Conclusion and Future work

8.1 Conclusion

Achieving the full potential of each customer relationship should be the major goal of every business. Customer relationship plays a major role in the competence development of tourism industries of India. The travel agencies are having different services to offer for existing customers. Customers have some needs, expectations and dreams during the tour. If any tour operator fails to provide such needs, customers are not satisfied with agencies. Travel agency must have to provide the tourism services so that customers can happy and satisfied. Agency should provide efficient service for all type of customers. Every time income should not be taken in consideration.

Customer’s happiness also depends on by providing of fresh and delicious food. As Indian culture, hospitality is very much important for all customers. Customers care is also key factor as per their age is concerned. Every tourism company must have to give moral to customers in purchasing of items, carrying heavy bags of senior citizens in shopping, to provide cleaned and ventilated accommodations and provide dynamic guide to cover all destinations as per commitments. Transport facility should be easily available at any time. To call customers back for the next tour is a vital part of Customer Relationship Management. Customers prefer the same travel agency for the next tour if they are fully satisfied. Customers also need quick response from tourism agencies for their enquiries. For tourism agencies customer is a key element. Tourism agencies must remember - always give people more than what they expect to get.
8.2 Future Work

1 The future of the Tourism cabin is set to go through significant changes as customers are able to share their preferences with Tourism industry and Tourism industry will be expected to meet their individual needs leading to the decline of traditional cabin classes.

2 Face to face travel agents are needed for the customers from rural area and for illiterate customers who may lead to increase the business of tourism industry.