

Travel Agency Management

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Abstract- In our paper, our main idea was to show others how a businessman can excel in the travel agency sector. Our primary motto is the satisfaction of customers. In our paper, we show the certain missions of the company that were taken up for the company's greater success. We also showed how the company plans to spread its venture globally. We have added all kind of trips that are possible in today's environment. We have focused on all aspects of marketing that would attract more customers to the company. Customer feedback is always taken in consideration.

Keywords-----Customer satisfaction, Travel, Organization, Vision

I. INTRODUCTION THROUGH HENRI FAYOL'S 14 PRINCIPLES OF MANAGEMENT

A. Division of Work:

This is applicable to companies who have few employees. As per division of work concept, the work should be split between each individual but not overloaded to a selected few. This doesn't mean the same work should be given to everyone. This will make sure there is a proper usage of workers in terms of usage and production.

B. Authority:

The power to give orders should be given to only a hand full of people. One of the major mistakes in large companies is that responsibility is given to many people which creates a big ruckus in making decisions. There will be many inside conflicts. When few people are given the responsibilities, the process is easily carried out.

C. Discipline:

It is very well known that the management is completely responsible for the discipline maintained in a company. Discipline should be maintained by everyone irrespective of the position.

D. Unity of Command:

As we know, the power should be given to only selected few

E. Unity of Direction:

The organization should have only one plan and one leader towards a common goal

F. Subordination of Individual Interests to the General Interests:

An individual's interest should be given lesser priority over the organization's interest.

G. Remuneration:

It's the pay that a worker receives based on the amount of work he or she has done.

H. Centralization:

Centralization means that all big decisions are to be made by the top employee of the organization. Decentralization is when a decision is made by the lower employee of the organization.

I. Scalar Chain:

The chain of supervisors ranging from the ultimate authority to the lowest rank. It specifies the route through which the information is to be communicated to the desired location/person.

J. Order:

For an organization to work well, the employees should have the right equipment and proper planning. The working environment must be well organized and safe.

K. Equity:

In each and every department of the organization, each and every member of the department needs to be treated equally.

L. Stability of Tenure of Personnel:

Employees who brings profit to the organization must be kept back. For hiring new employees, a huge amount of cash is spent by the organization.

M. Initiative:

All the employees in an organization should be allowed to pitch out their ideas as some of these ideas may bring huge profits to the organization.

N. Espiritde Corps:

Management should bring a peaceful environment for all the employees to be in unity within each department and the organization.

II. OVERVIEW OF THE COMPANY



Our agency “Escape to...” is one of the many business ventures that belong to the parent company Alcorp. It was also founded by Alcorp’s President & CEO Mr. Allan Thomas Ivan. The origin of the company dates back to a few years earlier. He had set out on a tour with his huge joint family to show them the various businesses he was running. All his ventures were located at various parts of India these all were far from each other. Therefore, he was required to tie up with a travel agency to make arrangements for transportation, food, accommodation etc.

Most of his experience was rather unpleasant. He often felt that the agency did not live up to its promises. This also led to a lot of disturbances and ego clashes between family members. Their interactions were very poor as they were all busy engaged in social media applications.

He also felt that his workers at his companies were all extremely stressed out. When enquired with many of his friends they too gave similar experiences faced by them in other travel agencies. This was when he decided to start a travel agency, in order to meet their requirements. However,

He realized that in order to keep up with competition, he had to make unique offers to his customers which were not available in other agencies. Which ultimately lead to the success of this firm today.

A. Our Mission:

To provide opportunities to our customers to explore unique and exotic locations, experience different cultures and lifestyles and bring families closer by organizing versatile and cost-efficient programmes.

B. Our Vision:

To become an ideal travel agency that satisfies various factors like customer treatment, comforts, benefits etc.

III. TOUR LOCATIONS

A. Leh	2 days
B. Shimla/Manali	2 days
C. Delhi	5-7 days
D. Jaipur	2 days
E. Rajkot	4-5 days
F. Kolkata	3 days

G. Darjeeling	3 days
H. Bhubaneshwar	2-3 days
I. Goa	5 days
J. Pune	4 days
K. Bangalore	3 days
L. Hyderabad	3 days
M. Munnar	3 days
N. Pondicherry	2 days
O. Madras	2 days
P. Chandigarh	4-5 days
Q. Kanyakumari	2 days
R. Port Blair	3 days
S. Ooty	3 days

IV. PLANS OFFERED and FACILITIES

A. Honeymoon:

- 1) Ooty
- 2) Kanyakumari
- 3) Munnar
- 4) Goa
- 5) Darjeeling
- 6) Jaipur
- 7) Shimla/Manali
- 8) Kashmir

B. Family trips:

- 1) *Joint Family*: All locations listed above.
- 2) *Nuclear Family*: All locations mentioned above

C. Retired Family:

- 1) Kolkata
- 2) Bhubaneshwar
- 3) Rajkot
- 4) Jaipur
- 5) Kanyakumari

D. Field trip:

- 1) Chennai
- 2) Bangalore
- 3) Ooty
- 4) Kodaikanal
- 5) Hyderabad

E. Getaway Trip: All locations mentioned above

F. Nature trip:

- 1) Jaipur
- 2) Kanyakumari
- 3) Rajkot
- 4) Munnar
- 5) Leh

G. Food trip:

Depends on regions and customer preferences.

H. Special Features:

Offers in travel and accommodation, Accountants, Guides (available in all languages, Photography, Emergency Services.

V. MARKETING

Nowadays marketing is tough, competition is high in this field. Many other advised that “it’s not your cup of tea better drop this” but taking a step back after a proper review, knowing your competitor, more strategies were applied to bring a bigger rise. Marketing is something that is not an easy work to do in today’s world. Especially for a business as common and competitive as ours. We were advised that it was better to drop this as it wasn’t particularly our cup of tea. However, after taking a step back, we carefully analysed the situation. With a combination of the experiences our CEO underwent and the various problems he faced, along with a careful observation on the situation of our competitor, new strategies were devised with help of various analysis which helped to move up the market and bring a larger rise.

VI. FUTURE PLANS and DEVELOPMENT

“Escape To....” Aims to expand its’ business throughout the world by paving pathways and opportunities to explore unique places and cultures which may not be possible without us. This will also provide unique job opportunities and help explore and appreciate special talents.

VII. CONCLUSION

Being a common and rather competitive business, it was decided that it will be best if our foundation was designed based on a fresh approach.

VIII. RECOMMENDATIONS:

- The company must adopt a more discrete approach while giving out descriptions of trips.
- In order to make maximum profit and efficiency, the agency should interact more with different types of customers to understand what they really want and deliver it in the best way possible.
- Ensure that there is careful planning and management and resources so that there won’t be any unwanted disappointments caused for the customers. This is one of the biggest challenge faced in this business.

ACKNOWLEDGEMENT

We would like to extend our thanks to Ms. Sumathi for providing us with an opportunity to practice all that we had studied in the course Principles of management. This has definitely been a unique learning experience for us all. This course has helped us a lot in understanding the theory and learning the practical concepts involved in the field of Management. We are grateful to her for the valuable time she had given us for this report in particular and for the overall learning of the subject.

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