



## A STUDY ON TOURISTS ATTITUDE WITH SPECIAL REFERENCE TO CK CHOCKAN TRAVEL AGENCY, MADURAI.

**HARINI.P**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**HARITHASRI.P**

III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.

**MS.U.BHARATHI**

ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

### ABSTRACT:

CK Chokan Travel Agency, a prominent local travel service provider based in Madurai. The agency, which began with routes connecting Madurai to Alagarkovil and Palani, has expanded its services over time, offering intercity bus transportation and customized travel packages. The study explores the agency’s history, growth, operational model, customer satisfaction, and its impact on the local tourism sector. It also examines the challenges faced by the agency, including competition from larger travel companies and adapting to changing market trends. The project aims to understand how CK Chokan Travel Agency has maintained success and contributed to regional travel services.

### KEYWORDS:

**CUSTOMER SATISFACTION, SERVICE EXPANSION, TRANSPORTATION SERVICE, OPERATIONAL MODEL, CHANGING MARKET TRENDS.**

### INTRODUCTION:

Travel agency 19th century, and its generally credited to Thomas cook, a british businessman, as the founder of the first modern travel agency. It plays an important role in economic development.Travel agencies play a crucial role in providing a wide range of facilities and services to ensure customer satisfaction. They offer personalized travel planning, which includes booking flights, accommodations, transportation, and guided tours tailored to individual preferences. Additionally, they often provide convenience by offering package deals that bundle multiple services at discounted rates, saving customers time and effort. For added peace of mind, many agencies offer travel insurance, visa assistance, and 24/7 customer support during the trip. These services contribute to a smooth and hassle-free travel experience for tourists.

### STATEMENT OF THE PROBLEM

#### OPPORTUNITIES LACK OF ONLINE VISIBILITY

The agency has limited online presence, which results in missed to attract potential customers who primarily seek travel information online.

#### LIMITED MARKETING STRATEGIES

The agency has not fully utilized social media, digital marketing, or partnerships to reach a broader audience and create brand awareness.

### COMPETITION WITH LARGER AGENCIES

The rise of larger, more established travel agencies with expansive resources presents a challenge for a smaller company like CK Chokan to remain competitive.

### OBJECTIVES OF THE STUDY:

- To assess the current marketing strategies followed in CK travel agency
- To identify the online booking systems and updates available to customers on the agency’s operations.
- To evaluate customer satisfaction with the services offered.
- To identify factors influencing tourist decision-making when choosing Ck travel agency.
- To evaluate the quality of customer service provided by the agency.

### RESEARCH METHODOLOGY

#### SAMPLING:

Convenient Sampling method is used in this study for collecting data.

#### SAMPLE SIZE:

For this study responses were collected from 90 respondents.

**DATA COLLECTION:**

The two source data were collected primary & secondary.

**PRIMARY DATA:**

Primary data are collected through questionnaire.

**SECONDARY DATA:**

Secondary data are collected from internet, that has already been collected by other purposes, This can be helpful in providing context, background, and supporting for a study on tourist attitude to CK Chockan travel agency.

**DATA ANALYSIS:**

**TABLE 1**

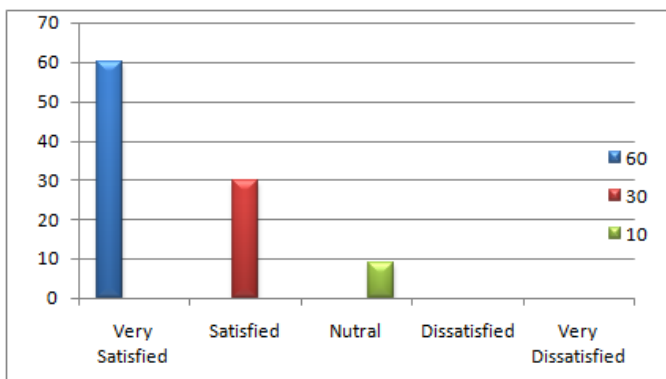
**RESPONSE TO QUALITY OF SERVICE PROVIDED BY C.K.CHOCKAN TRAVEL AGENCY**

Particulars	No.of respondents	Percentage
Very Satisfied	54	60
Satisfied	27	30
Neutral	9	10
Dissatisfied	-	-
Very dissatisfied	-	-
Total	90	100

SOURCE: Primary Data

**INTERPRETATION**

From the above table it is clear that out of 90 respondents,60% of the respondents are very satisfied,30% of the respondents are satisfied,10% of the respondents are neutral with the to quality of service provided by C.K.Chockan Travel agency during travelling time



**TABLE 2**

**OVERALL EXPERIENCE**

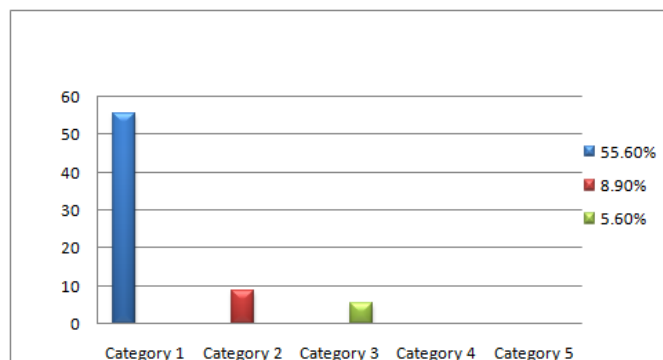
Rating	No.of experience	Percentage
Excellent	50	55.6
Good	35	38.9
Average	5	5.6

Poor	-	-
Very Poor	-	-
Total	90	100

SOURCE : PRIMARY DATA

**INTERPRETATION**

The above table shows that out 90 respondents 55.6% of the respondents are excellent,38.9% of the resoppondents are good,5.6% of the respondents are average.



**FINDINGS:**

1. Out of 90 respondents60% of the satisfied and quality of transportation provided during the trip in CK CHOCKAN TRAVEL AGENCY.
2. Out of 90 respondents 55.6% of the overall experience with CK CHOCKAN TRAVEL AGENCY.

**CONCLUSION:**

CK Chockan Travel Agency has established itself as a reliable and successful travel service provider in the Madurai region, known for its efficient transportation services and customer satisfaction. Starting with routes connecting Madurai to Alagarkovil and Palani, the agency has expanded its operations over time, earning recognition from the government. While facing competition from larger agencies, CK Chockan Travel Agency has maintained a strong customer base through personalized services. In recent years, the agency has also improved its online visibility, making it easier for customers to book services and access information, thereby expanding its reach. To continue thriving in the evolving tourism industry, the agency must embrace innovation, adapt to new market trends, and focus on enhancing customer experiences. With its solid foundation and improved online presence, CK Chockan Travel Agency has the potential for sustained growth and success.

**REFERENCES**

1. CK CHOCKAN ROADWAYS @ chockanroadways website
2. <https://www.justdial.com>