent, by their tourist trade.

It is also a wide-ranging industry, which includes the hotel industry, the transport industry and a number of additional industries or sectors. It is vital to understand that the tourist industry is linked to movement to different locations, based not only on leisure, but also business and some additional travel motivators.

With that being said, according to the most common definitions, the tourism industry does not cover activities related to travel where the person intends to stay in their destination for longer than one year. As an example, this means that expatriates and long-term international students are not technically classed as tourists.

The Tourist

In simple terms, a tourist is a person travelling to another location, away from their usual social environment, for business, pleasure or social reasons. By most accepted definitions, to be classed as a tourist, a person needs to stay at that location for longer than 24 hours, but for no longer than one year.

Tourists may be motivated to travel by a range of different factors, such as refreshment of body and mind, or the pursuit of excitement, entertainment or pleasure. Alternatively, travelers may be driven by cultural curiosity, self-improvement, business, or by a desire to visit friends and

family, or to form new relationships. While business travelers are usually classed as tourists, it is worth noting that many definitions of the word exclude those who travel with the intention of making an income in the place that they travel to.

What Are the Benefits of the Tourism Industry?

Tourism offers a wide range of benefits, including economic benefits for countries attracting a large number of visitors, due to the money they spend not only on their actual stay, but also in local businesses. It also provides a large number of jobs for people working in the transport and hospitality industry, among others.

Moreover, tourism has the potential to improve relationships between nation states or businesses, to create opportunities for entertainment and recreation, and to improve the value of a currency.

It can also open up cultural exchange opportunities, while for tourists; it can lead to improved happiness, well-being and education.

Indian Tourism Industry

Size of the Industry	5 million annual foreign tourist arrivals and 562 million domestic tourism visits.
Geographical Distribution	Hyderabad, Assam, Delhi, Goa, Shimal, jammu and Kashmir, Shimoga, Kerala, Ajanta, Puri, Amritsar, Jaipur, Chennai, Kolkata, etc.
Output per Annum	Increased 7% per annum
Percentage in World Market	6.5% share
Market Capitalization	6.23% of GDP



Brief Introduction

India in recent years has gained good exponential growth in the Tourism Industry. Today India is the preferred destination for both overseas and domestic travelers. India provides the facility to Tourists of international origin to understand and experience cultural diversity of the country. According to Indian official estimates the tourism in India has outperformed the global tourism

industry in accordance with the growth, volume of foreign tourists & even the revenue.

Tremendous growth in the Indian economy is the main reason for the growth in tourism in India.

Though the infrastructure is still a constraint it sustains the current growth and that the government should invest in infrastructure like transport, accommodation, better roads, health and hygiene, etc.

This particular industry in India is substantial and vibrant, is at verge of becoming a major global destination. Travel and tourism industry in India is one of the most profitable industries in the country and credited with contributing a substantial amount of foreign exchange. As during 2006, four million tourists visited India and have spent US \$8.9 billion. In India the disposable income has gone up by 10.11% annually from 2001-2006, where much of that is being spent on travel. Indian tourism industry has also helped the growth in other sectors like horticulture, handicrafts, agriculture, construction and even poultry.

Indian Tourism Industry is ranked 11 th in the Asia pacific region and 62 nd overall, moving up three places on the list of the world's attractive destinations. As per the Travel and Tourism

Competitiveness Report 2009 by the World Economic Forum, it had been ranked the 14th for best tourist destination & and for its natural resources, 24th for its cultural resources, as it has most of the World Heritage sites, both natural and cultural, rich fauna and flora & strong creative industries in the country.

In air transport network India has bagged 37th rank for itself. Indian tourism industry is ranked 5th in the long-term (10-year) growth and is expected to be the second largest employer in the world by 2019.

Since 1990 the Indian tourism industry has not been good. Though the India economy has slowed, it was still growing faster than the rest of the world. With Indian economy growing at around 7.5 per annum and rise in disposable incomes of Indians, an increasing number of people are going on holiday trips within the country and abroad resulting in the tourism industry growing wings.

Size of the Industry

In India Tourism is the largest service industry with a contribution of 6.23% to the country's GDP and 8.78% of the total employment of the nation. India witnesses about more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits Indian Tourism Industry generated about US \$100 billion in 2008 which is expected to increase to US \$275.5 billion by 2018 at a 9.4% annual growth rate.

The ministry of Tourism plays a crucial role in formulating national policies and programmes as well as coordinating and supplementing the efforts of the State/Union Territory Governments and private sector in improving the quality of tourism industry. As regards the domestic market, the Ministry aims to popularize the culture and natural beauty of different regions, pilgrim sites and various new tourism products. The Ministry has a public sector undertaking, namely the

‘India Tourism Development Corporation (ITDC)’ for carrying out its various functions, along with the following autonomous institutions:

- Indian Institute of Tourism and Travel Management (IITTM)
- National Institute of Water Sports (NIWS) has merged with IITTM
- National Council for Hotel Management and catering Technology (NCHMCT)
- Institutes of Hotel Management (IHM)

The foreign direct investments (FDI) of Indian hotel and tourism industry which contributes to the Indian economy inflows are US \$ 2.1 billion from April 2000 to March 2010, according to the Department of Industrial Policy and Promotion (DIPP).

Employment Opportunities

Today increased tourism in India has created jobs in many sectors. The numbers say the story: that almost 20 million people are now working in the India’s tourism industry. Government of India has also made a significant impact in tourism by requiring each estate one administration should be related to tourism. A new wave in this sector is medical tourism which is currently growing at around 30% per annum & expected to reach one million soon.

The Indian Tourism industry is based on certain core nationalistic ideals and standards which are: Swaagat or welcome, Sahyog or cooperation, Soochanaa or information, Sanrachanaa or infrastructure, Suvidha or facilitation, Saffai or cleanliness and Surakshaa or security.

Expectations

By 2020, Indian Tourism Industry is expected to contribute Rs. 8, 50,000 crores to the GDP according to the World Travel and Tourism Council. Which means that every man, woman and

child could become richer by Rs. 7,000. Yet India is realizing its full potential from tourism. Tourism industry in India holds tremendous potential for India's economy which eventually provide impetus to other industries, create millions of new jobs and generate enough wealth to help pay off the international debt. This is the main reason that today it is included that Tourism is amongst the core sector of the Indian economy.

Indian Tourism Industry at a Glance in 2018 – 2019

Industry Overview

During 2018, Foreign Exchange Earnings (FEE) from tourism increased 4.70 percent - year – on – year to US \$ 28.59 billion. During 2018, foreign tourist arrivals (FTAs) in India stood at 10.56 million, achieving a growth rate of 5.20 percent year-on-year.

India was ranked 7th among 184 countries in terms of travel & tourism's total contribution to GDP in 2018. Travel and tourism is the third largest foreign exchange earner for India. During 2018, arrivals through e-tourist visa increased 39.60 percent year – on – year to 2.37 million.

The travel & tourism sector in India accounted for 8 percent of the total employment opportunities generated in the country in 2018, providing employment to around 41.6 million people. The number is expected to rise by 2 percent annum to 52.3 million jobs by 2028.

International hotel chains are increasing their presence in the country, as it will account for around 47 percent share in the Tourism & Hospitality sector of Indian by 2020 & 50 percent by 2022.

Introduction of the Topic:

“A Study on Customer Preferences for Travel Agency”

Customer Preferences

Customer Preferences are expectations, likes, and dislikes, motivations and inclinations that drive customer purchasing decisions. Or consumer preference refers to the tendency to like or favor something over other alternatives. If you buy an iPhone instead of Galaxy Smart phones, you have a preference for the iPhone. In this case, preferences are a reflection of customer loyalty, brand strength, and successful marketing tactics.

Changes in preferences affect the level of demand for various goods. Knowing and understanding customer preferences is vital for marketing success. Companies should anticipate customer needs or adapt existing products to build stronger experiences. That way, they can sell more profitably.

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among a number of options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products.

Need of the Study

Goa adventure club is organizing tours to travel at specific places three times or four times at specific months (February, April and November) in a year based on the demand they get from travelers. So now there are two issues / problems which Goa adventure club wants to solve it by conducting customer preferences survey. The first one is about time, due to having free times in remaining months like (May, June and December) which it is also called months of traveling and enjoying by roaming around, Goa Adventure Club decided to conduct a customer preferences survey to find the ideal months of the travelers which travelers prefer to go. Which will help the company to increase their profit / market share by going several times instead of going three or four times at adventure/ natural places?

Which this survey will help the travel agency to manage their time to organize fixed departure tours for Goans travelers by scheduling a yearly plan and deciding on the places that Goan travelers love to visit by considering their affordable budget. This will also help travel agency to invest their time accordingly in research and marketing depending upon the preferences of the customers.

The second one is about exploring new places based on the preferences of travelers because today's tourism companies are more competitive and every travel agency is trying to provide better services than its competitors and take their customers to the exciting/ ancient places where they can have lot of entertainments & memories with their friends and families at affordable costs. So Goa adventure club trying to take one step further from its competitors to explore new adventure/ natural places based on customer's desires and preferences by conducting customer preference survey.

As we know that safety is crucial and serious thing for everyone so the purpose of the survey is also to understand that which criteria of safety the travelers will consider and want to make sure

their safety from travel agency during the trip till the trip ends and according to that travel agency will be responsible and accountable against to their customers.

Objective of the Study

To identify the factors that influence the decision of travelers to travel with a travel agency

To find out preferences of travelers with respect to their travel with travel agency

Literature Review

Journal Name & Date of Published

European Journal of Business and Management

ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)

Vol.6, No.29, 2014

Title Name

A Study on Consumer Preferences for E Shopping with Reference to Bahraini Consumers

Author Name

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Ms Wafa Yaqoob Ali Alajmi BS

Concept of the Study

Considering that tourism industry is more tough industry to function in comparing to other industries. It needs to have more knowledge about industry and how to function, require more hard work and offer better services to get more customers in the competitive market. Travel agency is also functioning under tourism industry which it is necessary to the travel agency to know the preferences of the travelers to function better in the competitive market. Because consumer preference determines what products people will buy within their budget,

understanding consumer preference will give you an indication of consumer demand. This information will help to ensure that you have enough products to meet demand and will help you determine the price for your product.

Customer Preferences are expectations, likes and dislikes motivations and inclinations that drive customer purchasing decisions. Consumer preference refers to the tendency to like or favor something over other alternatives. If you buy an iPhone instead of Galaxy Smart phones, you have a preference for the iPhone. In this case, preferences are a reflection of customer loyalty, brand strength, and successful marketing tactics.

The present study is to know which factors are influences Bahraini consumers to go for E shopping. The study further discloses that which professions are showing interest in E shopping in Bahrain. The Researchers dropped their suggestions for E tailors and consumers so that it can be implemented for further success.

Literature Review

A broad variety of efforts and theories that attempt to describe the factors which influence the consumers and their behaviors when making purchasing decisions the goal of the investigation of consumer behavior is to discover patterns of consumers' attitudes in their decision to buy or to ignore a product. (Matsatsinis, Samaras, 2000).

Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income), (Venkatraman, Clithero, Fitzsimons, and Huettel, 2012).

Ge, Brigden and Häubl (2015) proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must often decide between

choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice. A substantial body of prior work examines consumer choice from pre-determined sets of alternatives. As a result, we know much about the influence of choice set composition and decision context on choice (Ge, Brigden, and Häubl, 2015).

Additionally, consumer characteristics such as patriotism, protectionism and social economic conservatism

are

affecting

their

choices (Spillan & Harcar, 2010).

Bellman et al (1999) examined various predictors for whether an individual will purchase online and they concluded that demographic variables such as education, age and income, have a modest impact on the decision of whether to buy online, where as the most important determinant of online shopping was previous behavior, such as earlier purchases. Therefore demographic factors are not much influenced on the purchases. According to Modahl 2000, Kotler and Amstrong (2000) stated that persons buying behavior is influenced by four key psychological factors i.e. motivation, perception, learning and belief oriented attitude.

According to Ankit goel et al (2014) study found that service after sale provided by sellers (online shops) are quite excellent and what they assure makes buyers comfortable therefore, online shopping getting more success. Another piece of work from Ather Akhlaq et al (2014) concluded that technology is accepting theories of consumer it is helping researchers to know the demand from global online shopping.

Variables of the study

Profession of the consumer is taken as an independent variable, while factors are considered as dependent variable.

Link

[https://www.researchgate.net/publication/](https://www.researchgate.net/publication/271132440)

[271132440 A Study on Consumer Preferences for E Sho](https://www.researchgate.net/publication/271132440)

[%0Apping with Reference to Bahraini Consumers](https://www.researchgate.net/publication/271132440)

Relationship between Published Journal and Current Study

Basically both studies are talking about customer preferences on different topics. And it talks about what are the factors which lead customers to make decision to choose a particular product / service of a company based on likes, dislikes, motivations and inclinations of the customers. The present study is conducted to know the ideal months which they want to travel and their preferred places where they love to travel by considering their ideal budgets. And also it talks about what are the reasons which they want to travel outside with a particular travel agency. It is similar to published journal because it also talks about customer preferences towards E shopping and to know the reasons why customer prefer E shopping rather than physically shopping and to know the factors which customers dislike about E shopping and etc.

Methodology of the Study

Introduction

This survey is focusing more to find out information's about when travelers prefer to travel, where they love to visit considering the fact about their budget and also which activities they like to try during their tour.

Research Design

A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with the economy in procedure.

In fact, the research design is the conceptual structure with in which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data.

Research design can be done in following three types.

1. **Exploratory Research** - Exploratory research focuses on the discovery of new ideas and is generally based on secondary data.
2. **Descriptive Research** - Descriptive research is undertaken when the researcher want to know the characteristics of certain groups.
3. **Causal or Experimental Researches** - An experimental research is undertaken to identify causes and effect relationship between two variables.

The Research Design used is, **Descriptive Research Design.**

This research is completely based on the description of the factors that lead to the customer decision making process. It is basically valued on the various parameters which include personal details of travelers, their affordable budget, and their preferences about travel agency, time and places to travel.

Sampling Design and Data Collection methods:

The basic idea of sampling is that by selecting some of the sample from the population, researcher may draw conclusions about the sample study and generalize for entire population. A population element is the individual participant or object on which the measurement is taken.

A) Sources of Data Collection

There are two types of data used as source of collection i.e. secondary and primary.

I. **Primary Data Collection:** Primary data collection contains the following methods.

1. **Observation Method** - It contains Causal observation. Systematic observation, direct observation and contrived observation.

2. **Survey Method** - It contains Personal Interview and Mailing questionnaires

II. **Secondary Data Collection:** includes books, journals, magazines, newsletters of the Goa Adventure Club, and internet.

B) Data collection Tools

For conduct this survey, the Researcher has selected a structured questionnaire as an instruction for gathering valuable information from the travelers. Questionnaire, which is used for the survey, is consisting of questions, ranking questions, dichotomous questions, three-point scale, multiple choice-response questions to check the traveler's views, Ideas and their feedback.

A) Sampling Design/Plan

The researcher has design a sampling plan that is consist of following decisions.

I. **Sampling unit:** Who is to be surveyed?

The Researcher has selected travelers randomly to conduct survey and to measure their preferences toward a travel agency.

II. **Sampling types:** There are two types of sampling.

1. **Probability Sampling**

Probability sampling which means each unit of the universe has equal chance of being selected.

The most frequently used probability sampling methods are as below:

- Simple Random Sampling.
- Stratified Random Sampling.
- Multi-stage Random Sampling.
- Cluster Sampling.
- Multi – phase Sampling.
- Replicated Sampling.

2. Non - probability Sampling

Non – Probability sampling contains following methods

- Judgment Sampling.
- Convenience Sampling.
- Panel Sampling.
- Quota Sampling

For this purpose, the researcher has used is, Random Stratified Sampling . The reason to use the Stratified random sampling was to divides the entire population into different subgroups or strata (students, families), then randomly selects the final subjects proportionally from the different strata.

III. Sample Size: Sample size means limited numbers of respondents covered under the research study from a population and the researcher has taken a survey of 44 respondents to know the preferences of travelers toward a travel agency.

IV. Sampling Area: The researcher’s area for survey is some colleges and some families by choosing randomly.

The researcher's areas for survey are **Mapusa, Panjim, Vasco and Margao**

Colleges are:

MES College, Dempo College, Dhempe, DMC College, St.Xavier's College and Rosary College

Limitation of the Study

- The period of study was too short. So it was not possible to collect the relevant information within that period. And also it was difficult to reach each area like Margao, Mapusa, Panjim and Vasco within the short period of time.
- The findings are based on the answers given by the travelers, so any error or bias may be affect the validity of the finding.
- Some of them were not interested to answer the survey and it was difficult to make them agree to answer the survey with accurate information.

Data Analysis and Interpretation

After gathering questionnaires, the process of analyzing and interpretation of data will be:

- Tabulate the data
- Analyze
- Prepare graph using Ms Excel

After getting the graph the interpretation of data will be based on the percentage and comparing the first rank to last rank.

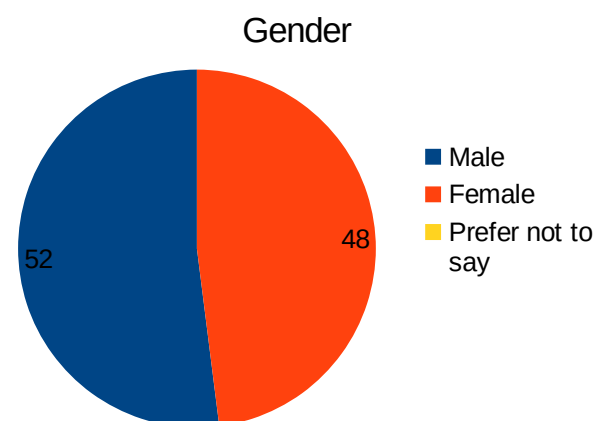
The most important questionnaires which derive the result of the survey are mentioned in Table No. 7, 8, 9 and 10.

These tables indicate information about ideal months of travelers, places where they love to visit, activities they prefer to try during their trip and their affordable budget which they want to pay.

*** Regarding to table no 8 & 9 the percentages which is shown to the graph is not comparing to the other options. It is basically showing the percentage of each options compare to the total number of respondents not to compare to other options. ***

Table No.1: Gender of Travelers

Gender	No. Of respondents	Percentage
Male	23	52%



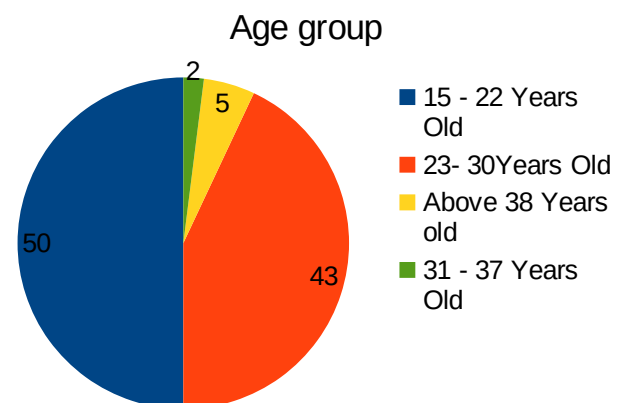
Female	21	48%
Prefer not to say	0	0%

Interpretation

From the above table, the 52% of customers who took the survey were male while 48% of them were female.

Table No.2: Age Group

Age Group	Number of respondents	Percent of age
15-22 Years old	22	50 %
23-30 Years old	19	43 %
31-37 Years old	1	2 %
Above 38 Years old	2	5 %

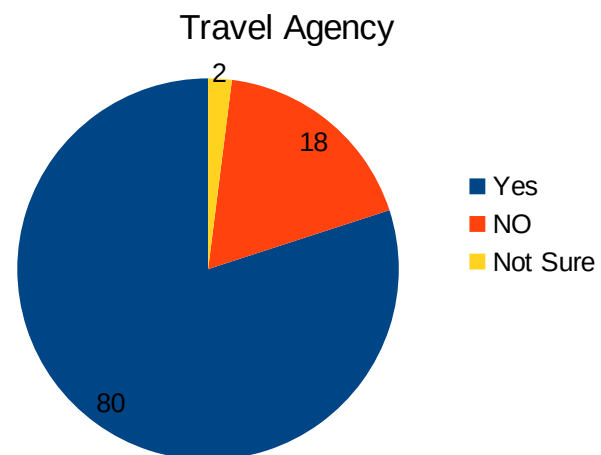


Interpretation

From the above table, the 50% of the Customers who took the survey were between Above 38 years' old the age group of 15 – 22th years of age which was a represent able figure as 50% of the customers are below the age of 22. While, 43% of the customers were between the age group of 23 to 30 years of age and 2% of the customers were between the age group of 31 to 37 years of age. And remaining 5% of the customers are above 38 years' old.

Table No.3: Would you like to travel internationally with travel agency?

Travel Agency	No of respondents	Percentage
Yes	35	80%
No	8	18%
Not Sure	1	2%



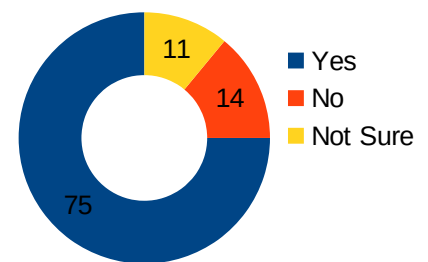
Interpretation

From the above table, the 80% of the customers who responded to the survey like to travel with a travel agency rather than individually but 18% of the customers prefer to travel individually rather than travelling with a travel agency and 2% of the respondents are not sure to travel with a travel agency.

Table No.4: Would you like to travel internationally with travel agency?

Travel	No of respondents	Percentage
Internationally		
Tes	33	75%
No	6	14%
Not Sure	5	11%

Travel Internationally

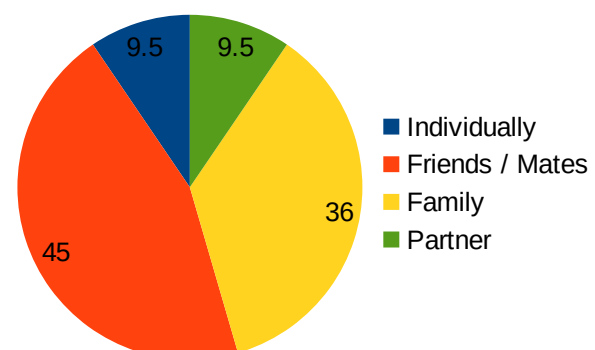


Interpretation

From the above table, the 75% of the customers who responded to the survey like to travel outside / internationally with travel agency but 14% of the respondents prefer to travel outside individually rather than to travel with a travel agency and 11% of the respondents not sure about this question.

A Study on Customer Preferences toward a Travel

Table No.5: With whom do you like to travel?



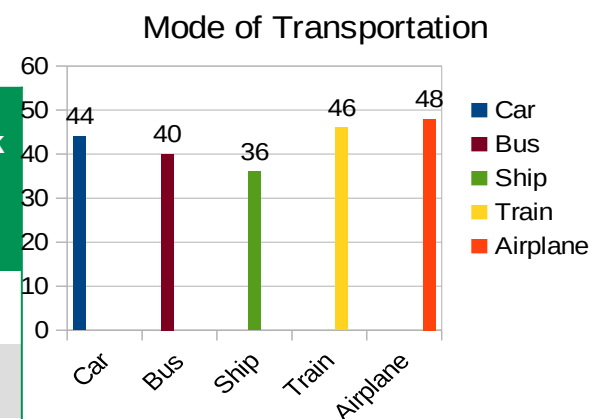
With Whom	No. of Respondents	Percentage
Individually	4	9.5%
Friends / Mates	20	45%
Family	16	36%
Partner	4	9.5%

Interpretation

From the above table, the 9.5% of the respondents prefer to travel individually and 45% of the customers like to travel with their friends / mates and 36% of the respondents like to travel with their family and 9.5% of the respondents prefer to travel with their partner. So most preferred option is travelling with friends / mates and family.

Table No.6: What mode of transportation do you prefer to travel through travel agency? Please rank the following modes based on your preference (1 most preferred and 5 least preferred)

	Rank1	Rank2	Rank3	Rank4	Rank5	Total	Rank
Car	9	9	7	15	5	44	3
Bus	1	4	15	10	10	40	4
Ship	0	4	6	6	24	36	5
Train	11	16	9	6	4	46	2
Airplane	25	12	4	7	0	48	1



Interpretation

From the above table, the most preferred mode of transportation to travel outside is Airplane which got the first rank in the giving options and the train got the second option and the least preferred mode of transportation is ship which it got fifth rank in the giving options according to the responses which is given by customers in the survey.

Table No.7: Have you travelled before with your family/friends?

Interpretation

According to the responses which are given by the customers in the survey, the most preferred option is yes which 75 percent is and the second option is No which is 25 percent. So according to the responses it is a big opportunity to the travel agency to make plan and manage their tours in the given ideal months which will help the family and friend to find there perfect plan for their vacations and also for the company to increase their profits by getting more customers through conducting tours in the ideal months of customers.

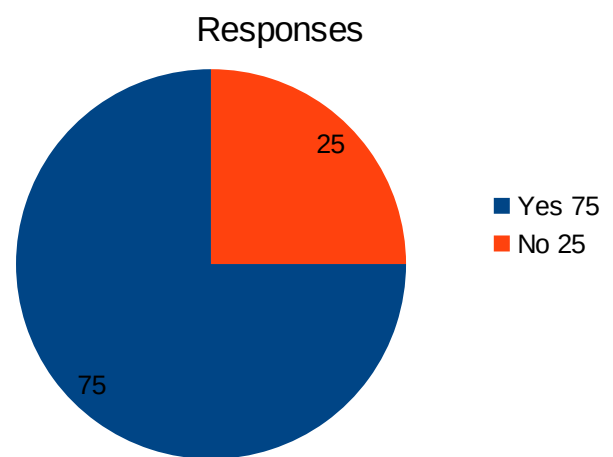
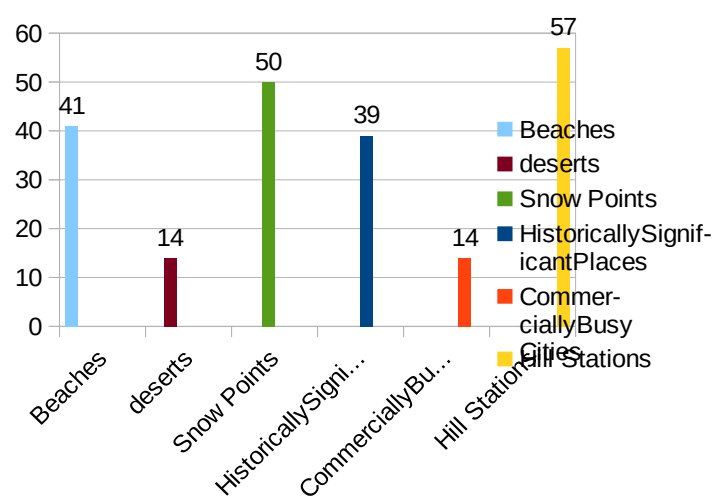


Table No.8: Where do you prefer to travel? Please tick the boxes based on y

our preferences

Prefer To travel



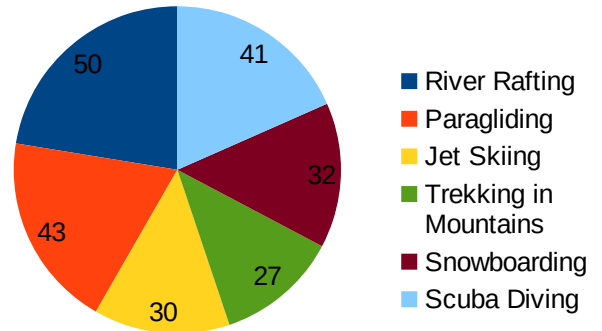
	Frequency	Percentage
Beaches	18	41%
Deserts	6	14%
Snow Points	22	50%
Historically Significant Places	17	39%
Commercially Busy Cities	6	14%
Hill Stations	25	57%
	94	
No. of Respondents	44	

Interpretation

From the above table, we can say that the most preferred and repeated option which is chosen by customers are Hill Stations where Goan's people wants to travel there and enjoy and have fun which is almost 57% comparing to other options and the second most preferred places are (Snow points) which is 50% and the least preferred places where customers might to travel there is deserts and commercially busy cities which is 14% comparing to other places. So it is best option for the travel agency to target those places where customers want to travel and those places are hill stations, snow points, beaches and historical places according to the responses given by the customers.

Table No.9: What type of activities would you like to try during your trip? Please tick the boxes based on your preferences

Activities		
	Frequency	Percentage
River Rafting	22	50%
Paragliding	19	43%
Jet Skiing	13	30%
Trekking in Mountains	12	27%
Snowboarding	14	32%
Scuba Diving	18	41%
	94	
No. of Respondents	44	



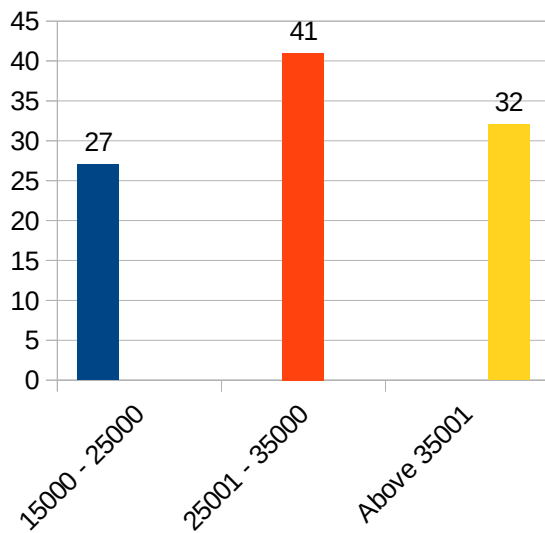
Interpretation

From the above table, we can say that the most preferred and repeated activity chosen by the customer is River Rafting which they like to try during their trips / tours and it is almost 50% comparing to other options. And the second most preferred activity is Paragliding which they want try and it is 43% and the least preferred activity which customers want to try is Trekking in Mountains, which is almost 27 % comparing to other options. So the most preferred activity is River Rafting and the least preferred is Trekking in Mountains.

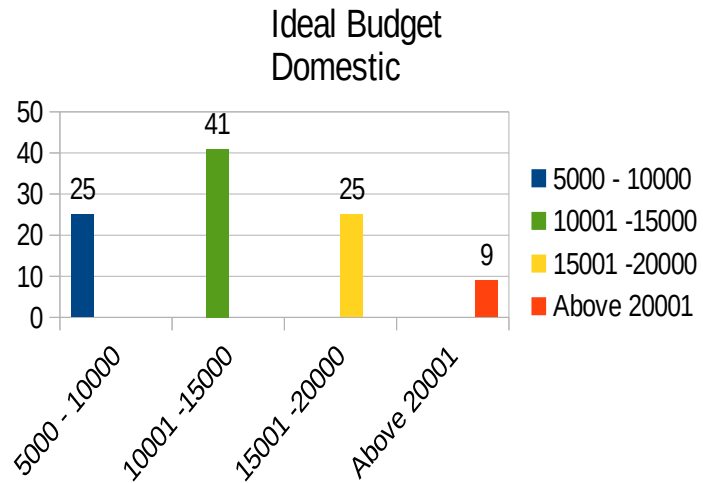
Table No.10: How much is your ideal budget you want to spend on a trip on an average? Please

choose the one ideal range from the following ranges

Ideal Budget					
Domestic			Internationally		
	No. of Respondents	Percentage		No. of Respondents	Percentage
5000 –10000	11	25%	15000-25000	12	27%
10001-15000	18	41%	25001-35000	18	41%
15001-20000	11	25%	Above 35000	14	32%
Above 20000	4	9%			



Ideal Budget Internationally



Ideal Budget Domestic

Interpretation

From the above table, it shows that

10001 – 15000 is the most ideal budget

for the travelers which indicate 41%

from 100% and the second ideal

budgets are 5000 – 10000 and 15001 –

20000 which each range indicates 25% from the total. So it is good opportunity for the company to

manage their tours based on the most ideal

budget of customers to get ideal profit from customers from their domestic trips. And also from the above table we can say that the most ideal budget for the international trips are 25001 – 35000 which stand 41% from 100% and the second ideal budget is above 35000 which shows 32% from 100% of total survey and it is good opportunity for the company to manage and invest their time and money by considering the ideal budgets of customer which it is already found from the survey.

Findings, Suggestions and Conclusion

Findings

The major findings of the study are as follow:

- ✓ 80% of the respondents prefer to travel with a travel agency rather than individually
- ✓ 75% of the respondents would like to travel outside / internationally with a travel agency
- ✓ 45% of the respondents would like to travel with their friends rather than individually and also some of them like to travel with their family (36%)
- ✓ 78% of the respondents prefer to travel outside with airplane or train rather than other mode of transportation
- ✓ The most preferred ideal months for travelling are November, December and January according to the response of customers
- ✓ According to the responses of customers, the most preferred places to travel outside goa is hill stations, snow points and historical places
- ✓ The most preferred activities which travelers would like to try is river rafting,

paragliding, scuba diving and snowboarding

- ✓ The ideal budget for the majority of the respondents for domestic trip is 10000 – 15000 and for international trip is 25001 – 35000
- ✓ The major reasons which travelers like to travel with a travel agency are their safety, better service offered by the travel agency and affordable cost.

Suggestions

- ✓ It is time for the company to manage their time to organize fixed departure tours for Goans travelers by scheduling a yearly plan in the ideal months (November, December, January, February and May) which Goans travelers love to travel in these months rather than other months of the year.
- ✓ Now company is better to move further to conduct the tours to the new adventure places along with their regular places like Manali, Himachal Pradesh. Because if company wants to get more customers and increase its market share, so they need to take their customers to the exciting/ ancient places where they can have lot of entertainments & memories with their friends and families. So following are the suggested places where Goans love to visit those places at their affordable budget:
 - Khajjiar, Himachal Pradesh (Mini Switzerland of India)
 - Keylong, Himachal Pradesh (Land of Monasteries),
 - Nainital, Uttarakhand
 - Ladakh, Kashmir
 - Auli, Uttarakhand
- ✓ As the finding of survey tell us about the ideal budget of travelers which they like to

travel with that certain amount which is 10001 --- 15000. So it is better for the company to calculate and conduct the tours by considering the ideal budget of the travelers.

- ✓ Company should work hard on their tour plans and their staff to provide best services for the customers because the finding of survey shows that the most preferred reasons which travelers want to travel with a travel agency are the followings:

- Their safety
- Offered better services
- Affordable cost
- For experience

Conclusion

Considering that tourism industry is more tough industry to function in comparing to other industries. It needs to have more knowledge about industry and how to function, require more hard work and offer better services to get more customers in the competitive market. Travel agency is also functioning under tourism industry which it is necessary to the travel agency to know the preferences of the travelers to function better in the competitive market.

So the “customer preferences” survey is conducted to find out the ideal months of travelers which they prefer to travel on the ideal months and preferred places where they prefer to travel and get information about ideal budget of customers which they want to spend the certain amount while traveling with a travel agency. The result show that

- Ideal months which they prefer to travel are November, December, January, February

and April.

- Preferred places where they love to visit are Hill stations, Snow points and Historical places.
- Their preferred activities they love to do are River rafting, Paragliding, Scuba diving and Snowboarding.
- And their ideal budget they want to spend is between 10000__15000

If the company concentrates on findings and suggestions of the survey, we hopefully believe that this survey will help the travel agency to manage their time to organize fixed departure tours for Goans travelers by scheduling a yearly plan and deciding on the places that Goans travelers love to visit by considering their affordable budget. And it also help the company to function better in the competitive market by knowing the preferences of travelers.

Thank you for your valuable Time!

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