

Travel Management System and Customer Services of Geetanjali Tours Travel Limited, Vita, Dist. Sangli

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Abstract

A travel agency is a private retailer or public services that provide tourism related service to the public or behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, and package tours in addition to dealing with ordinary touristic most travel agencies have a separate department devoted to making travel arrangements for business travels and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales, agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

This Project is an attempt to evaluate the “Travel Management System and Customer Service of Geetanjali tours & vita (Tal-Khanapur, Dist.-Sangli). Marketing research is necessary because information is important. It provides that essential link between consumers and on organization which helps the management to formulate strategies which are true with the market realities and which best meet the required. The customer services the most important of the organization structure. The organization which has timely and exactly correct information gains a winning edge over its completion. The researcher should try to understand the travel management system of Geetanjali travels vita.

KEYWORDS: Travel Management, Tourist, Customers Services, etc.

Introduction:

Today is companies are in very tough competition and it will only get worse. In shortage economic and monopoly markets, companies don't expend any special effort to please its customer. On the other hand in buyers' market customer can choose from a large variety of goods and services her seller must deliver acceptable production quality of rapidly loss customers to competitors. Even today acceptable quality and services level not be acceptable tomorrow. Today customers are much educated and demanding only customer centered companies will win those that can deliver superior value to their target customers.

The British company Cox & kings is some time said to be the oldest travel agency in the world, but this rests travel agency in the world, but this rests upon the services that the original bank established in 1753 supplied to its wealthy clients. The modern travel agency first appeared in the second half of the 19th centuries Thomas cook in addition to developing the package tours established a China of agencies in the last 19th century. Travel agencies become more common place with the development of commercial aviation starting in the 1920's. Originally travel agencies largely catered to middle and upper class customers, but the post war boom in mass-market package holidays resulted in travel agencies.

Objectives of the Study:

1. To study the concept of the Geetanjali travel vita.
2. To study Travel Management System of Geetanjali Travels.

3. To observe customer Services Provided by Geetanjali Travels.
4. To Study marketing strategy of Geetanjali Travels.
5. To Present finding and more suggestions for streamline functioning of the Geetanjali Travels

Concept of a Travel Agency:

A travel agency is a business that is designed to help customer make various types of arrangements for trip such as tickets and hotel reservation a travel agency can also undertake and provide all the travel related services.

Management:

Management manages business activities through its functions, so it defined as Management is a process of planning, organizing, directing and controlling or management is the combination and co-ordination of human and non-human resources through planning, organizing, directing, staffing, planning, organizing, directing, staffing, leading, controlling and co-ordination.

Function of Management:

Henry fool a French industrialist who is the first real thinker of management philosophy has classified management function as planning, organizing, commanding (directing), co-ordination and controlling. According to Coontz and O Doonel, Henry Feyol, classification given basic function of management these function as:

1. Forecasting-

Forecasting is the process of estimating the relevant events of future based on the analysis of their past and present behavior.

2. Planning –

Planning is deciding in advance what is to be done. It evolves the process of defining goals in general there after selecting objectives and the action in advance to achieve. These goals planning are the primary function of management.

3. Decision Making –

After establishing objectives for the entries the next step in planning is to search for an example alternative courses of action-after, these alternatives are evaluated in the light of goal & objectives. The decisions are revering the selection of the best alternative course of action.

4. Staffing –

Staffing involves filling the position needed in the organization structure staffing function is difficult as it deals with the human factor where completely objective judgment is not always possible staffing is sometimes differentiated from personnel management which is concerned with non-managers. i.e. workers salesman, clerks etc.

5. Directing –

Direction is not only issuing orders and instructions by supervision the process of inspiring them.

6. Organizing –

Organizing is that part of managing that evolved establishing on international structure of roles for people in an organization. It includes assignment of all the tasks to people who can clothe best.

7. Communication –

Communication is a bridge of meaning. It evolves, eves a systematic and continuous process of telling, listening and understanding, it may be spoken or written.

8. Leadership –

Leadership is a link between the plans and action. It consists of communicating plans to workers, watching result appraising responses, motivating individuals in short moving the organization towards achievement the objectives.

9. Motivation –

The most important task of the management is to get the work done through subordinates and achieve results. “Motivation as a process of simulating people to action to accomplish desired goals”

10. Co- ordination –

Co-ordination is such a function of management is which the activities of the employees are interlocked and integrated towards common objectives.

The Management Process is shown in the following figure:



The Management Process

Services –

Service is a process of action and quality of the service is employee oriented. It recent situation services have greater scope and demand in the marketing services are intangible in nature and customer oriented.

Definition of Service-

“A service is any act or performance than one party can offer to another i.e. essentially intangible and done not result in ownership of anything it’s production may or may not be tied to physical product.”

Scope of the study

The *geographical* scope of this study covers with Geetanjali tour and travel vita, Dist – Sagnli. The *scope of the study* is limited to the travels services of the geetanjali tours and travels, vita, the research study focused on the travel services provided by the geetanjali tours and travels Vita to customer and their views toward travels services.

The scope of the study is understand the travel services provided to customer the study is also important to the organization to know the effectiveness. of the travel services.

Significance of the study

This study covers to study of booking, changing, confirming and cancelling reservations. The study was provided services by Geetanjali tours and travels to the customer. The quality of service can be standardized by mean of overcoming customer complaints. Create a bond between the service render and the service receiver which benefits in the long run of the organization. The study of making a

travel management different need of customer, per day management and working process of the Geetanjali travel is included this study.

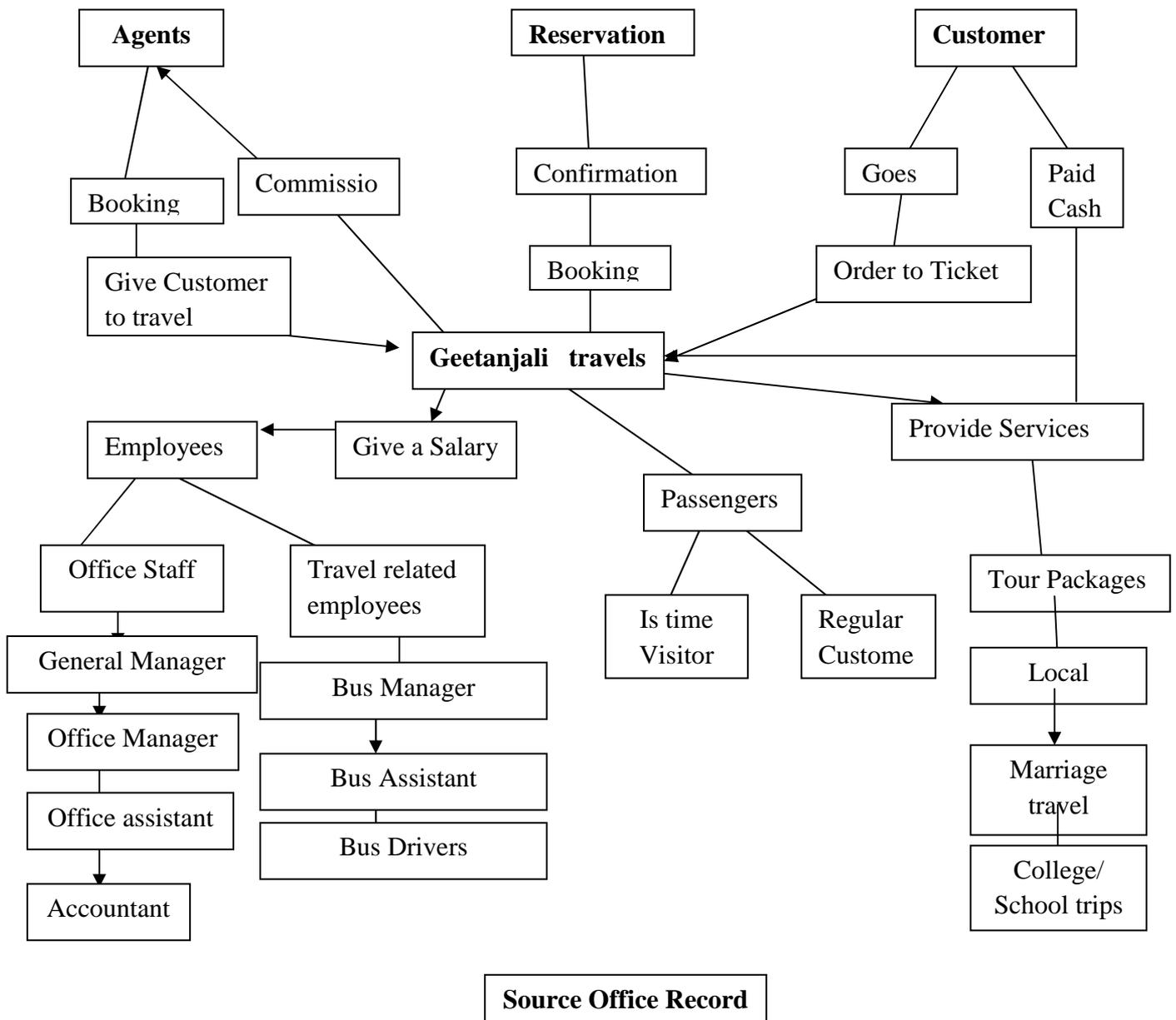
Methodology Adopted:

Data collection-

“The information collected for statistical investigation collected for statistical investigation is called as data” It may be in the form of numbers, works, figures, symbols questions and answers etc.

In the study of Travel management system the data collection refers collection if information related to the Travel management system and customer service of Geetanjali Tours & Travel Vita. The system or data analysis shows the find information about the system for the presentation of project. The analysis process involves creation questioner for getting some over all information and using it make next step of system i.e. design using the customer opinion, collected information etc.

SYSTEM DIAGRAM



This diagram shows that-

Firstly for establishing Geetanjali travel, they give order to their dealer of travels and purchasing the two travels and starting a business of travelling. They also provide the good services to the customer. Geetanjali travels was developed his business past five years. Geetanjali travels purchased four types travel buses. The system of Geetanjali travels is as follows.

When any customer want to be purchase travel tickets they will be goes in Geetanjali travels Agency any office and give order for booking a tickets, travel agency arrangement of customer booking and inform to customer seat confirmation. Finally, customer ticket booking completed. They will be goes in Geetanjali travels agency arrangement of customer booking and inform to customer seat confirmation. Finally customer ticket booking completed. They will during formalities of purchase travel tickets and paid cash to travel agency. The two types passenger visit the Geetanjali travels, First time visitor and Regular customers. Geetanjali travels provide services Tour packages, Local Service, marriage travel and college/ school trip supply travel buses.

After that the employs are most important part in any business because not only employees but also they will increase of good will in the society, so, the employees are attract the mind of customer to words there business, so because of this information the managers of business will check there performance and give salary. The employees are two part office related employees and travel related employees. The system of office work is started General Manager and included office manager, assistant, accountant. Travel related employees bus manager, accountant, travel related employees bus manage, assistant, travel related employees bus manager, assistant and driver. This the system of a working process of Geetanjali travels.

Agents are the very important part in travelling business because Agents give a customer's and booking to travel company. Agent's work is depending for a commission based per booking commission paid a travel company. This system reference whole work of business of Geetanjali travels.

Data Analysis:**Table No. 1 Classification of Customer according to Geetanjali travels liking:**

Sr. No.	Model	Likely Customer
1	Prakash Body	20
2	Scuttles Body	15
3	ACGL Body	10
4	Minibus Body	5
	Total	50

(Source: Primary Data Compiled)

The Model of Prakash Body is 40% Customer like, Sutlej's Body Model is 30 % Customer like this Model, after 20 % Customer like ACGL Body Model and 10 % Customer like minibus.

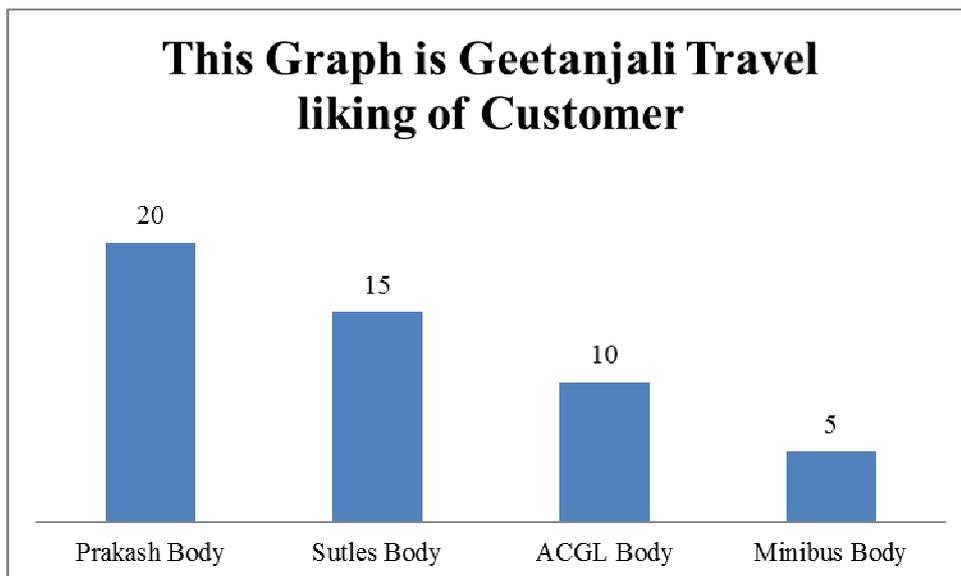


Table No. 2 Classification of Customer according to satisfaction:

Sr. No.	Satisfy	No. of Customer
1	Fully Satisfy	30
2	Partly Satisfy	15
3	Not Satisfy	5
	Total	50

(Source: Primary Data Compiled)

The 60% Customer are fully satisfied in Geetanjali travels and 30% Customer are partly satisfied in Geetanjali travels. And 10% customers are not satisfied in Geetanjali travels. Over all Geetanjali travels are good performance in traveling business.

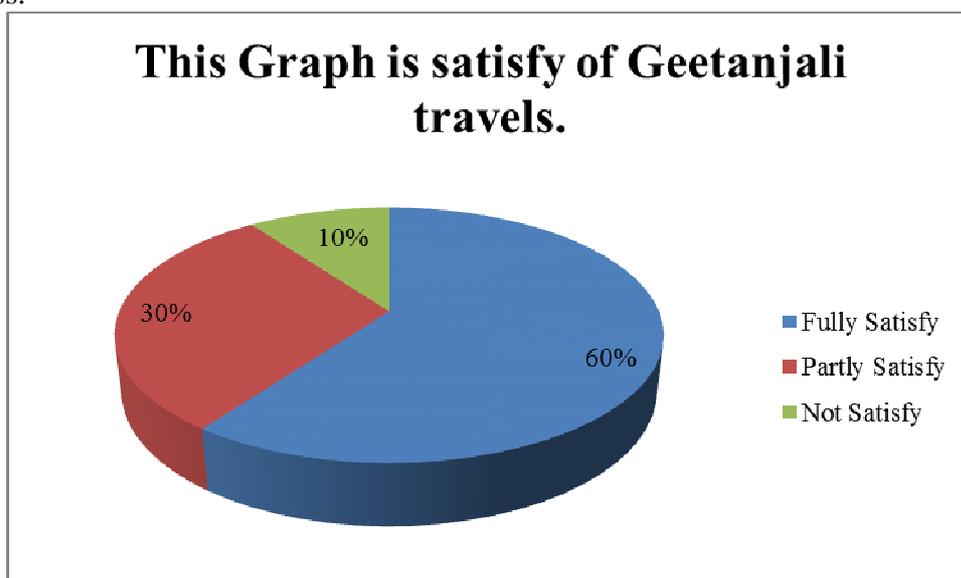
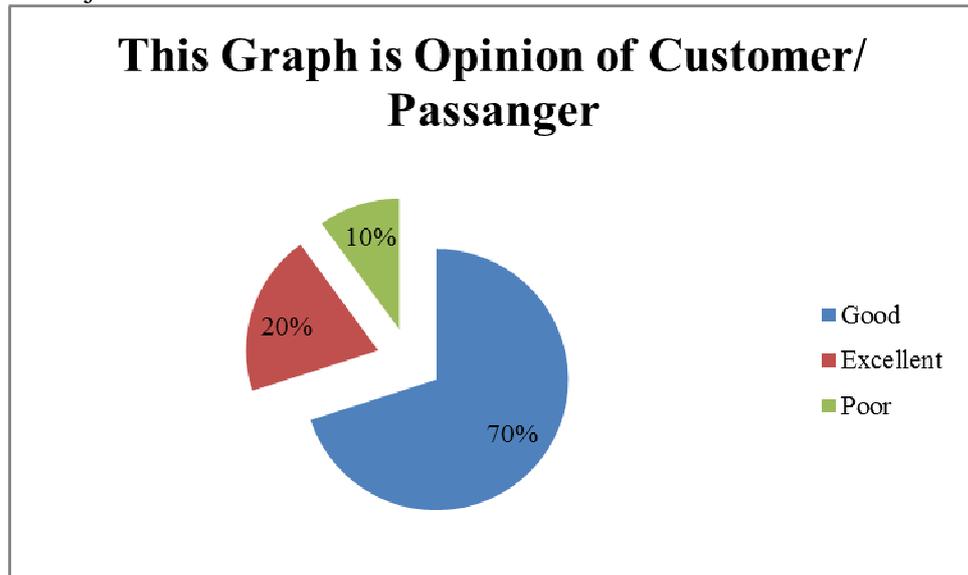


Table No. 3 Opinion of Customer / Passengers:

Sr. No.	Opinion	No. of Customer
1	Good	35
2	Excellent	10
	Poor	5
	Total	50

(Source: Primary Data)

The totally 70% on of customers are good opinion about Geetanjali travels and 20% Customers are opinion is excellent and the totally minimum customers 10% are poor above Geetanjali travels.

**Table No. 4 Service Provide by Geetanjali Travels:**

Sr. No.	Service Types	Percentage %
1	Regular Travelling	70 %
2	Tour Packages	10 %
3	Local Service	5 %
4	Marriage travel	10 %
5	College/ School trips	5 %
	Total	100

(Source: Primary Data Compiled)

Geetanjali travels provide regular service 70% Tours packages service 10 %, Local any function 5 % provide service, after 10 % provide marriage travels service and 5 % college/ school trips provide service.

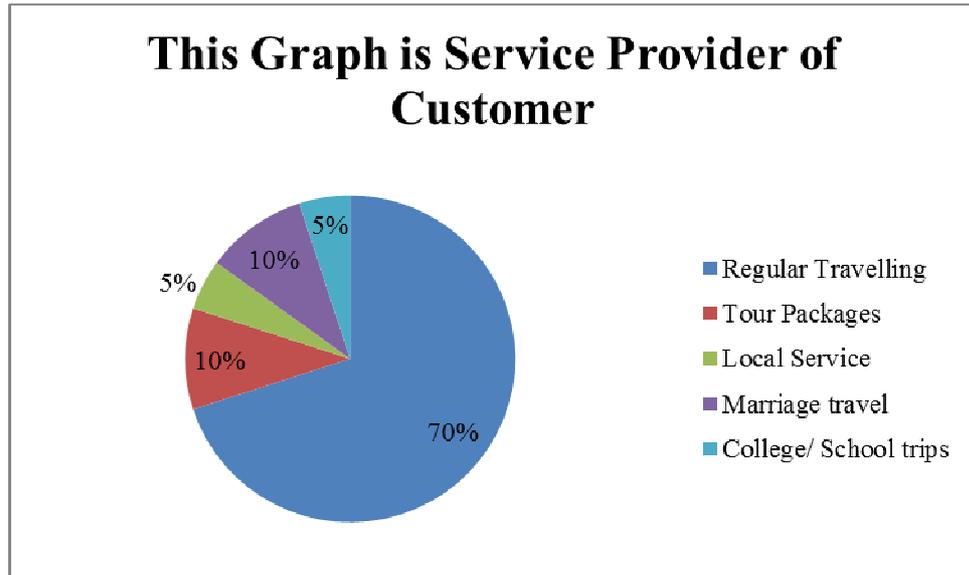


Table No 5 Service Quality Opinion of Customer about Geetanjali travels:

Sr. No.	Provided Service	No. of Customer
1	Yes	35
2	No	15

(Source: Primary Data Compiled)

The Geetanjali travels provide service of customer are like 70% and dislike 30%.

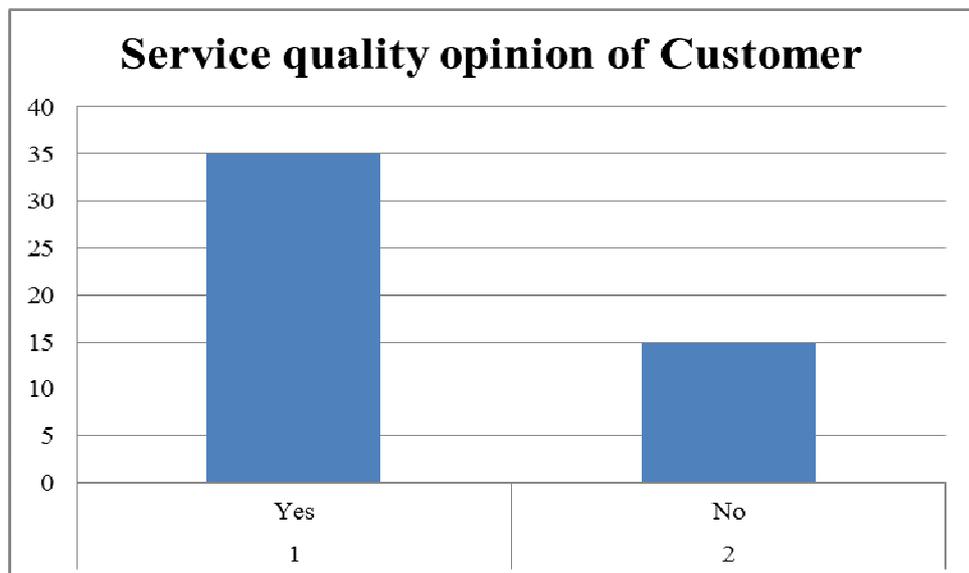


Table No 6 Classification of Geetanjali travels employees according to age:

Sr. No.	Age Group	Employee No.
1	Less than 25 year	10
2	26-45 year	30
3	46-50	10
	Total	50

(Source: Primary Data Compilers)

The table shows that age wise classification of employees. Total 50 employees are working in Geetanjali travels, 30 employees are working of age group between 26-45 year. 10 employees are working 46-50 year Group and 10 employees are working of less than year.

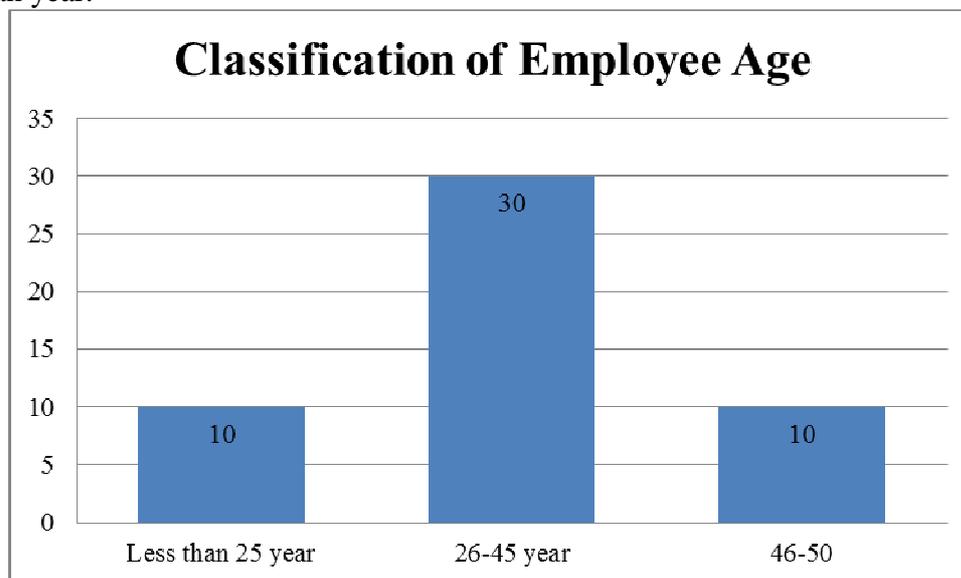


Table No. 7 Classification of employees according to monthly income:

Sr. no.	Monthly income	No. of Employees
1	Below- 5000	18
2	5001-10000	14
3	10001-15000	12
4	Above – 15000	6
	Total	50

(Source: Primary Data Compiled)

This Table shows that the income level wise classification of employees. Total so employees are working in Geetanjali travels, each employee monthly income is different in these travel company 18 employees are working in below Rs. 5000 monthly income. 14 employees are working in between Rs. 5001- 10,000 Monthly incomes, in 12 employees are working in between Rs. 10,001 – 15,000. Monthly income, only 6 employees are working in above Rs. 15,000 monthly income.

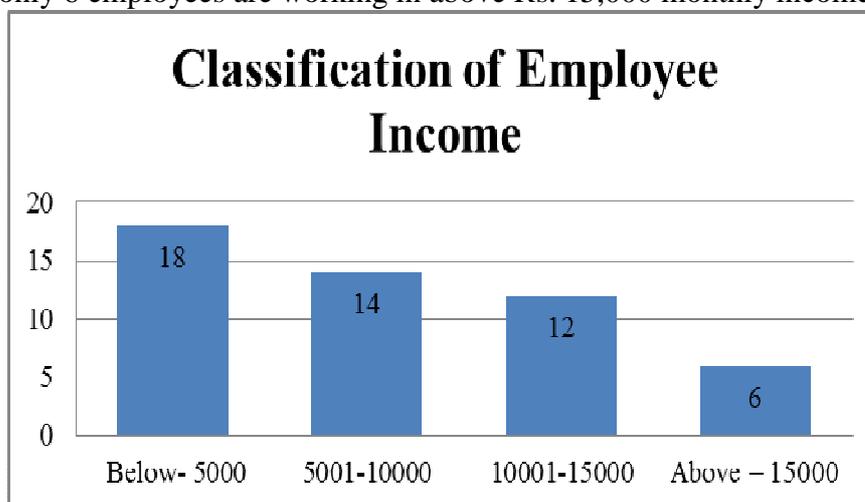
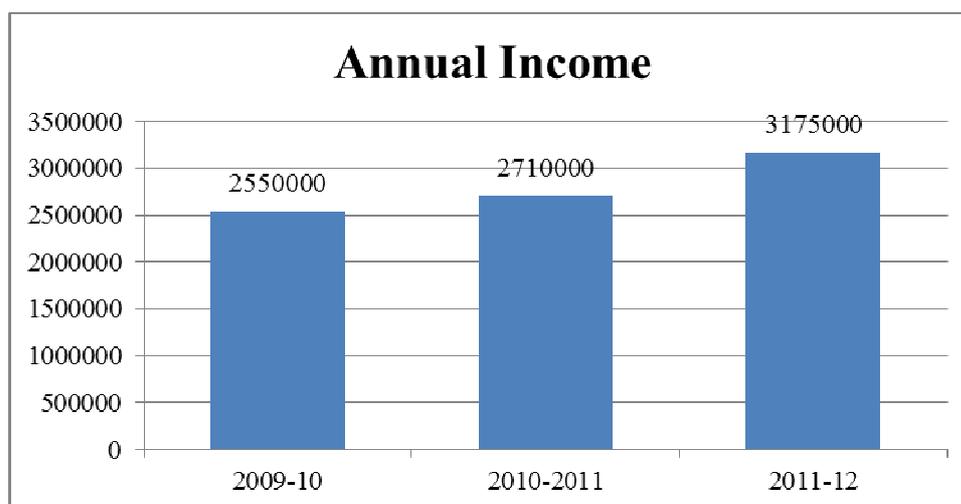


Table No.7 Profit of Geetanjali travels of 3 years: Annual income

Sr. No.	Year	Profit
1	2009-10	25,50,000
2	2010-2011	27,10,000
3	2011-12	31,75,000

(Source: Primary Data Compiled)

This table the information about profit increasing year by a Geetanjali travels The in Geetanjali travels. Profit increasing year by year in 2009-10 Company has got profit of rupees 25,50,000. In 2010-2011 Geetanjali travels profit is increased in that year Geetanjali travel has got profit of Rupees 27,10,000. In year of 2011-12 Geetanjali travels has got profit of Rs. 31,75,000.

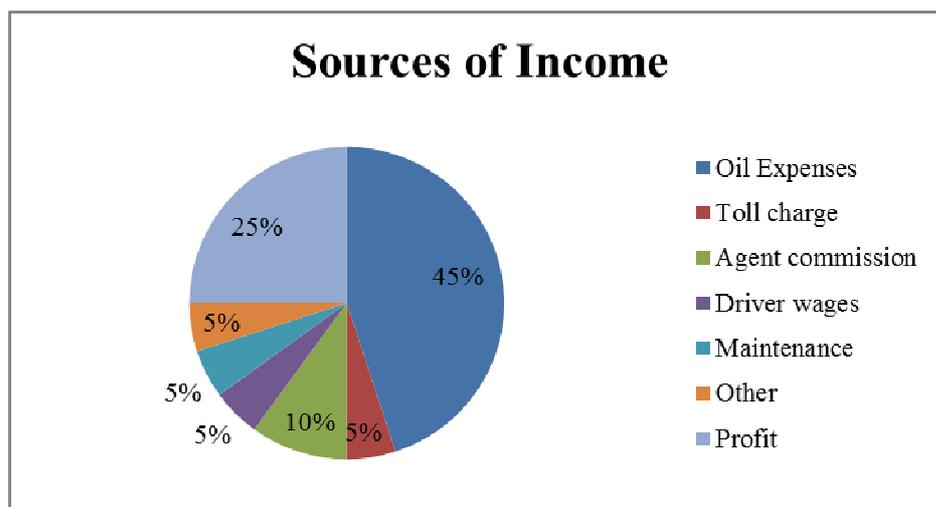
**Sample of Vita- to Mumbai travel income & Expenditure for one day**

Vita to Mumbai ticket price = 300 Rupees per head

Total Seating Capacity in one Travel is = 42

Total collection = 300 x 42 = 12,600

Up – Down income of Vita to Mumbai	
Total Collection = 12,600. Less : Expenses Oil Expenses = 5670 Toll Charge = 630 Agent Commission = 1260 Driver Allowances = 630 Other Expenses = 1260 <hr/> <p style="text-align: center;">Profit = 3150</p>	Total Collection = 12,000. Less : Expenses Oil Expenses = 5400 Toll Charge = 600 Agent Commission = 1200 Driver Allowances = 600 Other Expenses = 1200 <hr/> <p style="text-align: center;">Profit = 3000</p>

**Finding:**

1. Maximum respondent from business occupation service sector professionals etc.
2. The pricing policies of Geetanjali tours and travel vita are satisfactory.
3. Majority of respondent are satisfied due to the overall service provide by Geetanjali travels.
4. The Geetanjali travels provide better service about wedding travels provide better service about wedding travels, college trip, any tours.
5. The majority of Customer is fully satisfied about performance of Geetanjali travels.
6. They give not another change for customer's complaints.
7. If some any other complaints are arise. The quality of service is standardized by means of overcoming customer complaints.
8. So overall the above points we can says that Geeatnjali travels is the best travel agency in vita.
9. Profit is increasing in every year to year.

SUGGESTIONS:

1. To provide the customer as per their needs i.e. seats, booking.
2. To give the customers best travel service at minimum cost.
3. To give detail travel information to the customer.
4. To give discount. Facility to college trip. Marriage, school tours. Etc.
5. The necessary to study of customer needs, likes dislikes.
6. Recent marketing research is very necessary for the growth.
7. To develop e-Tickets of Geetanjali Travels.
8. To Provide Volvo service to the Customer.
9. The income of the Customer is not more hence, the price of ticket is determined as an affordable or reasonable.

Conclusions:

The present study is focuses on "Travel Management system and customer services of Geetanjali Travels vita". The Travel business is depending upon the excellent management System. In this study Customer Services is the main ambition covered up by Geetanjali Travels Vita. More than 35% customers are satisfied about the Services provided by Geetanjali Travels.

The price of ticket is affordable as well as the performance is satisfactory but the analysis denotes that to minimize cost of ticket to fill up the customer need and advanced scheme provides urgently and to develop marketing system in a Travels agency so increasing goodwill of the geetanjali travels vita.

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