Findings and Recommendations

Findings

1) Customers get information about tours through various Medias. Out of 600 respondents, 21.62 percent customers are appreciated by Newspapers and 67.94 percent are appreciated by SMS. The Newspapers are easy to get available with affordable price through which customers will get detail information. Today, it is regular practice of maximum Travel Agencies to give tour advertisement either by SMS or Newspapers. The SMS contains fewer words and it is very fast media. 5.29 percent of customers give the feedback to telephone media, 3.31 percent customers are honored with Email. Email is the secured and safe media through which authorized customer will read detailed information about tours plan. Very few, 0.66 percent of respondents are appreciated with hoardings, 0.07 percent customer appreciated with Mela, 1.10 percent customers are appreciated with Road show and 0.00 percents, means no customers are appreciated with Letters.

2) Customers of various ages prefer various tours. The youth i.e. between 21 years to 40 years and the working class i.e. between 41 years to 60, years preferred the domestic as well as international tours. 61 to 80 years people are more towards the domestic tours. 81.33% of the tourist data collected preferred the domestic tour.

3) The tourists are either literate or illiterate. The 8.94 percent Customers are undergraduates, 23.39 percent customers are graduates, 17.64 percent customers are post graduate qualified, and 4.25 percent customers are
professional qualified like Doctors, Architects or Engineers etc. The 7.50 percent Customers are diploma holders. Total 57.47 percent customers are educated and others like housewife, many of the farmers do not have any qualification.

4) Customers are from various professions. Engineers (66) and government officers (60) are seemed to have more tours than any other category. The category of “others” because of high in sample numbers and diversity shows highest tours in both categories. Business owners (62) seem to have preferred domestic tours that might be because of the “business tours”. Same trend can be predicted for private service holders and engineers. The retired personalities (45) show high on domestic tours that may be because of the pilgrimage.

5) Customers are from various income groups. 56.44% of economic ‘tour going customers’ (28.5% of ‘tour going customers’) were from the income group ranging less than 20000; which formed 60.85% of the income group.

- On the other hand, 54.55% of premium ‘tour going customers’ (11% of ‘tour going customers’) were from the same economic group i.e. income ranging less than 20000; which formed 23.49% of the income group.

- And 2.97% of economic ‘tour going customers’ (1.5% of ‘tour going customers’) were from the income group ranging more than 40000; which formed 24.32% of the income group.

- 23.1% of economic ‘tour going customers’ are from ‘no income’ group this % is 11.67% of the total sample. The reasons can be found out as free tour i.e. promotional or lucky draw tours etc.
• Slightly more than half of the samples (50.33% of total 600 samples) have seem to preferred economic tours while 29.33% of samples have seem to preferred deluxe tours and 20.34% of the samples have preferred premium tours out of which 6.61% are from income range ‘more than 40000’, 16.53% are from income range ‘from 30000 to 39000’, 14.88% are from income range ‘from 20000 to 29000’, 54.55% are from income range ‘Less than 20000’, 7.44% are from income range ‘No income’.

• The point of concentration diverts to following questions:

• How 1.5% of total samples (9 out of 600) though belonging to ‘no income’ group are able to go for premium tours?

• Only 1.33% (8 out of 600) is from highest income range considered for the research has opted for premium tours.

• How 54.55% of ‘premium tour going’ samples manage their expenses as they are from the income group “less than 20000”?

6) A Customer go to a tour for some purpose. Out of 600 respondents, 80.34 percent of customers were visited to pilgrimage of different cities, 2.50 percent customers were visited for the purpose of conference either in India or abroad and 2.08 percent for social functions. 2.64 percent customers are visited for their health treatment and 1.32 percent people were visited to meet their friends and families. 2.29 percent customers are visited for business purpose. No customers were visited for cultural program, 3.33 percent for other purpose and 5.51 percent customers were visited for weekends.
7) During the tour, customers have expectations from tourism agencies. Out of 600 respondents, 26% customer’s expectation was about food quality. They want fresh and Delicious food. 7.50% Customers expectations was about hospitality, 13.16% Customers expectations was to cover maximum destinations in the tour, 5.33% customers expectations was to maintain good relations with customers, 4.33% customers expectations was tour must be safe and secured, 6.16% customers expectations was to provide medical facility in the tour. But very few, 3.16% customers expectations was to give tour insurance policies by tour operators. Today most of the tourism companies do not provide any help to tourist. 11.16% customers’ expectation was to help for senior citizens, handicafes etc and 18.83% customers expectations was to give more discount in tour packages.

8) Tours are either domestic or international. The customer’s preference is mostly to domestic tours. The 81.33 percent of customers enjoyed the domestic tour and only 18.66 percent of customers enjoyed the international tours. The economy and interest is concerned the customers are preferred the tours.

9) Tourism agencies offer various types of tours like economical, luxury and deluxe. The tour agencies have offered the economical tour to 50.5 percent of customers. The economical tours are budget tours which will be affordable to common customers. 29.3 percent customers offered the deluxe tour and 20.16 percent customers preferred the luxury class tour. Most common customers (Near about 50 percent) are offered the economic tour.

10) There are various transport services like bus, Rail, Air etc. Customers are from various earning levels. Out of 600 respondents, 84 percent customers do not have earning, they preferred the Bus service but very few 11 percent
customers preferred in Air transport. The people having the earning more than 40000 also preferred the bus service. 281 customers, having earning less than 20000, Out of them 60 percent customers preferred bus services, 22 percent preferred Air transport and 12 percent preferred Rail transport. The common customer is trust on Bus services than other transport services. 119 customers, having earning between 21000 to 29000, Out of them 71 preferred bus services, 20 preferred Air transport and 28 preferred Rail transport. 65 customers, having earning between 31000 to 39000, Out of them 29 preferred bus services, 21 preferred Air transport and 15 preferred Rail transport.

11) There are various schemes of tourism agencies. The percentage of customers who preferred religious tour (255) is near about 50 percent in all the tourism industries, 78 customers preferred holiday tours, 66 customers preferred nature tour and 64 customers preferred adventure tour. But the less number of tourists, 44, 37, 37 customers prefer Honeymoon, Forest and Nature tour respectively.

12) Researcher has classified the travelling packages as 0, 1 and 2 which corresponds to “less cost, affordable cost and very high cost” respectively. Most of the tours like Kesari, Prasanna and Durvankur (51, 46, 48) travel agencies charge extra to customers than Girikand and Priya tours. On the contradictory, the other agencies like Priya tours, Girikand tours offered the affordable packages to customers.

13) The age of the tourist has been classified as “senior citizen and student.” That clears; the focus of this data is on the method applied to attract the senior citizens and the students. And the percentage discount provided has been classified as “0 to 4” corresponding to “no discount given, less than 5%, 6% to
10%, 11% to 20% and 21% and above”. Most of the times, companies seemed to believe in 02% discount rather than giving discount and work on cost reduction of the service to adjust the fixed profit margin. Those who were offered a discount were majorly offered with 6% to 10% discount. Also, another fact regarding the number of tourists comes ahead is that, only 141 out of 600 contributed from “senior citizens and students”. Rest was youth and working professionals

14) The Insurance coverage is on of the service provided to customers by tourism agencies. The insurance coverage has been classified as “0 to 4” corresponding to “No insurance coverage, coverage up to 1 lakh, coverage between 1 lakh and 2 lakh, coverage between 2 lakh and 3 lakh respectively. This is a sensitive step if taken properly by the company. It may hurt or raise the business for the company. Most of the tourist companies seem to have offered some or more amount of insurance to their tourists.

15) Communication is important tool in business to maintain the CRM. Out of 600 respondents, in a year, there was no communication made to 455 customers by concern agency. In a year, company communicated once with 26 customers, two times communicated with 73 customers, three times communicated with 28 customers. But there are very less number of customers like 3 and 1 with whom agency communicated many times

16) Accommodation is the major need of customer. Kesari Tours being known as a premium class tourist agency provided 43% of its customers with accommodation in Charitable Rest House which is 22.5% of the total Charitable Rest House accommodation experienced. But the Durvankur and Girikand at the same time have provided 58% of its customers each with
accommodation in luxury class hotels, But overall, Charitable Rest House and luxury class hotels, which are at two extreme ends of the service facility, are most preferred in tours.

17) Cleaned rooms are one of the requirements of proper accommodation. Out of 600 respondents, 95% customers get good and cleaned rooms but 5% customers do not get cleaned rooms.

18) Cleaned bedding is one of the requests of proper accommodation. 99.33% customers get proper bedding but 0.66% customers do not get proper bedding.

19) Ventilation is one of the needs of proper accommodation. 99.83% customers get the rooms having proper ventilations but 0.16% customer does not get ventilated room.

20) Hospitality is Indian culture. Out of 600 respondents, hospitality is given to 91 percent of customers, not given to 9 percent of customers. Here the difference between the experiences of the hospitality at “luxury class hotel” and at Charitable Rest House [95% and 83% respectively]

21) The main need of customers from tourism agencies is about food quality. Kesari leads the race for the tasty and delicious food. On the same side 8% are of the opinion that the food is costly but is of good quality. Only 5% of the opinions went against kesari which is least in the available. “Priya” facing the heat with 58% going for good food i.e. Tasty and delicious food rating but 23% of the tourists who had an experience of journey with Priya said against its food quality. The remedies for such behavior may be some out of the below mentioned alternatives:-

- Inclusion of local food items.
- Customization of food offered.
- Inclusion of specialty items from the specific tourist spot.

- Varying ambience at dining place.

22) To provide guide for tourists is one of the services of tourism agency. Kesari tours have provided maximum of its customers or tourists with full time guides and also by Girikand. Prasanna has shown most inconsistent delivery of service in provision of guides. Overall, most of the tourists (48%) are provided with full time guides.

23) To provide medical aids during tour is the responsibility of every tourism agency. Medical services are provided to 89.66 percent customers and not provided to 10.33 percent of customers.

24) Customer may or may not have technological and geographical awareness. 57.50 percent customers have awareness about technical and geographical concepts of CRM like map of expected tours, market information and routs; the technological awareness is like technical support, maintaining customer database, eCRM, and performance support and provide effective and efficient service to potential and existing customers 42.50 percent customers have no awareness of gCRM.

25) Response to customer’s enquiry is the responsibility of tourism agencies. 5.83 percent of the customer’s got slow response to the enquiry. 74.83 percent customers got moderate response to their enquiry and 19.33 percent customers got fast response. The customers expect quick response for the enquiry.

26) Tourism agencies must be caring. Out of 600 respondents, Tourism Agencies have taken Care of 573 customers. Not taken care of 27 customers.
27) Tourism agencies have assistances for the help of customers. Most of the tourist places offer variety of specialty services. The assistance regarding the appropriate price, bargaining, most affordable location, carrying the bags, help for senior citizens must be provided. Out of 600 respondents, No assistances given to 475 (79.16 percent) customers and Assistannces given to 125 (20.85 percent) customers.

- Prasanna and Priya do not provide such assistance to most of the tourists who choose to go with them.

- The Girikand provide such assistance on largest proportion as far as the data collected is considered. The most affordable method is “to provide a booklet containing whole information about the purchasing activity if guide provision is not possible at every location”.

28) According to customers, tourism services are of less cost, Affordable cost, or Very High cost. From the respondents, 51.16 percent customers feel that, tourism services are very high cost, 17 percent customers feel that services are with affordable price, 18.34 percent customers says that the services with less cost and 13.50 percent customers are no any awareness about services or they doesn’t have capacity to afford the services.

29) Some of the customers may prefer the same tourism agency for next tour. From the respondents, 27 percent of customers enjoyed twice with same traveling agency, 62 percent of customers have enjoyed once with the same agency. The very few, 7 percent and 4 percent of customers have made a tour three times and four times with the same agency respectively. It means that there is a few percent of customers goes many times with the same agency to enjoy the tours but maximum customers went once or twice only.
30) Customers may or may not satisfy with tourism agency. From 100 percent respondents, 5.7%, 13.7% and 80.6% are the ‘not satisfied’, ‘partially satisfied’ and ‘fully satisfied’ from the samples.

- Prasanna Travels has exhibited the best ratio of “Fully satisfied to not satisfy”.
- On the same hand Girikand and kesari are following respectively.
- Except Chaudhari Yatra and Priya, % of fully satisfied tourists is great. i.e. 85% each For Prasanna and Girikand and 84% each for Kesari tours and Durvankur. Chaudhari and Priya being low cost; concentration not on CRM during the tour or after the tour. The concentration is on the USP i.e. the low cost.
- Partially satisfied % of Priya and Chaudhari is more than any other travelling agency as the tourists / commuters were aware of the fact they are low cost operator in the industry. So the expected service and perceived service had very little gap. The dissatisfaction may come out of the improper lodging, foods, services like tour guides, traveling comfort, and improper relationship management pre or post tour or in transit.

31) To maintain CRM, agencies call back customers for the next tour. From the respondents, 97 percent of customers were called back by tourism agencies but not 3 percent.
Recommendations

1) Online negotiation with customers can help to find their needs and respond to their needs accordingly. It is one of the ways to acquire customers.

2) The tourism companies may concentrate on – 1) Driving the 41 to 60 years tourists to international tours. Maintaining category 21 to 40 years and 41 to 60 years with the company by designing the tours and programs suitable for them and also through CRM. The class of the tourists from the age group”61 years to 80 years” can be diverted to foreign or international tours through promotion and HR.

3) There should be extra support of assistances for uneducated customers.

4) To adopt customers, travel agencies should communicate to most of the engineers and government officers as well as to motivate other type of customers also.

5) There should be an extra support from government to give special fund to customers who does not have any income.

6) As most of the customer’s tours are for pilgrimages, it is job of the tourism agency to arrange such tours in affordable packages.

7) Tourism companies must create positive attitude towards the customers and should fulfill the expectations according to their needs.

8) The tourism agencies should implement various schemes with the association of state government because of that people will not only prefer the domestic tours but also prefer international tours.

9) As near about half of the respondents have preferred economical tour, it is recommended for tourism agencies to offer special schemes for them.
It is also obligatory for tourism industry to arrange budget tours for economical comfort of the customers.

10) Most of the customers preferred bus service. It is responsibility of agencies to motivate them for other services also for their comfort, safety and security.

11) If tourism industries provide more number of schemes such as tour for students, children, senior citizens, women, handicafes and families, there is surely development in the tourism industry.

12) At all the stages in the tour, customers should get quick response from tourism agencies.

13) Tourism agency and state government work in collaboration with special drives for senior citizens and students.

14) Insurance coverage should be applicable to all types of customers by all tourism industries.

15) It is mandatory to all tourism agencies to maintain good communication and to give response to customer enquiries.

16) Tourism Industries must provide accommodation to customers in budgetary class hotels or Luxury class Hotels with reasonable charges.

17) Tourism industry should provide service like Cleaned rooms in the similar way to all customer.

18) Tourism industry should provide service like Neat bedding in the same manner to all customers.

19) Tourism industry should provide service like Proper ventilation in the equal way to all customers.

20) Hospitality is the Indian culture. It is the duty of all tourism agencies to work in partnership with such hotels which will provide hospitality to customers.
Hospitality should not matter with class of the hotel and the class of customers.

21) The food given by tourism agencies should be homely. The dining place should be fresh and neat.

22) Companies are suggested to provide with full time guides to get better CRM done. As the tourism industry involves high “customer communication” and that too face to face. The guide should be full time and should cover all destinations as per assurance given by tourism agencies.

23) There should be appointment of Doctor in the tour to take care of customers.

24) Tourism authority should organize a short workshop to give awareness of geographical and technological aspects of CRM to all customers.

25) At all stages in the tour, customers should gate quick response from tourism agencies.

26) Customer is key element of tourism agencies. Services of tourism industries should be customer-centric. They should take care of 100 percent of customers.

27) The assistance regarding the appropriate price, bargaining, most affordable location must be provided.

28) It is recommended to travel agencies that they should not work only for profit but also for middle class society.

29) Most of the customers are not preferred the same agency again and again so that it is recommend to them to provide quality services to maintain the customers as well as to maintain CRM.

30) The dissatisfaction of customers may come from the improper lodging, foods, services like tour guides, traveling comfort, and improper relationship
management pre or post tour or in transit. It is the liability of all tourism agencies to satisfy customers by overcoming their disabilities.

31) Every travel agency needs to acquire new customers, maintain old customer’s and maintain relationship with them to improve the business. Agency must call to all customers again.