Operations and Market Analysis of Travel Agencies: An Empirical Study on Two Travel Agencies of Bangladesh

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Abstract—In last one decade, the number of people using airline has increased in great number. Different international airlines use Bangladesh as a hub to take passenger. The aim of the paper is to examine the business process of travel agent. To know in which area or location passengers are traveling, percentage of domestic flights and international flights, Number of transit ticket and direct ticket, type of buyer and characteristics of passengers traveling on these international flights. The main target is to show how travel agents are working in Bangladesh. This paper provides empirical study, collected data from field. In this paper, we are going to see the operations and market analysis of these two travel agencies. The result reveals that the main customers of travel agents are tourists and specially, mid-level tourists. Most of the people take return tickets and in economy class. This travel agencies offer different package to customers according their choice and need. In this study we also found the socio- Demographic Characteristic of customers, their gender, occupation, type of buyer etc.

Keywords—Travel agency industry, Customer satisfaction, Bangladesh.

List of Abbreviation and Nomenclatures

KTT: Krishibid Tours & Travels Ltd
TBBL: Travel Booking Bangladesh Ltd
CAAB: Civil Aviation Authority of Bangladesh
IATA: International Air Transport Association
USBA: US- Bangla Airlines
ICAO: International Civil Aviation Organization

¹ Manuscript Details

I. INTRODUCTION

A. Background of the study

In Bangladesh, the aviation or airlines industry is a booming one. Because of the increasing impact of globalization export and import activities is getting huge day by day in Bangladesh. Moreover, Bangladesh has increased its diplomatic and political activities in order to build stronger rapport with other countries of the world. Additionally, the number of Bangladeshi students going abroad for studies is larger than ever. As a result, everyday a huge number of cargo and passenger is getting in and out of the country through aircrafts. Furthermore, the number of domestic flights for transporting passenger and cargo is also on a rise. The number of

international air passengers increased about 22.10% while domestic air passengers increased about 64.73% in Bangladesh in the last five years. A total of 5,231,580 international travelers travelled through airlines, and the number increased to 6,388,050 in 2017. On the other hand, in 2013, the number of domestic air travelers was 648,019 which increased to 1,067,537 in 2017. In the last five years, following entry of the three private airlines in the market, the number of domestic and international air travelers has seen a rise. Tourism is a multidimensional sector which tourism board and aviation board alone cannot develop. Tourism based developmental model along with an overall promotion of the tourism sector is needed to be undertaken for its development.

B. Air Travel Demand in Bangladesh

Air Travel demand is the critical and fundamental data in the airport planning process. The International Civil Aviation Organization (ICAO) has been compiling statistics on air travel since start of commercial air travel [1]. Bangladesh is a small country where the distances between the major cities are not large enough for air transportation to be very effective. Roadway is highly congested and accident prone and railway and waterway are inefficient and slow. Air travel demand is increasing rapidly in Bangladesh. The value for Air transport, passengers carried in Bangladesh was 3,815,870 as of 2016. As the graph below shows, over the past 43 years this indicator reached a maximum value of 3,997,814 in 2015 and a minimum value of 431,400 in 1974.

Fig 1: Air Passengers Carried in Bangladesh

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C. Scope of the study

This is a case empirical case study. Collected data from two travel agents for one is two months (July, August) and another one is three months (June, July and August)

D. Research Objective

1) Broad objective

The main objective of the study is to identify the business process of travel agencies in Bangladesh.

2) Specific objective

- To analyze the market segment.
- Ticket selling ratio of domestic and international.
- To know in which area or location passengers are traveling or want to explore more.
- How they procure the business by selling direct tickets or transit ticket.
- To observe the difference of the ticket (Internal and external destination)
- To analyze the characteristics of buyer
- To analyze price range of the ticket.

II. METHODOLOGY

A. Research design

To fulfill the main objective of this paper we need to focus on the business process of travel agents. To full fill main objective of this paper we are focusing on the step by step process how these two travel agents are doing its business. Their process of booking tickets and payment process, offers. To fulfill the ticket selling ratio between domestic and international route, we will be going to examine the 430 tickets and their routes whether it is a domestic flight or it is an international flight and by using excel we will make a diagram about this for visual presentation. To fulfill the objective of market segment we will going to analyze the 430 tickets from Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh and going to focus on the destination of travelers and we will going to divide this route by different region like Indian sub continents, Malaysia-Singapore-Thailand, North America and others location. We will go to observe the traffic and density or number of flights on this location. We will go to examine pricing of the tickets, segment the price range in different category and observe the average ticket price. To highlight the transit ticket and direct ticket ratio we will going to analysis the data by using excel formula. To fulfill all this objectives we are doing to make a questionnaire and visit two travel agents one is Krishibid Tours & Travels Ltd (ktt) and another one is Travel Booking Bangladesh and collect passenger ticket information.

B. Sampling design

It is an empirical study to analyze the business process of travel agent. For showing the current market of travel agent and their working performance and market segment we are choosing two leading travel agencies in Bangladesh. One is Krishibid Tours & Travels Ltd (ktt) where we collect three months (June, July, August) data and another one is Travel Booking Bangladesh Ltd (TBBL) where we collected two months (July, August) Ticket selling information.

C. Data and Source

It is a case study of two travel agents. Our sample size is two (Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL). Through our questionnaire we have collected 430 passenger ticket information. From Krishibid Tours & Travels Ltd (ktt) in month June we got 50 passenger ticket information. We got 84 ticket information of month June. Lastly In August, we got 64 passengers Ticket information. From Travel Booking Bangladesh Ltd (TBBL) we got total 232 passenger ticket information, 98 of month June and 134 of month August.

D. Data collection methods

We have chosen two travel agencies, one is Krishibid Tours & Travels Ltd (ktt) and another one is Travel Booking Bangladesh. First of all, we have sent them an email for getting the appointment. And then made a questionnaire based on data is needed for this paper. It is all about Passenger Ticket Information (like Date of ticket issue, data of flight, destination country, city, name of airlines, is there any transit? If yes then number of transit, name of transit airport, connecting flight, price, is there any discount offer, ticket sold for package tour etc.) After getting appointment, we have visited their office, one is in Banani and other one is Mirpur, Kazipara. We have showed them our questionnaire and tell them what kind of information is needed. They gave fixed date and time to collect all ticket selling information. We have collected information by taking face to face personal interview and from company daily register books. In Krishibid Tours & Travels Ltd (ktt) it took 2 weeks to collect all this information. Krishibid Tours & Travels Ltd (ktt) gave data of month June, July and August. Travel Booking Bangladesh Ltd gave data of month July and August. 232 tickets information we have collected from this travel agent. After getting all this information we have input all this data in excel sheet.

E. Data analysis tools

To analysis the data we have used Microsoft excel 2007. For calculating different percentage and mean we use excel formula bar. In this study, we use D formula like, mean =AVERAGE()
Selecting cell range.

F. Limitation of the study

Accomplishing this study some complications have been elevated while collecting data and preparing the report. Most of the complexities have risen basically because of position and limited access. The major limitations that have been faced, like Limitation of sample size. For this research this sample size does not represent the absolute picture of airline industry and if it was possible to collect more than this sample size or more travel agency's ticket selling information it would be more informative. Limitation of Time is another one. There was a time limitation in conduction the study. Shortage of published Data is another limitation. Published data are not that much available. Published journal about Bangladeshi airline industry is few in number. Most of the respondents were not co-operative. It was hard for us to collect information. There was a shortage of knowledge in conducting this research

III. LITERATURE REVIEW

On the topic of business process of travel agencies and their operations and market analysis and market segmentation, showing characteristics of buyer and type of flight they usually take, this kind of study has not been done, in perspective of Bangladesh. Here few studies have been found related to airlines industry and that are given below.

According to International Air Transport Association, the aviation industry supports tourism and international business by providing the rapid worldwide transportation network [2]. Airlines transported 2.8 billion passengers and 47.6 million metric tons of air cargo in 2011, connecting the worlds cities with 36000 routes. By providing these services the aviation industry plays an important role in enabling economic growth and providing various economic and social benefits. In Bangladesh the role of domestic airlines is increasing economically and the history of aviation industry of Bangladesh, the overview of domestic and current trend.

The role of discount in travel agencies services such as Priceline and hotwire in the market segmentation of the hotel and airline industry is explained [3]. The agencies are segmented their customers by the price discrimination for more sensitive and less sensitive customers. As well as they segment their market by the products differentiation and different offer services. The researchers assume that the market size is fixed and they find the result based on the opaque agency and they find that opaque agency increases competition as low-type customers as less sensitive customers and decreases competition for high-type customers. As a result, the opaque agency's increase their profits from high-type customers rather than low-type customers.

Lexhagen explained in her study about the service quality, purchasing process of consumers and value-added service and no value-added service in online travel agencies [4]. In this study, she remarks a model of consumer search and purchase process. In this process, the first phase is search and evaluation where consumers search a travel agency which can fulfill their need and for searching the travel agency, they use internal and external sources. After searching, customers evaluate their services comparing to the alternatives of them as well as by their requirements. The second phase is purchase phase where customers actually purchase the products by chosen travel agency. They choose travel agency based on the time and facilities. The third phase is post consumption purchase which is measured by the experience of satisfaction and dissatisfaction of the customers. In the study they also focus on the 'value added service'.

Katircioglu investigates on the selection criteria of travel agency in the perspective of university students [5]. There are some factors which have an impact on the selection of travel agency for undergraduate students. Different countries students follow the different types of factors related to the selection of travel agency. This study focuses how North Cyprus students select travel agency. The major factors of selection of travel agency are customer relations of travel agency, individual attention to customers, speed and quality of services.

Low cost carriers entered the Serbian air travel market after Serbia joined the European common Aviation area in 2006

[6]. In this study they have shown the information about routes, Variables used in the segmentation process, passenger's characteristics are given. They have showed that characteristics of passengers traveling on low cost carriers in comparison to airport management in tailoring their strategies to meet growing demand. A comprehensive passenger survey was conducted at Belgrade Airport on the routes where competition between traditional and LCC carrier exists.

Another study develops three primary dimensions idea: Physical environment, Personal interaction and outcome, which is consisted by character of travel agencies [7].

Ignacio A. Rodríguez del Bosque, Héctor San Martín, & Jesús Collado adds experimental confirmation about the arrangement of expectations, and the affiliation between consumer loyalty, expectations and satisfaction [8]. As an essential part in advanced economies, they analyze the tourist industry, and more specifically, the travel agency sector. Their results determine the importance of 'image' in the assumption institution process, the direct relationship between assumptions and consumer satisfaction, and the close fellowship between satisfaction and consumer loyalty by using two architectural equation models.

Moliner, M. A., Sánchez, Javier, Rodríguez, Rosa M, & Callarisa, Luis. shows that the main variable in the relationship aspect is the tourist's satisfaction. Their study results that cognition is more dominant in the 'short term evaluation' where affect plays the key responsibility in 'long-term assessment'[9].

Dolnicar, S., & Laesser, C. gives judgment into substitute strategies for travel agencies in an experienced travel market with a great Internet infiltration [10]. Concession arguments that asserted, two available act for travel agents can be copied from theory and preceding studies in the field: travel agents can exist if they concentrate on specific specialized services, such as travel appointment (specialization; hypothesizing that systematic differences exist between the usage of travel agents for different travel contexts); and travel agents can survive if they focus on specific segments of the market, such as older travelers.

Alonso-Almeida, M. M. D., Bagur-Femenías, L., & Llach, J. indicates, on e-communication practices, customer strength has an active effect [11]. The two important anterior for e-procurement are e-communication with the travel agency's momentary and the pressure exerted by the sector. Comparative quality for effects of e-business are conflicting. E-procurement dominates negatively on trust. Conversely, e-communication has a positive impact on trust, thus having a favorable impact on perceived reciprocity and travel agent's commitment to its supplier.

Chen, N. W., Huang, N. L., & Lu, N. X. shows that e-procurement in supply chains have a huge impact of e-communication [12].

Moliner, M. A. identifies that a tourist's relationship with a travel agency is the key barometer of the industry [13].

Persia, M. A. results that there are seven key aspects of agency usage: information search, interactive agent quality, physical aspects of the agency, buyer value, technical skill, and two groups of specialized services [14].

Lawton, L. J., & Weaver, D. B. resulted how mislaid trust in Internet-based cyber mediaries, disqualified travel agents, adverse mass media broadcasting and breakdown to attract new entrants were board sub-themes [15]. The main

opportunity to counter these perceptions is Public outreach, with built-in concern in travel and the need for geographical awareness revealed as sub-themes.

Kuo, N. T., Chang, K. C., Cheng, Y. S., & Lai, C. H. results, through the advocate of customer satisfaction, service quality changes customer adherence indirectly. Customers who have a positive background of service recovery, for them the relationship between service quality and customer satisfaction is found to be stronger; and the correlation between customer satisfaction and customer loyalty is stronger for customers who perceive high service value [16]. Mckercher, B., Packer, T., Yau, M. K., & Lam, P. illustrates a less qualified one build another hindrance to assistance in travel by people with disabilities while a good travel agent can facilitate whole travel process [17].

This study is about situation analysis of two major travel agents in Bangladesh, one is Travel Booking Bangladesh and other is Krishibid Tours & Travels Ltd (ktt). In this study we are going see how this travel agent are selling their tickets, who are their target customers, price of tickets and this is an empirical case study on travel agent business. As the study has been conducted on the very new issue in Bangladesh and also new for global context that's why people can take idea from this paper.

IV. FRAMEWORK ON BUSINESS PROCESS OF TRAVEL AGENT

Here explained below as a step by step business process in this study by analyzing the business process of two travel agencies of Bangladesh named Krishibid Tours & Travels Ltd (ktt) and Travel Booking BD ltd.

Framework: Business Process of Travel Agent

A. Step 1 Registration :

For any travel agency if they want to start business, it needs to take permission from Civil Aviation Authority of Bangladesh (CAAB) as a travel agent to start its business. No travel agent can run its business without this. For selling tickets it has to get accredited from IATA. Travel agent has to get all this paper done before starting the business over Bangladesh. CAAB going to give a registration number to each agency to run the business.

B. Step 2 Market segmentation:

Travel agencies of Bangladesh segment the market according to different type of customers and their needs. For example, Business to business, business to customer or business to employee, individual sale to direct passengers. NGO's, Domestic companies, Multinational companies, Bank different government organization are the customers for

corporate sale. Some of them use airlines according to their business purpose. Individual sale customers of travel agencies in Bangladesh are tourist, students, people go abroad for other business purpose who have bought their tickets directly. Different people get contact with this travel agents by different way. They segment the market geographically, demographically and other ways.

C. Step 3 Customer Acquisition

This part of a travel business has the following functions, Creating a booking the heart of the day to day travel business revolves around creating bookings by searching chosen market for the options, quoting on the best options and then managing them through to a fully paid up holiday. Creating the booking in a clear, modifiable way at the outset will make the operation much smoother. Managing that booking to completion comes under the back office. Customer can take decision according to their budget after analyzing the information provided by the travel agencies and whether they want anything extra with this offer, Customers also can negotiate with the travel agency. .

D. Step 4 Booking of Tickets

In this step travel agents start booking tickets for customers. For that they need to collect travels documents like passport and Visa and other documents. If they found this valid then they book the tickets for the customers.

E. Step 5 Issuance of Tickets

This is the final step of business process of travel agencies is issuance of tickets. customers have to pay either fully or partially. Managing a booking: Once the booking is made, ticketing, payments, and managing suppliers. Managing the customer and the overall cash flow is also necessary. Managing travel suppliers, it will no doubt end up with many suppliers. It may well have different deals and commission levels with each of them. It needs to manage each of them on the customer's behalf and its own. After the payment is done then travel agents will going to mail the tickets or they can collect it from their office.

V. RESULTS AND FINDINGS

A. Type of Ticket, sold by Travel Agents

To Analysis the business process of Travel agents, we need to see what kind of tickets they are selling. Whether it is a 'one way' ticket or it is a return ticket. Price of a ticket depends on the type of ticket. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sell both type of ticket. Mainly they sell return ticket.

Fig 2: Type of Tickets

In this analysis, we have found that both travel agents, Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 38.14% 'one way' ticket and 61.86% return ticket. That means from 430 tickets Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 164 'one way' tickets and 266 return tickets. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL)'s main target is to get customer by offering different package to customers. Most of the packages are about going someplace and coming back from there as well. So they sell return ticket most of the time. These travel agents also have packages where they sell 'one way' tickets.

B. Market Segment

To analysis the business process of travel agents, we can segment the market and try to understand which market they and to explore more. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) try to attract the tourist places in the world and their main focus is that.

Fig 3: Location Variation

In 430 tickets selling information, we have found that 322 tickets are international tickets. From there if we they to see the destination country and destination city then we can say most of the people from Bangladesh visited Malaysia, Thailand and Singapore this region. 51.92% tickets that Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold in last three (June, July, August) and two (July, August) months respectively. Most of the people visited Malaysia and they went under different tour packages. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) offer different sort of packages regarding this region. From these 322 tickets 96 tickets location is Malaysia. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 46 tickets in last two months in Thailand. Thailand has different tourist spot and people now a day visit this location. From these 322 tickets, Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 56 tickets which destination is India. And 34 tickets sold in destination Nepal. In the region India-Nepal-Maldives, Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 33.10% tickets in last three months and two months respectively. From these tickets 6.62% is sold in North America. In other destination they have sold 8.36% tickets. In this location are UAE, China, South Korea, Germany, Oman, UK, Philippines, Turkey, Japan, Sri lanka.

C. Comparison between domestic and international airlines.

To analysis the business process of this travel agent, we need to figure out their business partners or which airlines ticket they are selling the most. From Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL)'s last three months and two months ticket selling information we got to know that they mostly use Qatar airways ,China Eastern Airline, Regent airways, Novo airlines, US Bangla, Emirates, IndiGo, Biman Bangladesh BD, Air India, Singapore Airline, Turkish Airline, Srilankan Airlines, Malaysia Airline, Air Asia, Maldives Airlines, Soudia Air, Spice Jet, Malido Airline, Himalaya Air, Olympic air, Thai lion air etc.

Fig 4: Ticket sold by Airlines

By analyzing 430 ticket information we can figure out that Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 122 ticket of US Bangla Airlines in last month's (June, July, August) which is 28.37% of total ticket selling. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 56 air ticket of NOVO Air. These are mostly domestic flights and few of them destination is India.

Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) these two travel agents sold 44 tickets of Biman Bangladesh Ltd which is 10.23% of total 430 tickets. These two travel agents sold 29 tickets of Regent airlines in last month's. Which is 6.74% of the total 430 tickets. For Malaysia-Thailand region Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 40 tickets of Thai Lion Air and 19 tickets of Malindo airways which are 9.30% and 4.42% respectively. These two travel agents sold 15 tickets of Himalaya Airlines and 12 tickets of Olympic air. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 21 tickets of Air India which is 4.88% of total ticket of 430. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 8.60% tickets of other airlines like Qatar airways, China Eastern airways, Singapore airlines, Turkish airlines, Srilankan airlines, Air Asia, Spice Jet, Saudi Airline, Maldives Airlines.

D. Flight Type

To analysis the market scenario of travel agent in Bangladesh, Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) in their last three month and two month sold 108 domestic tickets and 322 of International tickets. Which means 25.12% flights are domestic and most

of their location is Dhaka to Cox's Bazar, Dhaka to Saidpur, Dhaka to Barisal.

Fig 5: Flight type (Domestic/ International)

74.88% flights are international flights. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold tickets of Biman Bangladesh and US Bangla for different international flights.

E. Flight type variation

In International flights there are two types of ticket, one is direct ticket and another one is transit ticket.

Fig 6: Flight type variation (Direct/ Transit)

In 322 international flights Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 277 direct tickets and 45 transit tickets. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 13.97% transit tickets and most of these tickets' destination is USA, South Korea, Philadelphia, California, Canada, Netherlands, India, Germany, Philippines, Thailand, England, Japan, Turkey, UK, China. And these transit tickets have been sold by Qatar Airways, China Eastern Airline, Emirates, Thai Airlines, Singapore Airline, Biman Bangladesh Airlines, Turkish Airlines, Indigo, Sri Lankan Airlines, Malaysia Airlines, Saudia Airlines, Thai Lion Air, US Bangla, Air India. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 277 direct international flights which is 86.03% in last June, July and August. Most of this location is Malaysia, Singapore, Thailand, India, and Nepal etc.

F. Price Range of International Flights

To analyze the business process of travel agent we need to see the different price range of international flights.

Fig 7: Price Range of International Flight

We have classified the price in different ranges. From 0 to 10,000 taka range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 13.66% International tickets, which are 44 tickets by different airlines. From 10,000 taka to 30,000 taka range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold maximum tickets which is 208 tickets from total 322 tickets. It shows the highest percentage which is 64.60% tickets have been sold in this range. From range 30,000 to 50,000 taka range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 35 tickets by different airlines which are 10.87%. From range 50,000 to 80,000 taka Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 16 tickets of 322 International Flight tickets which mean 4.96%. From range 80,000 to more range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 19 tickets which are 5.90% of total 322 tickets.

G. Price Range of Domestic Flight

To analyze the business process of travel agent we need to see the different price range of domestic flights as well.

Fig 8: Price Range of Domestic Flight

We have classified the price in two ranges. One is 5000 taka and below and another range is 5000 and more. From the range 5000 and below Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 68 tickets out of 108 total domestic tickets which is 62.96%. From the range 5000 and more Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 40 tickets out of 108 total domestic tickets which are 37.04%.

H. Buyer Verification

TABLE I : PASSENGER'S CHARACTERISTICS

Socio- Demographic Characteristic	
Gender	
Male	70.93%
Female	29.07%
Occupation	
Service Holder	46.28%
Business	25.12%
Housewife	13.95%
Student	8.14%
Others	6.51%
Type of Buyer (Travel Booking BD)	
B2C	77.59%
B2B	18.96%
B2E	3.45%

The most important socio- demographic characteristics of passengers is given in this table. From this data it can be said that 70.93% of the passengers is male and 29.07% of the passengers is female. On the contrary, in term of occupation of passengers we can see service holder, business, housewife, students and others. 46.28% of the passengers by profession is service holder. 25.12% of passenger is business person, 13.95% of the passengers is housewife, 8.1395% is student and others is 6.51%. In this others segment there are doctors, lecturer, teachers.

From Travel Booking Bangladesh Ltd (TBBL) we got the information about ticket type, whether it is business to business or business to customer or business to employee. Travel Booking Bangladesh Ltd (TBBL) sold 232 tickets from which 180 ticket are business to customer (B2C) which is 77.586% of total ticket.

Travel Booking Bangladesh Ltd (TBBL) sold 44 business to business air tickets which is 18.96% of total ticket sold. This tickets basically for tour purpose and their destination country is Malaysia, Thai land and India. Travel Booking Bangladesh Ltd (TBBL) sold 8 business to employee ticket which 3.45% of total 232 tickets.

VI. ANALYSIS

Our study revealed valuable insights about business process of travel agent. Their targeted customers are mainly tourists. From the finding we can see most of the tickets are return tickets, almost 62% and their destination is like Malaysia, Singapore, Thailand and India. From that we can say 62% people are buying return tickets whereas 38% tickets are one way tickets. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL)'s main target is to get customer by offering different package to customers. Most of the packages are about going someplace and coming back from there as well. So they sell return ticket most of the time. These travel agents also have packages where they sell one way tickets.

We can make it clear that the main clients of travel agents are tourists. More than half of tickets are sold for 3 major tourist

places like Malaysia, Thailand and Singapore. Another one third of tickets are sold for India and Nepal and maximum tickets are return tickets. So, we can figure it out, the main characteristics of Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) travel agent is to sell tickets to tourists. From these 322 International tickets, 96 tickets location is Malaysia. Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 46 tickets in last two months in Thailand. Thailand has different tourist spot and people now a day visit this location. From this 322 tickets Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 56 tickets which destination is India. And 34 tickets sold in destination Nepal.

On the other hand, one characteristic of clients is to buy tickets within 10-30 thousand. More than 64% people are in this group. From 10,000 taka to 30,000 taka range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold maximum ticket which is 208 tickets from total 322 tickets. It shows highest percentage which is 64.60% tickets have been sold in this range. Maximum tour offer is within this range. From range 50000 to 80,000 taka Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 16 tickets of 322 International Flight tickets which mean 4.96%. From range 80,000 to more range Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 19 tickets which is 5.90% of total 322 tickets. Destination matters regarding the price and transit as well. Transit tickets price is high range. And finally, we can see the ratio of Direct flight is huge. 84% people are using Direct flight. These two agencies sold 108 domestic tickets and 322 of International tickets. Which means 25.12% flights are domestic and direct as well and most of their location is Dhaka to Cox's Bazar, Dhaka to Saidpur, Dhaka to Barisal, and 74.88% flights are international flights from there these two travel agency sold 13.975% transit tickets and most of this tickets destination is USA, South Korea, Philadelphia, California, Canada, Netherlands, India, Germany, Philippines, Thailand, England, Japan, Turkey, UK, China. And this Transit tickets been sold by Qatar Airways, China Eastern Airline, Emirates, Thai Airlines, Singapore Airline, Barman Bangladesh Airlines, Turkish Airlines, Indigo, Sri Lankan Airlines, Malaysia Airlines, Saudia Airlines, Thai Lion Air, US Bangle, Air India.

VII. CONCLUDING OBSERVATIONS

The travel and leisure industry is a high-touch, customer service-oriented sector that is hypercompetitive. Change has been the only constant for the online travel business. In Bangladesh, Travel agencies are making profits by using these constant changes. Passengers who fly with traditional airlines remain within the boundaries in which both business and leisure passengers are willing to fly with the carrier if it meets their needs in an appropriate manner. It can be said, the business process of travel agent is certain. It is very clear, the main target of travel agents is tourists.

The main objective of the study is to identify the business process of travel agencies in Bangladesh. From this Study we

came to know the step by step process to any travel agencies and how they do their business, their customer segment, their market segment and overall how this travel agents continue their business process in Bangladeshi context.

Another specific objective of this study is to know the market segment of this travel agency. From this study we can figure out that there is a geographic segment, there is psychographic segment, like some passengers went as workers, some as tourist, some are corporate clients. Once again, we can segment this customer from their behavioral way, most all everyone bought economy class tickets, and Travel Booking Bangladesh Ltd (TBBL) sold 232 tickets from which 180 ticket are business to customer (B2C) which is 77.59% of total ticket. Travel Booking Bangladesh Ltd (TBBL) sold 44 business to business air tickets which is 18.96% of total ticket sold.

Another objective of this study is to see the ratio of domestic and international ticket selling. From this study we found out that these two travel agencies sold 108 domestic tickets and 322 of International tickets. This means 25.12% flights are domestic flights and 74.88% flights are international flights. And to know how they procure the business by selling direct tickets or transit ticket we came to know from this study that from 322 international flight Krishibid Tours & Travels Ltd (ktt) and Travel Booking Bangladesh Ltd (TBBL) sold 277 direct ticket and 45 transit ticket. This transit tickets price is high and their location is mostly USA, South Korea, Philadelphia, California, Canada, Netherlands, India, Germany, Philippines, Thailand, England, Japan, turkey, UK, China.

Another objective is to know about which area or location passengers are traveling or want to explore more and from this study, we came to know that most of the people prefer Malaysia, Singapore, Thailand, India and Nepal. Mostly this is tourist and ticket type is return. From this study, we came to know about the buyer characteristics, except three tickets, all tickets are economy class, 46.28% of the passengers by profession is service holder. 25.12% of passenger is business person, 13.95% of the passengers is housewife, 8.14% is student and others is 6.51%.

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