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Travel Marketing Success: Strategies for Maximizing Customer Retention in the Tours Sector

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Abstract

The tourism industry thrives on strong customer relationships, and retaining loyal customers has become a critical aspect of long-term business success. This study explores effective strategies used in the travel sector to enhance customer retention, emphasizing the importance of personalization, customer engagement, and loyalty programs. Utilizing both primary and secondary data, the research applies statistical techniques such as descriptive analysis, correlation, factor analysis, and regression to evaluate the effectiveness of various marketing and service-related initiatives. The findings reveal that while customer satisfaction levels are generally positive, specific areas like loyalty programs and personalized services require further improvement. Moreover, the study identifies digital marketing, post-tour engagement, and responsive customer service as essential components in influencing customer loyalty. The insights derived from this study offer practical guidance for travel service providers aiming to foster long-term relationships with their clients in a highly competitive and dynamic market.

Keywords: Tourism industry, customer retention, loyalty programs, personalized services, customer engagement.

1. Introduction

The tourism industry, It is an industry of travel, associated with individuals travelling to other destinations, either within the country or abroad, for tourism, social, or business reasons. It is closely related to the hotel industry, the hospitality industry, and the transport industry. Much of it is based on keeping tourists happy, occupied, and equipped with what they need in their time away from home. In the case of tourists, motivations may be as diversified as body and mind refreshment, excitement seeking, entertainment, or pleasure. On the other hand, a traveler may be motivated by cultural curiosity, self-improvement, business, the urge to visit friends and family, or just make new acquaintances

Tourism brings along a wide range of benefits, which include economic benefits for countries attracting many visitors due to the money spent not only on the actual stay but also on local businesses. It provides many jobs, whether in the transport and hospitality industry or others. Furthermore, tourism has the potential to strengthen ties between nation-states or firms. Added to this is the chance for amusement and leisure, which also can be a value addition to a currency. This

can further open up prospects for cultural exchange, and for tourists, it could increase happiness, well-being, and education.

1.1 Types of Tourism

Within the tourism industry, there are a number of different types of tourism to be aware of. Some Types of Tourism are as follows:-

- a) **Business Tourism or Corporate Travel:** It is an important sector of the tourism industry, normally motivated by a desire to exchange information and establish business connections. More importantly, it also includes those business tourists who are still considered working, but who are not located in the normal place of work. Examples could be attending conferences, exhibitions, business dinners, and attending meeting or workshops that may occur during the course of business travels.
- b) **Medical Tourism or Health Tourism:** Medical tourism refers to traveling to another country for medical treatment. The term sometimes carries negative

connotations, since it can place undue pressure on a health care system, but some countries actively target people from other countries and advertise access to specific treatments. In recent years, however a number of countries have found that cosmetic procedures or availability to experimental treatments may attract a large number of visitors and provide a dramatic boost for the tourism industry.

- c) **Cultural Tourism:** Cultural tourism can be termed as that type of tourism where a person is motivated to experience or learn history, traditions, and practices, along with cultural attractions of the place he or she is visiting. It is often concerned with experiencing other ways of life and engaging with people, but cultural tourism can also be used to help fund conservation efforts. By its very nature, tourism to a culture can take many forms, and relevant activities range from visiting monuments, museums, and places of religion to attending festivals, participating in the arts, or learning the local language. It may also be able to give a community a way to commercialize its cultural heritage, though efforts do need to be taken to limit some of the possible negative side effects of such a booming tourism industry.
- d) **Sustainable Tourism:** Sustainable tourism seeks to minimize impacts to the environment, nature, and culture. At its best, it brings together the needs of local people, businesses, and travelers in a way that protects wildlife while helping the tourism industry be more viable for longer. Examples include reducing waste, using renewable energy, sourcing food locally, or switching to lower emission transportation methods. This will most likely entail using more eco-friendly modes of transportation, staying in accommodation that is environmentally viable, consuming local and ethical food, and avoiding activities that cause harm. The concept of sustainable tourism applies to leisure, business, or event-related travel also.
- e) **Culinary Tourism:** Food or gastronomic tourism means traveling based on food experiences alone. People may travel to some other part of the world just to taste the local cuisine and be engrossed in the culture of a country through its food. This also brings into sharp focus the integrated nature of the hospitality industry and the tourism sector. This type of tourism primarily attracts food lovers, but professionals in the food industry, such as chefs and restaurant managers, also find it appealing. Drinking, rather than eating, can be a motivation, and wine tasting is a particularly popular form of culinary tourism in many parts of the world.
- f) **Religious Tourism:** Religious tourism is tourism for reasons having to do with religion and spirituality, such as pilgrimage or educational visits to sacred places. It can form an important part of some religions and popular religious trips are often of major importance to the local economy. Religious tourism can also allow people of different cultures to share ideas and exchange cultural practices in order to understand one another. The biggest examples of religious tourism include the Hajj and Umrah pilgrimages to Mecca by Muslims or the visits to the Vatican City by Christians. Another example could be a trip to a Buddhist temple or retreat. Often, big religious trips are aided by businesses in the tourism industry which offer particular services in that area.

1.2 Trends in the Tourism Industry

1. Sustainable Tourism

- **Eco-Friendly Practices:** There will be increased demand for eco-friendly travel options and sustainable practice such as a smaller carbon footprint and conserving efforts.
- **Responsible Tourism:** The interest in responsible travel not to harm local cultures, support communities, and conserve the environment.

2. Rise of Social Media and Influencer Marketing

- **Social Media Influence:** The media influence of social media as a platform and of travel influencers in influencing travel decisions or the perception of the destination.
- **User-Generated Content:** The role of reviews, testimonials, and content created by users affects brand perception.

3. Technology Integration

- **Artificial Intelligence/Chatbot:** The application of artificial intelligence and chatbots in order to deliver personalized suggestions, customer support, and booking service.
- **Virtual Reality (VR) and Augmented Reality (AR):** Use virtual tours and interactive destination previews to enhance experiences for people traveling.

4. Bleisure Travel

- **Combining Business and Leisure:** whereby both business and leisure are taken in the same trip, combining work and rest.
- **Work-friendly Accommodations:** Demand for an accommodation that is responsive to business needs, such as co-working spaces, high-speed internet among others.

5. Solo travel

- **Growing Independence and Empowerment:** Solotravelers, especially females, increase in large numbers as they seek freedom, self-discovery, and independence through independent traveling.
- **Improvement in Safety and Security:** Resources in destinations and offers through travel services provide more security and safer choices for the increasing demand of solo tourism.

6. Cultural and Heritage Tourism

- **Revival of Traditional Art and Craft:** The scope for cultural tourism has also increased where the visitor has a more direct experience of a traditional art form, such as block printing in Rajasthan or classical dance in Kerala.
- **Historical and Heritage Trails:** Famous places like the Taj Mahal, Hampi, and Jaipur forts, among others, still attract tourists flocking to seek a closer connection with history and culture.

7. Accessible Tourism

- **Ease of Accessibility for Travellers with Disabilities:** With growing awareness of the concerns and issues related to access, places and accommodations are being fitted to be good for disability travelers.
- **Inclusive Tourism Practice:** This will include the provision of facilities such as ramps, accessible toilets, and assistive devices along with training staff on how to attend to a traveler's disability needs.

8. Adventure Tourism

- **Thrill, or Adventure, Activities:** Adventure tourism is simply the practice of taking part in activities that challenge the physical and mental capabilities. It could include an activity such as hiking, climbing, rafting, and paragliding.
- **Sustainable Adventure Tourism:** This trend tries to reduce environmental impacts from adventure activities and develops support among local communities.

1.3 Scope

This report will progress to explain the particular strategies and tactics that tours firms can adopt within the travel industry in order to maintain their customers. A wide range of topics such as follows are going to be covered.

Customer Relationship Management (CRM) Strategies: Reviewing how CRM systems can be exploited in tracking interactions, preferences, and purchase histories among its customers.

Personalized Marketing Campaigns: Targeting of Marketing Messages with Customer Needs and Interest.

Loyalty Programs: How effective are the loyalty programs deployed by different businesses at encouraging repeat business.

Post-Tour Experience: Best Practices to Enhance Customer Satisfaction and Loyalty through Post-Tour Follow-Ups and Surveys.

Social Media Engagement: Delving into the role social media plays in customer relationship marketing as well as brand loyalty.

1.4 Importance

Improving Profitability: It is less expensive to keep existing clients than to find new ones. The study will provide practical tips for boosting profits by focusing on customer loyalty.

Competitive Advantage: Businesses with greater client retention have a clear edge in the cutthroat travel sector. This research will assist tour operators in implementing tactics that set them apart from competitors.

Improving Customer Relationships: By emphasizing retention, the report will highlight long-term connections, establishing credibility, and generating brand evangelists—all of which are essential for steady company expansion.

Adapting to Market Trends: This research will help businesses stay relevant and adaptable by employing cutting-edge marketing strategies catered to customer preferences in light of shifting customer expectations and technological improvements.

2. Literature Review

1. (Prof. Saurabh Singh Chandel, 2024) This Paper “E-Tourism in India: the Impact of Digital Transformation on the Tourism Industry”. This research examines the impact of e-tourism platforms like Vlogs, Facebook, Instagram, and mobile apps on digital transformation KPIs in the Indian tourism industry. Using data from 405 Indian tourists, the results indicate that the platform engagement variables like Facebook and Mobile apps relate positively to digital metrics defined by "Like," "View," and "Share." The study identifies strategic digital investment as imperative to ensure visitor interaction and engagement, effective branding, lead generation, and satisfaction in the overall context of the Indian tourism industry.

2. (Santus Kumar Deb, 2022) This Paper “Promoting tourism business through digital marketing in the new normal era: a sustainable approach” This study evaluates the intention to use digital marketing strategies to enhance tourism business performance and explores digital applications for sustainable growth in the new normal era. The findings, based on responses from 270, Show that it is useful ease of use, social media marketing, and business performance are the significant drivers of digital marketing adoption. Out of nine hypotheses, seven have been supported, indicating a positive effect on satisfying the expectations of the tourists and the enablement of tourism service providers and the locals through digital practices. This study gives an in-depth analysis of the relation of digital marketing to successful businesses in the tourism industry.
3. (Rand Al-Dmour, 2023) This Paper “The Influence of Social Marketing Drives on Brand Loyalty via the Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices” This study examines the impact of social media marketing (beneficial promotions, relevant content, popular content, and presence on multiple platforms) on brand loyalty in Jordan's travel and tourism offices, with customer satisfaction as a key mediator. Based on the response of 350 followers, the results identify that every aspect of social media marketing significantly influences brand loyalty through customers' satisfaction. This research is one of its types in Jordan and has pointed out the crucial role played by social media marketing in building brand loyalty within the tourism context.
4. (Dr. Kunal Gaurav, 2018) This Paper emphasizes the critical role of customer satisfaction in measuring business performance, particularly in the travel and tourism industry. It also extends to mean that repeat business and winning new customers show how well relationships with customers are built. Indeed, service quality was found to be one of the prime drivers of customer satisfaction in travel agencies. The study performs a Factor Analysis to reduce the given 25 variables into four significant factors, namely, Customer Service, Customer Centricity, Customer Convenience, and Service Quality. Once the nature of these factors is understood, it would be easier to determine the level of satisfaction of the customer and hence guide appropriate marketing strategies in tourism services.
5. (Elgarhy, 2022) This paper examines the impact of service quality, loyalty programs, pricing strategies, and customer engagement on customer retention and business performance in travel agencies. Quantitative survey of a total of 350 managers at travel agencies and partial structural equation modeling with WarpPLS test these relationships. Results indicate that all four factors have significant, positive effects on customer retention, which further improves the performance of the firms. These findings present some useful lessons for policymakers, trip planners, travel marketers, governments, and academics in their efforts toward improving customer retention for better business outcomes within the industry.
6. (Aishah Mohd Nora, 2023) This Paper explores the impact of tour leaders' service attributes on customer retention in Malaysian outbound group package tours. Utilizing a structured questionnaire, it found that professional attitude, knowledge of tour leaders, personal

integrity, and adherence to Islamic values have significant impacts on customer retention. It also reflects a tendency for tour leaders with improved service attributes to reinforce customer loyalty. The presentation and communication skills were deemed important but showed to be nonsignificant. In conclusion, performance improvement and attitude improvement of tour leaders would be the highest priority for long-term business growth for travel agencies.

7. (Gatot Wijayanto, 2024) The article discusses the effectiveness of experience-based marketing strategies in boosting customer engagement and retention in the tourism and travel industry. It analyzes how experiential marketing, through approaches like immersive storytelling, interactive technology, and personalized services, influences consumer behaviour and loyalty. The study highlights the importance of creating memorable, sensory-rich experiences that align with travellers' desires, helping businesses build emotional connections and long-term relationships with customers. Additionally, it emphasizes how experiential marketing can help differentiate brands, encourage word-of-mouth promotion, and maintain a competitive edge. The article offers practical recommendations for tourism businesses to develop impactful experience-based campaigns to foster customer loyalty and drive growth.
8. (Adundo, 2023) This Paper explores the factors influencing customer satisfaction with high-end tour and travel agencies in Nairobi County, focusing on promotional, functional, emotional, and innovative values. Using a descriptive research design with a sample of customers in four agencies, this study established that all the four factors were significant in affecting customers' satisfaction. This study postulates that these values should be improved in agencies to attain higher levels of satisfaction. A stakeholder consultative approach is also recommended by this study for agencies in the industry to improve the quality of services. Among the limitations of this study, the fact that it focused on high-end agencies and within Nairobi City only is pertinent. Further studies are hereby recommended to expand in scope and methods for the comprehensive derivation of understanding.
9. (Khanal, 2020) This Paper investigates customer relation practices and measures customer satisfaction in travel and tour businesses in Kathmandu. Data were collected through semi-structured interviews, observations, and responses from 119 customers through a questionnaire. The research included primary data on simple random sampling. The research design is descriptive and exploratory. Key findings indicate that "Details given to Clients" and "Accurate Information" hold the greatest importance on customers' part in satisfaction issues, while destination attractiveness and recommendation from travel agents are found less important or low-ranked. The study shows that a travel and tour business constitutes a considerable part of tourism enterprise business in Nepal.
10. (Fiona Poetri Komalasari, 2018) This Paper examines the relationship between customer loyalty and retention, focusing on Traveloka, a leading online travel agent in Indonesia. It can be seen from the research that the average score of customer satisfaction reaches 3.91 and customer loyalty earns an average score of 4.04, which indicates that the company has successfully achieved

both aspects. Altogether, customer satisfaction and loyalty have reached an average score of 3.97. This study indicates that the customer retention strategy, including the loyalty programme that is being implemented by Traveloka is on the right track towards sustaining its current customer base and reducing churn.

2.1 Statement of the Problem

The aim of this study is to assess the efficacy of different customer retention strategies in the tour industry, with a particular emphasis on personalization, customer engagement, and loyalty programs.

2.2 Objectives

1. To enhance customer loyalty by implementing reward and referral programs
2. To leverage digital marketing and social media for consistent engagement and relationship-building..
3. To strengthen post-trip engagement through feedback, follow-ups, and special offers

2.3 Limitation of The Study

The limitation of the study is changing consumer preferences, which are often too fast for consistent retention strategies. Demand also fluctuates because of seasonality, so retention strategies found to be effective during peak periods may not be effective during off-peak periods. Finally, external factors such as pandemics, natural catastrophes or political instability will interfere with travel, preventing retention efforts from succeeding.

3. Methodology

3.1 Sampling Technique

For the collection of primary data from a questionnaire on the subject "Travel Marketing Success: Strategies for Maximizing Customer Retention in the Tours Sector," have used simple random sampling technique, this means that some bias will be eliminated since every person in the population has an equal chance of being selected. With this method, the information gathered will represent the entire population; thus, the information derived from the questionnaire are accurate and fair reflection of the strategies adopted to maximize customer retention in tours.

3.2 Sample Size

In the study on "Travel Marketing Success: Strategies for Maximizing Customer Retention in the Tours Sector," the sample size has been set at 152 respondents. By surveying 152 participants, the study aims to collect diverse and comprehensive feedback on the effectiveness of different customer retention strategies. This sample size is chosen to balance the need for sufficient data for analysis while remaining manageable within the scope of the research.

3.3 Sample Design

The sample design involves collecting responses from 152 members in the tours sector to assess their perceptions and experiences regarding customer retention strategies.. The data gathered through a structured questionnaire will provide insights into current retention practices, effectiveness of loyalty programs, and response times, which will be analysed to identify successful strategies and areas for improvement in maximizing customer retention.

3.4 Research Methodology

The study uses both primary and secondary data. Primary data was gathered through methods that include both interviews and surveys.

Primary Data

It consists of information gathered for some specific purpose and primary data is also that you collect through Questionnaire.

Secondary Data

The data will already be available in the form of print material, website, journals etc. For such a case, some Magazines, Newspapers, Websites and course material have been gathered for collecting data.

Data has been collected from through the secondary source.

4. Data Analysis

Table 1: Descriptive statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation	Skewness		Kurtosis	
						Statistic	Std. Error	Statistic	Std. Error
Customer Service	152	2.00	5.00	3.8750	.99210	-.570	.197	-.3674	.391
Customer Service	152	2.00	5.00	3.8421	.94977	-.524	.197	-.577	.391
Customer Convenience	152	2.00	5.00	3.8224	.89222	-.152	.197	-.900	.391
Customer Convenience	152	2.00	5.00	3.6908	.83177	-.345	.197	-.338	.391
Service Quality	152	2.00	5.00	3.7434	.85735	-.117	.197	-.698	.391
Service Quality	152	1.00	5.00	3.7895	.91080	-.581	.197	.136	.391
Loyalty Program	152	2.00	5.00	3.8224	.99070	-.381	.197	-.903	.391
Loyalty Program	152	2.00	5.00	3.7500	.87079	-.465	.197	-.343	.391
Pricing Strategies	152	2.00	5.00	3.8618	.91383	-.302	.197	-.812	.391
Pricing Strategies	152	2.00	5.00	3.7697	.89495	-.483	.197	-.412	.391
Customer engagement	152	1.00	5.00	3.7829	.98275	-.484	.197	-.372	.391
Customer engagement	152	2.00	5.00	4.0000	.81379	-.523	.197	-.170	.391
Customer Service Response Time	152	2.00	5.00	4.1382	.92105	-.794	.197	-.309	.391
Customer service response time	152	1.00	5.00	3.7961	.92313	-.759	.197	.527	.391
Customer feedback	152	2.00	5.00	3.6513	1.01159	-.265	.197	-.1.001	.391
Customer feedback	152	1.00	5.00	3.8947	.95708	-.935	.197	.646	.391
Value added service	152	2.00	5.00	3.9276	.89222	-.424	.197	-.622	.391
Value added service	152	1.00	5.00	3.7237	.94341	-.523	.197	-.144	.391
Personation	152	1.00	5.00	3.8947	.91462	-.368	.197	-.521	.391
Personation	152	1.00	5.00	3.8553	.91643	-.702	.197	.060	.391
Valid N (list wise)	152								

Interpretation

The table displays average ratings for different customer factors. Most factors are rated between 3 and 4, which shows a mostly positive view. However, factors like "Customer Service" and "Loyalty Programs" have lower ratings, indicating they need improvement. The ratings also vary somewhat, meaning customers have different opinions. Overall, most customers are happy, but some areas need more work to improve the customer experience.

4.2 Frequency

The mean, median, and mode frequency could be used to help

analyze customer retention trends and the strength of the marketing campaigns put in place. A mean would reflect an average score for customers' satisfaction, engagement, and loyalty or the overall score for all these categories. Median-Middle Value: provides insight into the tendency of the customer opinion-a good indicator in pinpointing outliers. Finally, the mode is another important figure, showing what responses are most frequent in choices or behaviours by customers. Taken together, these measures bring out a very complete picture of how effective marketing strategies really are in terms of retaining customers.

Table 2: Mean, Median, Mode

		Statistics																	
N	Valid	Customer Service	Customer Service	Customer Convenience	Customer Convenience	Service Quality	Service Quality	Loyalty Programs	Loyalty Programs	Pricing Strategies	Pricing Strategies	customer engagement	customer engagement	Customer Service Response Time	Customer Service Response Time	Customer Feedback	Customer Feedback	Value Added Services	Value Added Services
		Mean	Median	Mode	Std. Deviation	Skewness	Kurtosis	Std. Error of Skewness	Std. Error of Kurtosis	Minimum	Maximum	Mean	Median	Mode	Std. Deviation	Skewness	Kurtosis	Std. Error of Skewness	Std. Error of Kurtosis
152	152	3.8750	3.8421	3.8224	3.6908	3.7434	3.7895	3.8224	3.7500	3.8618	3.7697	3.7829	4.0000	4.1382	3.7961	3.6513	3.8947	3.9276	3.7237
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.8750	3.8421	3.8224	3.6908	3.7434	3.7895	3.8224	3.7500	3.8618	3.7697	3.7829	4.0000	4.1382	3.7961	3.6513	3.8947	3.9276	3.7237
Median		4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000	4.0000
Mode		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation		.99210	.94977	.89222	.83177	.85735	.91080	.99070	.87079	.91383	.89495	.98275	.81379	.92105	.92313	1.01159	.95708	.89222	.94341
Skewness		-.570	-.524	-.152	-.345	-.117	-.581	-.381	-.465	-.302	-.483	-.484	-.523	-.794	-.759	-.265	-.935	-.424	-.523
Std. Error of Skewness		.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197	.197
Kurtosis		-.674	-.577	-.900	-.338	-.698	.136	-.903	-.343	-.812	-.412	-.372	-.170	-.309	.527	-1.001	.646	-.622	-.144
Std. Error of Kurtosis		.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391	.391
Minimum		2.00	2.00	2.00	2.00	2.00	1.00	2.00	2.00	2.00	2.00	1.00	2.00	2.00	1.00	2.00	1.00	2.00	1.00
Maximum		5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

Interpretation

The above table shows that most customer-related factors have a high average rating of 4 out of 5, which means customers are mostly happy. However, factors like "Customer Service" and "Loyalty Programs" have lower ratings, pointing

to areas that need improvement. The ratings also vary a bit, showing different opinions among customers. In general, customers are satisfied, but focusing on certain areas could make their experience even better..

4.3 Correlation

Table 3: Correlation

		Correlations																			
		Customer_service	CustomerService	CustomerConvenience	CustomerConvenience	ServiceQuality	ServiceQuality	loyalty_programs	LoyaltyPrograms	pricing_strategies	PricingStrategies	customer_engagement	customerEngagement	Customer_Service_ResponseTime	CustomerServiceResponseTime	Customer_Feedback	CustomerFeedback	Value_Added_Services	ValueAddedServices	Personalization	Personalization
Customer_service	Pearson Correlation	1	.218 ^{**}	-.040	.258 ^{**}	.094	-.066	-.023	.063	.061	-.025	-.062	.172	-.082	-.050	.016	.084	.012	-.115	-.109	-.042
	Sig. (2-tailed)		.007	.623	.001	.247	.419	.781	.439	.454	.758	.448	.034	.313	.543	.848	.305	.882	.158	.179	.608
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
CustomerService	Pearson Correlation	.218 ^{**}	1	.193 ^{**}	.265 ^{**}	-.001	.094	.005	.080	.013	.036	.105	.026	.026	.155 ^{**}	.117 [*]	.135	-.045	.003	.019	.008
	Sig. (2-tailed)		.007	.017	.001	.967	.305	.949	.327	.875	.670	.198	.753	.759	.050	.029	.098	.593	.973	.918	.293
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
CustomerConvenience	Pearson Correlation	-.040	.193 ^{**}	1	.184 ^{**}	-.164 [*]	.174 [*]	.166 [*]	-.066	-.087	.098	.061	-.109	-.002	.189 [*]	.122	.118	.017	.130	.091	.106
	Sig. (2-tailed)		.623	.017	.023	.044	.032	.041	.419	.286	.231	.452	.379	.979	.020	.135	.149	.835	.110	.267	.194
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
CustomerConvenience	Pearson Correlation	.258 ^{**}	.265 ^{**}	.184 ^{**}	1	.157	.123	.053	.075	.004	.117	.192 [*]	.059	-.004	.029	.005	.017	.104	-.118	.035	.097
	Sig. (2-tailed)		.001	.001	.023	.053	.130	.513	.356	.957	.150	.017	.473	.957	.719	.953	.835	.204	.148	.666	.233
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
ServiceQuality	Pearson Correlation	.094	-.001	-.164 [*]	.157	1	.202 [*]	-.077	.162 [*]	.039	.086	.051	.123	.054	.034	-.043	-.017	.053	-.006	.143	.011
	Sig. (2-tailed)		.247	.987	.044	.053	.013	.343	.046	.633	.289	.530	.130	.512	.679	.601	.835	.513	.938	.080	.889
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
ServiceQuality	Pearson Correlation	-.066	.084	.174 [*]	.123	.202 [*]	1	.200 [*]	.058	-.202 [*]	.119	.156	-.063	.003	.224 ^{**}	-.059	.035	.128	.101	.077	.027
	Sig. (2-tailed)		.419	.305	.032	.130	.013	.013	.474	.012	.145	.055	.444	.968	.005	.473	.667	.117	.214	.348	.744
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
loyalty_programs	Pearson Correlation	-.023	.005	.166 [*]	.053	-.077	.200 [*]	1	.347 ^{**}	.009	.237 ^{**}	.069	-.041	.005	.098	-.042	-.111	.135	.146	-.050	.154
	Sig. (2-tailed)		.781	.849	.041	.513	.343	.013	.000	.910	.003	.399	.615	.948	.231	.604	.175	.097	.074	.541	.058
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
LoyaltyPrograms	Pearson Correlation	.063	.080	-.066	.075	.162 [*]	.058	.347 ^{**}	1	.139	.070	.006	.065	-.006	.093	.088	-.016	-.006	-.093	.025	.212 [*]
	Sig. (2-tailed)		.439	.327	.419	.356	.046	.000	.087	.391	.943	.423	.940	.256	.279	.846	.938	.256	.760	.009	.009
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
pricing_strategies	Pearson Correlation	.061	.013	-.087	.004	.039	-.202 [*]	.009	.139	1	.293 ^{**}	-.041	.223 ^{**}	.125	.053	-.009	.029	-.061	.040	-.010	.158
	Sig. (2-tailed)		.454	.875	.286	.957	.012	.910	.087	.000	.616	.086	.125	.519	.908	.726	.455	.625	.907	.052	.052
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
PricingStrategies	Pearson Correlation	-.025	.005	.098	.117	.086	.119	.237 ^{**}	.070	.293 ^{**}	1	.078	-.084	.087	.135	.013	.041	.020	.081	.116	.088
	Sig. (2-tailed)		.758	.670	.231	.150	.289	.145	.003	.391	.000	.338	.436	.286	.007	.872	.815	.802	.321	.155	.279
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
customer_engagement	Pearson Correlation	-.062	.105	.061	.193 [*]	.051	.156	.069	.006	-.041	.078	1	.658	-.047	.163 [*]	.117	-.046	-.033	-.072	-.011	.215 [*]
	Sig. (2-tailed)		.448	.198	.452	.017	.530	.055	.399	.943	.816	.338		.478	.564	.045	.153	.577	.685	.376	.894
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
customerEngagement	Pearson Correlation	.172 [*]	.026	-.109	.059	.123	-.063	-.041	.065	.223 ^{**}	-.064	.058	1	.239 ^{**}	-.079	-.088	.017	-.073	.026	-.080	-.053
	Sig. (2-tailed)		.034	.753	.379	.473	.130	.444	.615	.423	.006	.436	.478		.003	.331	.278	.835	.372	.752	.327
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
Customer_Service_ResponseTime	Pearson Correlation	-.082	.025	-.002	-.004	.054	.003	.005	-.006	.125	.087	-.047	.239 ^{**}	1	.174 [*]	.088	.137	.101	.235 ^{**}	.316 ^{**}	.095
	Sig. (2-tailed)		.313	.759	.979	.957	.512	.968	.948	.940	.125	.286	.584	.003		.032	.283	.093	.216	.004	.000
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
CustomerServiceResponseTime	Pearson Correlation	-.050	.159 [*]	.189 [*]	.029	.034	.224 ^{**}	.088	.093	.053	.135	.163 [*]	-.079	.174 [*]	1	.328 ^{**}	.021	.086	.216 [*]	.123	.137
	Sig. (2-tailed)		.543	.050	.020	.719	.679	.005	.231	.256	.519	.097	.045	.331	.032		.000	.802	.289	.007	.130
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
Customer_Feedback	Pearson Correlation	.016	.177 [*]	.122	.005	-.043	-.059	-.042	.088	-.009	.013	.117	-.088	.088	.328 ^{**}	1	.119	-.131	.197 [*]	.275 ^{**}	.338 ^{**}
	Sig. (2-tailed)		.848	.029	.135	.953	.601	.473	.604	.279	.908	.872	.153	.278	.283	.000		.144	.108	.015	.001
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
CustomerFeedback	Pearson Correlation	.084	.135	.118	.017	-.017	.035	-.111	-.016	.029	.041	-.046	.017	.137	.021	.119	1	.154	-.076	.131	.066
	Sig. (2-tailed)		.305	.098	.149	.835	.835	.667	.175	.846	.726	.615	.577	.835	.093	.802	.144		.058	.349	.108
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
Value_Added_Services	Pearson Correlation	.012	-.045	.017	.184	.053	.128	.135	-.006	-.061	.020	-.033	-.073	.101	.086	-.131	.154	1	.189 [*]	-.147	.149
	Sig. (2-tailed)		.882	.583	.835	.204	.513	.117	.697	.938	.455	.802	.685	.372	.216	.289	.108	.058		.020	.070
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
ValueAddedServices	Pearson Correlation	-.115	.003	.130	-.118	.006	.101	.148	-.009	.040	.081	-.072	.026	.235 ^{**}	.216 ^{**}	.197 [*]	-.076	.189 [*]	1	.189 [*]	.098
	Sig. (2-tailed)		.158	.973	.110	.148	.938	.214	.074	.256	.825	.321	.376	.752	.004	.007	.015	.348	.020		.020
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
Personalization	Pearson Correlation	-.109	.019	.091	.035	.143	.077	-.050	.025	-.010	.116	-.011	-.080	.316 ^{**}	.123	.275 ^{**}	.131	-.147	.189 [*]	1	.156
	Sig. (2-tailed)		.179	.818	.267	.666	.080	.348	.541	.760	.907	.155	.894	.327	.000	.130	.001	.108	.070	.026	.056
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152
Personalization_	Pearson Correlation	-.042	.088	.106	.097	.011	.027	.154	.212 ^{**}	.158	.088	.215 ^{**}	-.053	.196 [*]	.137	.338 ^{**}	.066	.149	.088	.156	1
	Sig. (2-tailed)		.608	.283	.194	.233	.889	.744	.058	.009	.052	.279	.008	.514	.015	.092	.000	.422	.067	.403	.056
	N	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152	152

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Interpretation

The above table displays a correlation

Table 5: Total Variance Explained

Component	Total	Initial eigenvalues%	Cumulative%	Extraction sums of squared loadings		
				Total	% of variance	Cumulative%
1	2.471	12.356	12.356	2.471	12.356	12.356
2	1.753	8.763	21.118	1.753	8.763	21.118
3	1.668	8.342	29.461	1.668	8.342	29.461
4	1.541	7.707	37.168	1.541	7.707	37.168
5	1.359	6.796	43.964	1.359	6.796	43.964
6	1.267	6.336	50.299	1.267	6.336	50.299
7	1.128	5.638	55.938	1.128	5.638	55.938
8	1.093	5.463	61.400	1.093	5.463	61.400
9	1.054	5.270	66.670	1.054	5.270	66.670
10	.945	4.727	71.397			
11	.891	4.456	75.853			
12	.713	3.564	79.417			
13	.684	3.418	82.835			
14	.671	3.353	86.187			
15	.592	2.961	89.149			
16	.519	2.597	91.746			
17	.505	2.524	94.270			
18	.413	2.066	96.337			
19	.395	1.974	98.310			
20	.338	1.690	100.000			

Extraction Method: Principal Component Analysis

KMO \geq 0.7 is accepted reference value. Interpretation of Total Variance explained

It shows total 09 factors have emerged • Now, from 'cumulative%' column it shows 09 factors contributes variance of 66.67%, this is massive. Any value > 50% is good and if it goes to 70% and more that is excellent.

4.6 Regression

Regression analysis is a statistical method used to examine the relationship between a dependent variable and one or more independent variables. It helps predict outcomes and determine how changes in the independent variables affect the dependent variable.

Descriptive Statistics

Table 6: Descriptive statistics

	Mean	Std. Deviation	N
Customer Feedback	3.6513	1.01159	152
Customer Service	3.8750	.99210	152
Customer Convenience	3.8224	.89222	152
Service Quality	3.7494	.85735	152
Pricing Strategies	3.8618	.91383	152
Customer engagemnet	3.7829	.98275	152

Interpretation

The table shows customer feedback on different parts of a service. Most ratings are above 3 out of 5, meaning customers are generally happy. Customer service and convenience scored slightly higher (3.88 and 3.82), so people seem to like

those aspects more. However, the different ratings also show that opinions vary, as seen in the standard deviation. Overall, customers are satisfied, but there's still room to improve in some areas.

4.7 Coefficients

Table 7: Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.740	.787		3.482	.001
Customer service	.031	.084	.030	.365	.715
Customer Convenience	.126	.094	.111	1.333	.185
Service Quality	-.39	.098	.033	-.402	.689

Pricing strategies	055	091	004	.052	.958
Customer engagement	.117	085	.113	1.382	.169

Interpretation

The table shows the results of a study that looks at how different factors affect customer feedback. For example, improving customer service by one unit is linked to a small increase (0.031 units) in customer feedback. However, none

of the factors in the study are important enough to confidently say they really affect customer feedback, as shown by the "Sig." values. This means the factors in the study aren't very good at predicting customer feedback.

4.8 Chart: Histogram

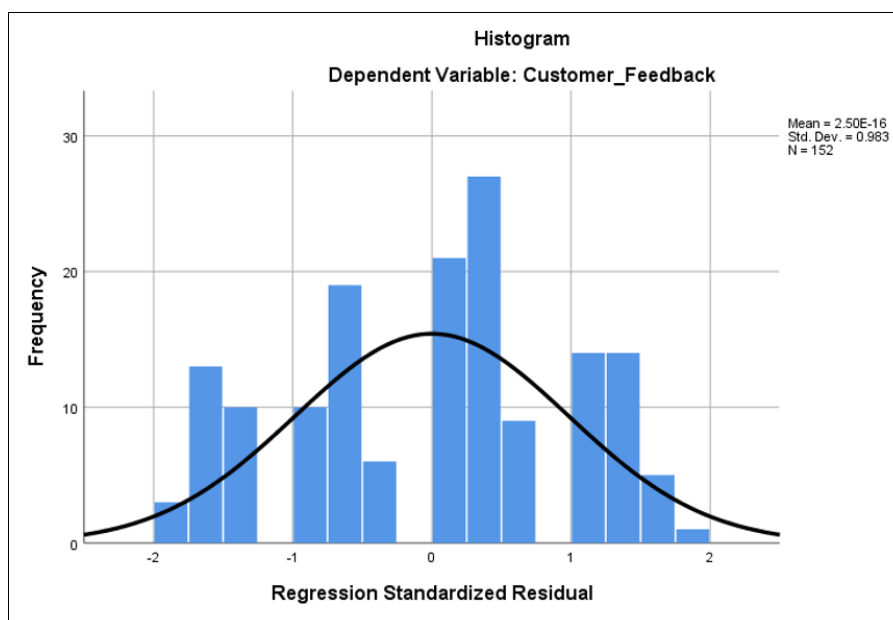


Chart 1: Histogram

The histogram shows how the differences between the predicted and actual customer feedback values (called residuals) are spread out. Most of the residuals are close to the average, which is almost 0 (mean = 2.50E-16), and the typical variation is about 0.98 (standard deviation = 0.983). This suggests that the model generally predicts customer feedback well. However, there are a few values far from the average (outliers), indicating that the model might not predict feedback accurately for those cases. Overall, the model is doing a good job, but looking into these outliers could help improve it.

5. Summary of Findings, Suggestions, Conclusion

5.1 Findings from the Study

- **Post-Trip Engagement Needs Strengthening:** While feedback and follow-up programs were part of the company's strategy, the study shows they were less consistently applied. The skewness values, which leaned negatively, imply that customers who engage in post-trip activities tend to have more positive sentiments, but a significant portion of customers may not receive the follow-up or special offers necessary to maintain ongoing engagement.
- **Positive Correlation between Customer Service and Retention:** The correlation analysis shows a strong connection between good customer service and keeping customers. This shows that making customer service better-timely responses, convenience, and personalized interactions-could lead to a higher retention rate. Focusing on these aspects could greatly impact customer loyalty.

- **Online Presence and Digital Marketing Opportunities:** The findings suggest that RL Tours and Travels must improve its online presence. Digital marketing and social media were underutilized for consistent engagement and relationship-building. Improving visibility through these channels can enhance customer retention, especially with the rising importance of online platforms in travel booking and engagement.
- **Variation in Retention across Customer Segments:** The percentile analysis revealed that while many customers are highly satisfied, a significant portion still rates their experiences as average or below average. This gap suggests the need for a more segmented approach to retention strategies, possibly customizing efforts for different customer demographics or preferences. It also shows that customer needs evolve and that blanket strategies may not fully meet diverse customer expectations.

5.2 Suggestion of the Study

- **Better Personalization:** Personalized travel services are created by using customer preferences and feedback to tailor itineraries and experiences. Data tools help improve this customization, making offerings more relevant. Additionally, personalized communication ensures that messages are tailored to individual customer needs, enhancing engagement and satisfaction.
- **Better Loyalty Programmes:** To enhance customer loyalty, redesign reward and referral programs with engaging, tiered levels offering exclusive privileges to loyal customers. Provide targeted incentives for repeat

business, such as special offers and exclusive deals, to recognize and reward customer loyalty effectively.

- **Improve online Presence:** To attract more customers, implement a strong digital marketing strategy that includes social media, content marketing, and SEO to boost online visibility. Additionally, enhance the company's website by making it more user-friendly, informative, and easy to navigate, which will improve customer experience and drive more online bookings.
- **Optimize Operational Costs:** Cost management involves identifying opportunities to cut costs and improve operational efficiency, such as outsourcing non-core tasks and leveraging cost-saving technologies. Effective resource allocation focuses on using available resources efficiently to maximize impact while minimizing waste, ensuring optimal use of time, money, and workforce.
- **Assimilation of External Environments:** Crisis management involves developing contingency plans to address external disruptions like pandemics or natural disasters. Policies and procedures should remain adaptable to changing circumstances. Market monitoring ensures awareness of trends and external factors, enabling timely reactions to potential issues.
- **Customer Data Leverage:** Data analytics can be leveraged to gain deeper insights into customer preferences, predict responses, and inform decision-making to improve customer retention. Additionally, regularly collecting and analysing customer feedback helps identify areas for improvement, ensuring that any concerns are promptly addressed for a better customer experience.

Conclusion

This research focused on how tour and travel companies can keep their customers coming back by using smart and effective strategies. In a fast-changing industry, keeping existing customers is more valuable than constantly searching for new ones. Strong customer relationships are key to long-term business success.

One of the major findings is that personalized services play a big role in customer satisfaction. When travel services are designed based on customer preferences, people feel more valued. Personal touches in communication, trip planning, and offers can make a big difference in how customers view the brand.

Loyalty programs also help in encouraging repeat bookings. Customers are more likely to return when they receive rewards or benefits for their continued support. Offering points, discounts, or exclusive deals builds a sense of appreciation and strengthens their connection with the company. Fast and helpful customer service is another important factor. When companies respond quickly to questions or solve problems without delay, customers feel cared for. This builds trust and improves the overall customer experience, making them more likely to book again in the future. The use of digital tools, especially social media and online platforms, has become essential. These tools allow companies to stay in touch with customers, promote new offers, and gather feedback. By using digital marketing and staying active online, tour operators can improve visibility and build stronger customer relationships.

In conclusion, customer retention depends on consistent service quality, personalization, digital engagement, and loyalty programs. Travel companies that focus on these areas are more likely to earn customer trust and repeat business. As customer needs continue to evolve, staying flexible and responsive will be the key to long-term success in the tours and travel sector.

Annexure Questionnaire

Travel Marketing Success: Strategies for Maximizing Customer Retention in the Tours Sector.

The questionnaire for the report "Travel Marketing Success: Strategies for Maximizing Customer Retention in the Tours Sector" is designed to gather comprehensive insights from staff members within the tours and travel industry. It aims to assess their perspectives on various aspects crucial to customer retention, including loyalty programs, customer service response times, and overall marketing effectiveness.

Gender	Male	Female	Prefer not to say	
Age group	18-25	26-35	36-40	Above 40
Nature of Job	Full Time	Part Time		
Experience in years	0-5	6-10	11-15	Above 15

Strongly agree =5, Agree= 4, Neutral = 3, Disagree =2, Strongly Disagree =1

Variables	Question	1 SD	2 D	3 N	4 A	5 SA
Customer Service	Our organization provides timely and efficient customer service. Our staff is knowledgeable and helpful in assisting cu					
Customer Convenience	We offer convenient booking options, such as online reservations and mobile apps Our processes are designed with customer convenience as a primary focus..					
Service Quality	The quality of service provided by our company consistently meets high standards We monitor and improve our service quality on a regular basis.					
Loyalty Programs	Loyalty programs are an important tool for maintaining long-term customer relationships. The benefits offered by our loyalty programs are attractive to customers..					
Pricing Strategies	The prices of our travel packages reflect the quality of service we provide. We offer competitive pricing compared to other travel service providers					
Customer Engagement	Our organization regularly engages with customers through social media and other platforms We believe customer engagement plays a crucial role in maintaining strong					

	customer relationships					
Customer Service Response Time	Customer inquiries are responded to within a reasonable timeframe. Customers are satisfied with the speed of our response to their concerns.					
Customer Feedback	We actively solicit customer feedback through surveys, reviews, and other channels. We communicate our response to customer feedback in a timely and transparent manner					
Value-Added Services	We offer additional services that enhance the overall customer experience. Customers often appreciate the extra services we provide beyond standard offerings..					
Personalization	We personalize our services and offerings to meet the individual needs of our customers. Our personalization efforts contribute to customer satisfaction and loyalty					

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