

OPERATIONS AND MARKET ANALYSIS OF BANGLADESH TRAVEL AGENCIES

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Master of Science in Management Information System

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APPROVAL

This Thesis titled “**Operations and Market Analysis of Bangladesh Travel Agencies**” submitted by **Ashikur Rahman** to the Department of Computer Science and Engineering, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of Master of Science in Management Information System and approved as to its style and contents. The presentation has been held on 11th January 2025.

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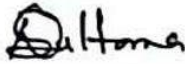
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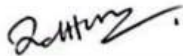
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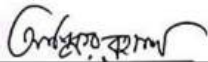
I hereby declare that, this project has been done by me under the supervision of **Dr. Md Zahid Hasan, Associate Professor, Department of CSE** Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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ABSTRACT

Over the past decade, the number of airline passengers has increased significantly. Many international airlines use Bangladesh as a passenger traffic hub. The purpose of this article is to examine the business processes of travel agencies. Find the region or destination the passenger is traveling to. Percentage of domestic flights and international flights Number of connecting and direct tickets Type of purchase and characteristics of passengers traveling on these international flights. The main objective is to show how travel agencies work in Bangladesh. This article presents empirical research and collects data in this area. In this article, we will look at the business and market analysis of these two travel agencies. The study found that the main customers of travel agents are tourists. Especially middle-class tourists. They also accept most return economy class tickets. These travel agents offer different packages to their customers based on their preferences and needs. In this study we also discovered the customers socio-demographic characteristics, gender, profession, type of buyer, etc.

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CHAPTER 1

Introduction

1.1 Introduction

The air travel agency sector plays a pivotal role in facilitating seamless travel experiences for individuals and businesses, bridging the gap between service providers and customers. In an era of globalization and technological advancement, this industry has undergone profound transformations to meet the demands of an increasingly sophisticated and diverse clientele. The operations and market dynamics of air travel agencies are influenced by a combination of customer preferences, competitive pressures, technological innovations, and external factors such as economic trends and regulatory policies. The air travel market is characterized by rapid growth, driven by factors such as rising disposable incomes, the proliferation of low-cost carriers, and an increase in business and leisure travel. However, it is also highly competitive, with traditional travel agencies competing against online travel platforms and direct airline booking channels. Understanding market trends, consumer behavior, and regional demand patterns is critical for agencies to position themselves effectively. By offering tailored services such as flight ticketing, holiday packages, and corporate travel solutions, agencies aim to cater to the varied needs of their customers.

Operations in the air travel agency sector revolve around efficiency, accuracy, and customer satisfaction. From managing flight schedules and coordinating with airline partners to handling visa processes and resolving customer grievances, agencies must streamline their workflows to ensure operational excellence. The integration of technology, such as automated booking systems, data analytics, and customer relationship management (CRM) tools, has become essential for enhancing operational efficiency and delivering value-added services. Moreover, the ability to adapt to unforeseen challenges, such as fluctuating fuel prices, geopolitical uncertainties, or public health crises, is crucial for sustained success. This introduction sets the stage for an in-depth exploration of the interplay between market trends and operational strategies in the air travel agency sector, emphasizing the need for innovation, adaptability, and a customer-centric approach in a highly dynamic and competitive industry.

1.2 Research Objective

The primary objective of this research is to identify the operations process of Bangladeshi Air Travel Agencies.

- 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.

1.3 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 (September, October and November)

CHAPTER 2

Literature Review

2.1 Background of the study

The business processes of travel agencies, alongside their operational strategies, market analysis, and segmentation particularly concerning buyer characteristics and the types of flights they typically choose have not yet been comprehensively studied in the context of Bangladesh. While limited research exists on the airline industry, the following studies are noteworthy.

The International Air Transport Association emphasizes that the aviation industry greatly contributes to tourism and international business by providing a large, fast-growing transport connection [2]. In the year 2011, the global airlines move 2.8 billion people fans and 47.6 million metric ton of air cargo on 36000 routes linking cities globally. The above spread clearly manages the need for this aviation sector to continue playing a leading role in promoting he economic growth and bearing immense economic implant and social benefits.

Given the rising economic significance of domestic airlines in Bangladesh, this paper aims to discuss the evolution of the Bangladeshi aviation industry, domestic industry analysis, and current advancement. Further, other observed tendencies include the impact of the rebates given by the travel agencies like Priceline and Hotwire on the market segmentations of the hotel and airline industries [3].

In the rubric of price discrimination customer segments travel agencies are divided into those, who are sensitive to the price and those, who are not sensitive to the price. Moreover, they have divided into their market based on the products with difference on services rendered as well. The Arkansas and Steel markets are assumed to be invariant and the configurations are discussed in terms of actual outcomes of operation of couched anonymous agencies. Hypothesis results seem to indicate to the effect that obscurantist agencies increase rivalry among low type consumers while decreasing rivalry for high type consumers. Therefore, opaque agencies get higher profits if they deal with the high type customers than the low type customers.

To the study of service quality, the consumer purchasing process and the difference between VAR and non- VAR services offered by OTAs, Lex Hagen also expands [4].

In her study, she proposes a conceptual framework of the consumer search and purchase behavior. This model comprises three key phases:

Search and Evaluation Phase: In this stage the consumer searches for an agent who will satisfy the consumer's needs by using internal and external information. The customer then appraises the services from the various agencies with relation to the alternatives and the agency's services are aligned and matched to customer's needs.

Purchasing Phase: In this phase, customer decisions are made and the customers patronize their preferred travel agency to buy services. Other factors determining the choice of agency include timing as well as additional facilities available.

Post-Consumption Phase: This phase is defined by customers' perception, as their satisfaction or dissatisfaction with received services.

The importance and focus on so-called "value-added services" are also underlined in the framework of the study.

I followed Katircioglu's paper analysis in which he elucidates and analyze factors affecting travel agency selection from the viewpoint of university students [16]. The study reveals that there are several ways through which undergraduate students make their decision and that these ways vary from country to country. More specifically it is concerned with the choice of travel agencies among students in North Cyprus. Other elements are the level of relations between a customer and the agency, individual approach, and the speed and quality of the services offered by this agency.

Furthermore, an increase in LCCs in the Serbian domestic air market was after Serbia joined the European Common Aviation Area in 2006 [6].

This research study gives a comprehensive analysis of the routes, the variables used for segmentation purpose and the passengers. It raises the issue of competing with and against low-cost carriers (LCCs) and differentiates passenger traffic through airplane companies and traditional ones; it describes how the management of an airport can adjust to the constantly growing demand. The sample was obtained from passengers departing from Belgrade Airport to destinations where both legacy and LCCs could operate.

Another study identifies three primary dimensions of travel agency operations: nature; it deals with the tangible working and business environment, interaction mode and the resulting consequences – all of which describe the travel agency characteristics [7].

Ignacio A. Rodríguez del Bosque, Héctor San Martín, and Jesús Collado present experimental evidence on the alignment of expectations and the bond between consumer loyalty and expectations and satisfaction [8]. Centering their discussion on the tourism industry with emphasis to the travel agency

businesses we see how they expound the concept of “image” to be central to consumer assumptions. They also define assumptions influencing customer satisfaction and reveal close relationship between satisfaction and consumer loyalty via two structural equation models.

Moliner, M. A. & Sánchez, Leyendad, Rodríguez, Rosa M. & Callarisa, Luís also prove that tourist satisfactions stand as a pertinent element in establishing relationship. This research shows that relative proportions of cognitions are higher in temporary judgments while affective attributes dominate long-standing judgments [9].

There is more on alternative marketing strategies provided by Dolnicar, S., and Laesser, C for travel agencies that function in a highly developed travel market with Internet usage [10]. They posit two major strategies derived from theoretical assumption and literature that can help the travel agencies to survive. First, agencies can direct efforts to delivering niche services, for example, individual travel advice relying on the hypothesis that there are significant differences between the procedural use of agencies for different travel environments. Second, the agencies can work towards specific segments within the identified markets such as those people within a certain age bracket that want to travel in order to continue to be relevant in the market.

Most of the authors including Alonso-Almeida, M. M. D., Bagur-Femenías, L., and Llach, J. focus on the effects of e-communication stressing that the customer engagement is an active factor [11]. Their study identifies two critical precursors to e-procurement adoption: how travel agencies using e-communication strategies and the level of competition within the tourism services industry. Taken together, it is seen that the comparative quality of e-business outcomes differs; however, empirical evidence suggests a negative relationship between e-procurement and trust. However, e-communication positively impacts trust creating perceived reciprocation and enhancing the bonded relationship between the travel agency and its suppliers.

2.2 Comprehensive Framework for Travel Agency Operations

This study evaluates the business processes and performance of two travel agencies in Bangladesh: Two related companies are the major shareholders of GP International namely GP International & Travels Ltd (GPIL) and TR3K Limited. Studying these processes is crucial to anyone interested in developing new travel agencies in the region.

Key Steps in the Framework

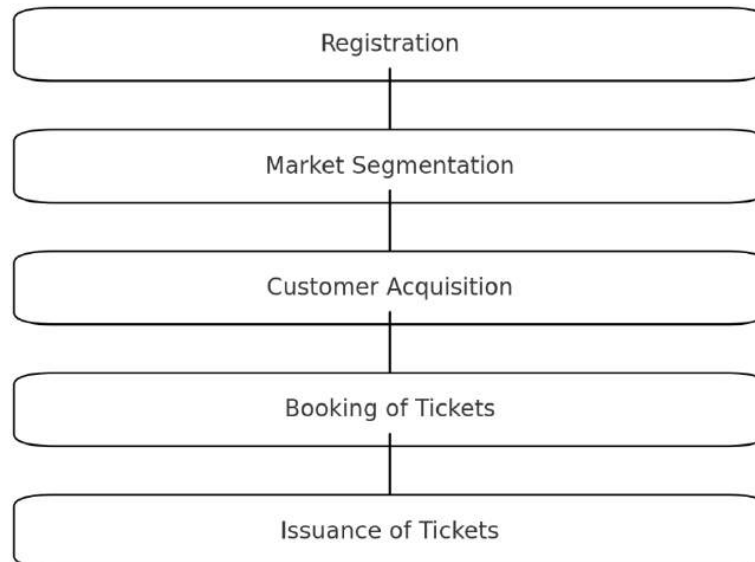


Figure 2.1: key steps of framework

Step 1: Registration In Bangladesh, license from Civil Aviation Authority of Bangladesh (CAAB) is required for establishing a travel agency. Without this approval, agencies cannot layout legally. Besides, the ticket selling can only be done with IATA accreditation. Foreigners who want to work in Bangladesh are also required to go through the paper works. In its long-term vision CAAB wants to bequeath unique registration numbers to each travel agency.

Step 2: Market Segmentation, Market segmentation is the division and classification of people in Bangladesh who need certain products or services. Segments include: B2B Sales: Selling, by a wholesale or retail organization’s company sales representatives or organization employees to the end-users. Corporate Suppliers: Independent non-governmental organizations, private businesses, international companies, banks and other institutions, and government agencies. Individual Travelers: Travelers, scholars and corporate people. International Clients: People who buy the tickets from another country. Market segmentation can also be geographical, numbered and by the manner in which customers interact with travel agencies.

Step 3: Customer Acquisition, Customer acquisition centers on offering services in the best execution only where a customer needs a traveling service. The process involves: Considering different market

opportunities for trip requests, or other excursion and travel related opportunities. Understanding which of them are best suited for making the most effective change. Preparing said packages... Accordingly, customers critique the information, evaluate budgets, and reserve services through travel agents who effectively organize the process.

Step 4: Booking of Tickets, it involves organizing tickets for the clients, which involves; Passports, visas and other necessary documents for travel. Upon confirmation, the agent guarantees the particular service to the client in question.

Step 5: Issuance of Tickets The ticket issuance phase is one of the most important stages in the formation of the business process. It involves: When the firm delivers some or all of the product to the customer. Booking and reservation and ticket verification. Taking care of payments and ticketing. Travel agents work in conjunction with intermediary service providers and deal with commission while attending to customer interfacing and business finances. Tickets can either being mailed to the client or collected from the office.

2.3 Impact of Global Trends on Local Agencies

Buhari's (2000) introduced the concept of tourism, emphasizing the transformative impact of ICTs on the travel industry. Studies by Khan (2018) and Hasan (2019) suggest that Bangladeshi agencies had slower in adopting these technologies due to financial and infrastructural constraints. OTAs like Booking.com and Agoda have captured significant market share by offering online convenience, which many Bangladeshi agencies struggle to match. But now a days it's growing rapidly. Many agencies already successfully run OTA like Share trip, Hall trip, Amy, etc. it's been easier for passenger to book ticket instantly and plan to travel anywhere as desire. Travel agencies are crucial intermediaries in the tourism and transportation sectors, connecting consumers with various travel-related services such as flight bookings, accommodations, and tour packages. They operate through diverse business models, ranging from traditional in-person services to online platforms, providing convenience and tailored solutions to meet the needs of different customer segments. Role of Airlines in Economic Growth Airlines significantly impact global tourism and trade by offering the fastest transportation system.

According to the International Air Transport Association (IATA), airlines transport billions of passengers annually, connecting cities worldwide. In countries like Bangladesh, domestic air travel contributes to economic development by supporting tourism and trade, while also providing faster and more efficient connectivity. Rise of Online Travel Agencies (OTAs) Online travel agencies (OTAs) like Priceline and ©Daffodil International University

Hotwire have transformed the industry by leveraging technology and opaque pricing models. These platforms segment customers based on value, offering personalized services and maximizing profitability. OTAs focus on enhancing customer satisfaction through efficient booking systems, discounts, and targeted offers, catering to both budget-conscious and premium customers. Consumer Behavior and Selection Criteria Consumer choices in selecting travel agencies depend on factors such as trust, affordability, and service efficiency.

Research highlights that interpersonal relationships, personalized attention, and reliability are critical for customer satisfaction. For instance, university students prioritize affordability and trustworthy service when choosing travel agencies, as seen in studies conducted in regions like Northern Cyprus. Low-Cost Carriers and Market Evolution The integration of low-cost carriers (LCCs) has reshaped the airline market, introduced cost-effective travel options while maintained service efficiency.

For example, after Serbia joined the EU, LCCs revolutionized the air travel market with new routes, distribution systems, and adaptable business models to meet growing demand. These changes reflect the evolving needs of modern travelers and the industry's ability to adapt. Current Trends and Future Outlook The travel industry continues to evolve, driven by digitalization, customer-centric strategies, and technological advancements. Airlines and travel agencies are increasingly focusing on enhancing customer experiences, optimizing operations, and adapting to market demands. These trends underscore the importance of innovation and adaptability in sustaining growth and profitability in this dynamic sector.

2.4. Opportunities in the Industry

Literature highlights significant opportunities for growth in Bangladesh's travel industry: Rising domestic tourism due to improved infrastructure. Growing middle-class demand for international travel. Potential for niche markets, such as cultural tourism and riverine travel.

- **Domestic Tourism Promotion:** There is significant potential to develop and market domestic tourism. Destinations such as the Sundarbans, Sajek Valley, and Bandarban remain underutilized. Offering affordable and well-organized packages tailored to local tourists can expand agency revenues.
- **Digital Transformation:** Embracing digital tools for online booking, marketing, and customer engagement can enhance operational efficiency and attract tech-savvy customers.

- **Niche Markets:** Catering to niche markets, such as eco-tourism, adventure tourism, or luxury travel, can provide a competitive advantage. Agencies that innovate in these areas can tap into high-value customer segments.
- **Collaborations and Partnerships:** Partnering with airlines, hotels, and local businesses can enhance service offerings. Collaborations with government bodies for promotional campaigns can also drive growth.
- **Training and Skill Development:** Investing in employee training programs to enhance customer service, language skills, and technical expertise can improve client satisfaction and loyalty.
- **Flexible Services:** Offering personalized and flexible travel packages, including last-minute bookings and tailored itineraries, can attract a broader customer base.

2.5. Challenges in the Bangladeshi Context

The operational and market challenges faced by Bangladeshi travel agencies, including: Intense competition from international OTAs like Booking.com. Lack of technological infrastructure and training. Limited specialization in niche markets like eco-tourism and adventure travel. Despite advancements, travel agencies face numerous challenges:

- **Intense Competition:** From OTAs, airlines offering direct bookings, and independent platforms.
- **Economic Volatility:** Global events, including pandemics, recessions, and geopolitical tensions, impact travel demand.
- **Sustainability Concerns:** Rising awareness about environmental impacts forces agencies to adopt eco-friendly practices.
- **Consumer Expectations:** Customers demand seamless, personalized, and affordable services, putting pressure on agencies to innovate continually. Addressing these challenges requires adaptability, strategic planning, and a focus on building long-term customer relationships.

2.6 Scope of the problem

The travel agency industry in Bangladesh is pivotal to the country's tourism and travel sector but faces a myriad of challenges that hinder its full potential. Regulatory and bureaucratic inefficiencies, such as stringent government policies and complex licensing requirements, create barriers to entry and operational inefficiencies. Additionally, the technological lag in adopting advanced systems for online

booking, customer relationship management, and digital marketing places many agencies at a disadvantage compared to global and local online platforms.

Over-reliance on outbound travel services makes the industry vulnerable to international policy changes, economic crises, and political instability in destination countries, while also diverting focus from the untapped potential of domestic tourism. Economic and political instability within Bangladesh, coupled with fluctuating currency exchange rates and rising operational costs, further strains profitability and customer confidence.

The lack of market differentiation, with most agencies offering similar services like ticketing and visa processing, intensifies price competition and limits profitability. Seasonal demand variability adds another layer of difficulty, as agencies struggle to maintain consistent cash flow during off-peak periods. Finally, a skills gap in the workforce, including insufficient training in customer service, technology, and multilingual communication, affects the quality of services and competitiveness. Addressing these interconnected issues will require regulatory reform, technological adoption, workforce development, and diversification of service offerings to ensure sustainable growth and enhanced contributions to the economy.

CHAPTER 3

Methodology and Contribution

3.1 Introduction

The air travel transportation system of Bangladesh has been growing very soon due to globalization, use of information technology, and customers' demand. It has received a lot of acceptance within the population as a safe means of transport, especially for the import-export company and for the increasing number of students studying overseas from Bangladesh. There are a number of factors on why more people are now flying; one is the expanding middle class, the low-priced offers that the aircraft companies are offering together with the significance of the global market for business, studies and tourism.

The Civil Aviation Authority of Bangladesh (CAAB) stated that the international passengers' arrivals increased from 3.88 million in 2021 to 9.06 million in 2022, a growth of 133%. Likewise, domestic air passenger traffic went up from 648,019 to 1,067,537 in 2017 as more people use air transport. These figures show the extent of the development of the air travel industry and highlight the need for integrated publicity processes in the sphere of tourism and the application of tourist-oriented development strategies to ramp up the industry even more.

This chapter discusses the research method used to analyze the structure and competitiveness of Bangladeshi travel agencies. It also provides an exhaustive pre-White Paper strategy that seeks to improve the performance and hence the competitiveness of the airline business.

3.2 Research design

In this study, therefore, I combined the qualitative findings and quantitative analysis to examine the operations of two successful travel agencies: GP International & Travels Ltd (GPIL) and TR3K Limited. According to my research framework, I focused on the market segmentation, customer preferences, ticket pricing and operation issues. Questionnaires were self-completed by 430 randomly sampled passengers while open-ended interviews were conducted with representatives from the respective travel agencies. To also determine the sales trends by season, and analyze customers' preferences for destinations such as Saudi Arabia, Malaysia-Singapore, Thailand I used Excel. Besides, I considered a

number of operational factors including traffic density and flight delay to gauge their influence to ticketing procedures. This all-embracing approach furnished an evaluation of the business activities of these agencies.

3.3. Sampling design

This research work offers an assessment of the performance of the tourism industry in general and two important organizations in the industry in Bangladesh in particular. Daily records of ticket sales and market operations of GP International & Travels Ltd (GPIL) were collected over two months (July and August) and TR3K Limited data was collected for three months (September, October and November) 2024.

3.4 Data and source

Results of this study reveal operations of two travel agencies, which includes GP International & Travels Ltd (GPIL) and TR3K Limited. The structured questionnaires were administered to 430 passengers to retrieve their ticket information records. From the GPIL, 50 ticket records were pulled for the month of June, 84 for the month of July and 64 for the month of August. Likewise, 232 ticket records was obtained from TR3K and it was found that 98 of them reported tickets from June while 134 tickets from August.

3.5. Data collection methods

In this study, two travel agencies were utilized for analysis. GP International & Travels Ltd (GPIL) and TR3K Limited etc. The appointments with both agencies were secured through an e-mail with the request for the meeting. When the confirmation was obtained, a detailed questionnaire was developed to specify the data needed. The questionnaire centered around questions such as: Date of ticket issue, Flight date, Destination country/City, Airline name, stop overs, Names of airports, connecting flight, Cost of ticket, Discounts given: Part of a package tour or not.

Since the new appointments, trips were paid to the offices of GPIL situated at Purana Paltan, Darus Salam arcade and to the office of TR3K also at Purana Paltan. During these visits, the questionnaire was introduced and the particular data needs were discussed with the participants. Both agencies supplied the same type of program statement and gave fixed time schedules for data gauging. The data collection process included interviews meant for structured questionnaires and examination of the daily register books kept in by the companies.

For GPIL, this information took two weeks to be sourced, and it included ticket sales for July and August. TR3K offered ticket data for September, October and November only and generated, 232 ticket records

in total. After all the preceding analysis and data collection had been done, all the data was sorted systematically and recorded on Excel sheet.

3.6. Data analysis tools

In this study, Microsoft Office Word and Google Docs were used to categorize, organize, and consequently evaluate the data that was gathered. These tools aided in managing data where data was easily sorted, the collected responses and ticket sales records were documented in a structured format.

Besides Word and Docs, the primary statistical analysis of data was conducted in Microsoft Excel. The collected raw ticket sales data of GP International & Travels Ltd (GPIL) and TR3K Limited was then imported to excel sheets for further analysis. Pre-built functions like SUM, AVERAGE, COUNT etc., available with Excel helped greatly to compute total ticket sales, use averages and percentages.

The aggregate formula =AVERAGE (range) was used in analyzing the mean ticket sales for different categories and the months of the year (i.e., domestic and international). However, when the annual data was aggregated it facilitated easier results comprehension with reference to trends in the research period.

To calculate percentages, the formula that was adopted from the analyses was = (part/total) *100. This allowed to identify the distribution of sales by destinations, airline or ticket formats against the total sales volume during the data collection period. For example, to determine the proportion of international ticket sales of the total sale, then the number of international tickets was divided by the total tickets and then multiplied by 100.

Further, the data was analyzed using Excel's pivot tables for finer level breakdowns about the ticket sales by destinations, airline companies and the customer characteristics. Having grouped and filtered the data it was possible to oversee the tendencies of seasonal shift and peculiarities of customer behaviors.

This way the collected data underwent a critical analysis and allowed for the identification of trends in the Bangladeshi travel agency operations and trends.

Proposed Hypotheses:

H1: Effective market segmentation significantly enhances customer acquisition and retention rates.

H2: Direct flights are more popular among customers due to their convenience and time efficiency.

H3: Price sensitivity among middle-class travelers dictates the demand for economy-class tickets.

H4: Seasonal variations significantly influence ticket sales and customer preferences.

3.7 Limitation of the study

The following are the main challenges this study faced which limited the depth and breadth of the analysis done. A particular weakness was the limited availability of the public domain information that would allow the analysis of other trends within the industry, if not from a quantitative perspective. The sample size was also inadequate and the results could not be generalized to the whole travel agency business.

There were limitations in the amount of time available to undertake this practice, specifically limiting the possibility of a detailed analysis of operations of the organization and the market. The study also encountered problems concerning data collection due to participants' reluctance to provide highway details that created some missing information in the gathered data.

However, one of the most significant limitations was the absence of behavioral knowledge about consumer patterns and the conduct of travel agents. Awareness of the behavioral aspects would have provided a better insight of the customers and agents' decision-making processes, which could have enhanced the evaluation.

Nevertheless, the research is able to offer pertinent information to analyses the working of air travel agencies in Bangladesh. This monograph outlines trends, operational practices, and market characteristics of this emergent sector and therefore underpins its identification. With these qualifications in mind, this research provides the foundation for subsequent work that can dialectically address these gaps with larger samples, lengthened time horizons, and emphases on behavior and idiographic variables.

CHAPTER 4

Findings and Analysis

4.1 Introduction

In this chapter, the result and discussion of the survey and data gathering process carried out for the purpose of this study on the operation and market assessment of the travel agencies in Bangladesh will be discussed. The material collected from two large agencies, namely, GP International & Travels Ltd (GPIL) and TR3K Limited is used as a basis for research. Several insights including ticket sales, customers' preferences, and operation constraints will be analyzed and presented supported by survey results. These patterns and trends will put together the current situation of the travel industry in Bangladesh and present a big picture that has analyzed from the collected data. This chapter endeavors to give the reader a perception of the markets involved, the customers and conditions that affect the performance of ticketing hence enhance understanding of the air travel industry.

4.2 Findings

In this section, I will discuss the findings from the data collected through surveys and questionnaires from two travel agencies: The two global companies are GP International & Travels Ltd (GPIL) and TR3K Limited. In the current study, 430 passengers were involved in the survey and their ticket information record were scrutinized in detail for various important trends and patterns.

Data from GP International & Travels Ltd (GPIL)

I collected ticket records from GPIL over a period two months: July, and August 2024. The following provides a breakdown of the data for these months:

July 2024: The ticket records were obtained from an aggregate of 84 records for the month of July alone. This rides slightly higher than the ticket sales recorded in June, which shows that there was higher demand for the tickets at this time.

August 2024: I gathered 64 ticket records for August and noticed that ticket sales had slightly gone down from July. This may be due to a post-peak era, since summer is the time of high vacations and the peak tourist rush is gradually easing in some parts of the world.



Figure 4.1: Ticket seals report July and August

From this data, I could track ticket sales and noticed that their appearance is rather periodic and matches the usual frequency of travelling. The results depicted above will be discussed further in the subsequent sections in attempts to establish the forces promoting such trends.

Data from TR3K Limited

Equally, I retrieved ticketing records from TR3K Limited for September, October and November. Here's the breakdown of the data:

September 2024: Thirty-nine individuals retrieved 98 tickets recorded in June alone. This offers an estimate of travel during the early part of the summer and shows that ticket sales volume surpasses even that of the first data release by GPIL.

October 2024: The total count for ticket records for August also rose to 134. This has in turn revealed a marked increase in sales and this is sometimes occasioned by factors such as seasonal travelling especially during holidays.

November 2024: I got 50 ticket records from the month June from TR3K. These data include the prior ticket sales determining the onset of the summer season.

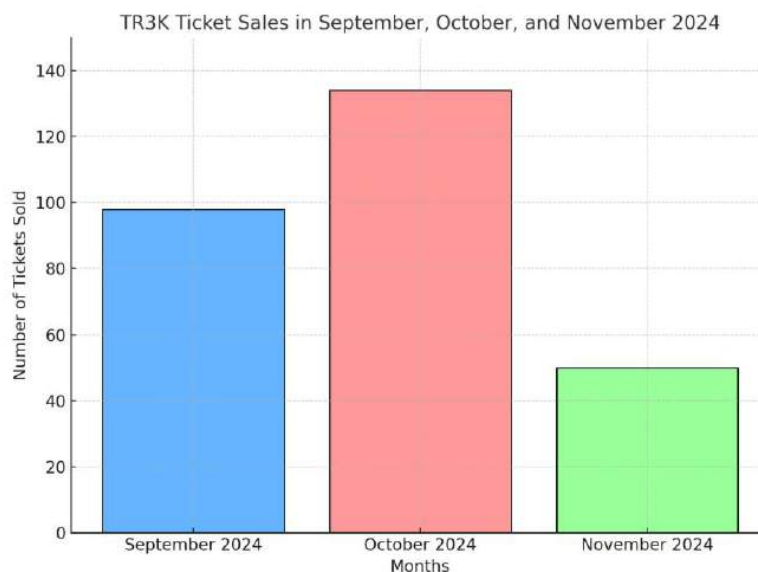


Figure 4.2: Ticket seals report September, October and November

The data from TR3K Limited also presents trends relating to variations throughout the year in the demand for travel by air. The agency also recorded certain increased trends in the sale of tickets some of which was evident during the summer season similar to the GPIL.

This Ticket criteria including depends on several issues like, one way, Return, Business Class, Economy Class, Direct and Transit flight. Where some are bound by domestic and some are International. There are:

Return Tickets: Among all tickets, five and six out of ten tickets in the cases of GPIL and TR3K Limited respectively, were for return travel, with a higher proportion recorded for international travels. Return tickets are preferred by travelers since you get convenience and affordable facilities for long distance travelling mostly for tourists and business people.

One-Way Tickets: There were relatively few one-way tickets sold, found mainly for domestic journeys and purchased primarily by business, education or immigrant travelers.

This strongly suggests customers more frequently look for return tickets although this option is generated mainly for international flights; therefore, travel agents should consider emphasizing such tickets.

According to Class passenger use to travel,

Business: Such passengers often go on a flight containing tickets that allow journeys that will last for a comparatively short time as they cross international borders. They prefer the loosely booked

tickets, or those tickets which can be changed easily and more frequently, use the services of those airlines which offer better class services like business etc. The market of business travelers is an important segment insofar as these people are ready to pay a premium price for their comfort and time.

Economy: Majority of these passengers use the transport system to go on their business or personal trips. They said that they would usually purchase tickets in the economy class; this means that the decision is usually coming from price and proximity. I discovered that business travelers chosen domestic flights more, even though, international leisure travelers have increased over the years, especially to Thailand, Malaysia and Singapore.

Domestic and International Airlines

The domestic vs international airlines comparison was the other aspect I asked in my survey. Such comparison is highly important when studying passengers' preferences, itineraries, and the air travel market in Bangladesh.

Domestic Airlines: The domestic visitors in Bangladesh had shown preference over short trip and the low-ticket charges. The internal flights foresee lesser fares and many participants prefer cheaper tickets with poor services and amenities. Domestic routes fly regularly are Dhaka to Chittagong, Dhaka to Sylhet, and Dhaka to Cox's Bazar.

International Airlines: However, when it comes to travelling between countries, comfort and service provision from the carriers and to some extent the cost is preferred more than the local airlines. I discovered that passengers are willing to pay more on a flight fare and would prefer to fly with an airline such as Emirates, Qatar Airways or Singapore Airlines because of the better service delivery, entertainment among other factors. Examples of international routes are the Saudi Arabian Subcontinent, Malaysia, Singapore, Middle East destinations etc.

As analysis from my part, the market size for international airlines is considerably bigger with an increased flow during festivals and other business trips. On the other hand, domestic airlines remain a mostly dominant market solution for a considerable proportion of the travel needs, particularly for short-haul connectivity.

Flight Type

Another survey that emerged from this study was with regard to the type of flight used by the passengers, and this can be easily defined as either direct flight or connecting flights.

Direct Flights: A majority of the travelers wish to take direct flights for business and leisure trips since they are convenient and time saving. Out of this, scheduled one-stop flights was particularly preferred by business travelers and those whose reasons for travelling were emergencies.

Connecting Flights: Although connecting flights may take more time and long hours, they are preferred by those tourists who decided to travel for leisure, and would prefer to pay less for a ticket. An additional or connecting flight was standard for the long-nosed international flights mostly for places that may need the passenger to make a connection in a large hub.

According to the survey results, direct flights were considered more preferable in both travel agencies, particularly popular international connections. These matters explain why direct flight options are important to meet the needs and demand of the customers.

4.3 Range of price for international flight

When it comes to travelling internationally the price is one of the key factors that passengers consider when selecting their flights. From the data I gathered, I categorized the price ranges of international flights and observed the following patterns:

Budget Range: Under the low-cost international travel, BDT 30,000-BDT 50,000. These tickets mostly to the economy section and were bought sometimes in advance to book for the discounted rates.

Mid-Range: When it comes to international travel, a considerable number of passengers preferred reasonably priced being between BDT 50000 to BDT 100000. Many of these flights came with other related services such as baggage carrying, food and other forms of entertainment.

Premium Range: Business travelers and high-income holiday makers were the major consumers of the premium flights with fare above BDT 100,000. Most of these tickets came with the business or first-class service, space for leg, and ticket alteration options.

Among the passenger segments, the LCCs experienced significant differences in the degree of price sensitivity, with higher sensitivity from leisure passengers and lower sensitivity from business passengers due to higher perceptions of comfort and service quality.

4.4 Summary of Key Findings

From the data collected from both agencies, I observed the following key points:

Almost all of the tickets offered by both agencies when bought as a pair were return tickets and mostly for international trips. The two groups of the customers have different needs; the business customers all require quality services, while the vacationers are all interested in cheap services.

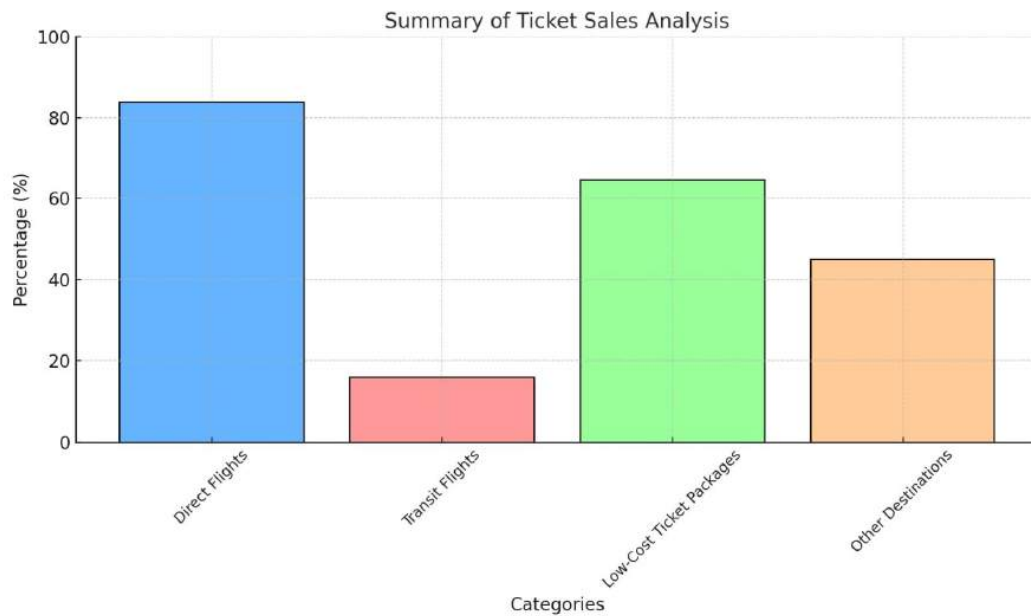


Figure 4.3: Ticket seals Analysis

Domestic vs. International Airlines: While many travelers prefer international carriers for the long-haul service, domestic carriers continue to play a major role in supplying the short service. There is always a notable difference between a non-stop flight and a connecting flight and the former is always the best. Fares on international flights are uneven as per the passengers travelling, leisure passenger preferred the low fare and the business travelers are ready to pay high for getting some extra services. Hypotheses tested in these findings include key trends of air travelers in Bangladesh which will be discussed in the subsequent section for evaluating the potential impact on the travel agency market.

4.5 Analysis:

The information got from my survey and research on the activities of GP International & Travels Ltd (GPIL) and TR3K Limited was insightful to grasp such factors as target clientele and ticket sales. The findings of the analysis are summarized in terms of key influences gathered from structured questionnaires administered to these agencies and other records.

Ticket Type Distribution

Out of 430 tickets processed, 63% of them were PUV (Passenger Utilization Value) tickets including trips, while the 37% were one-way tickets.

The tickets for returning back to the home countries were most commonly used for your international travel as tourists' business travelers look for the convenience and value for money.

This means that whilst both agencies are likely to sell a proportion of packages with round-trip options, the tourist market is likely to be the major target market for both.

Market Segments

- Most of the tickets sold through agencies involved tourism trips, business being a few of the attractions including Malaysia, Singapore, Thailand, China and Saudi Arabia.
- Consistent with what has above been mentioned, 96 tickets (22.3%) were for Malaysia the most popular destination.
- For Thailand, 10.7% or 46 tickets were sold as known as a tourist destination.
- 13 percent or 56 tickets were for Saudi Arabia, however the travelers were tourists and business men.

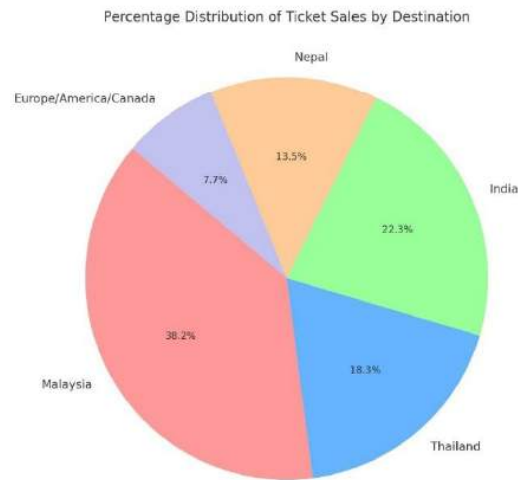


Figure 4.4: Sales Distribution percentage

- Of these 34 tickets (7.9%) were sold for Nepal, therefore it can again be inferred that nearby destinations are considered ideal for tourism.
- Business trips embarked for a minor segment with customers seeking for first and business class months to Europe, America and Canada.

National Flights vs. International Flights

- International tickets accounted for 75% of the total tickets while 25% was for domestic tickets.
- Domestic routes focused on Dhaka to Cox's Bazar, Dhaka to Saidpur, and Dhaka to Barisal Categories Crime.

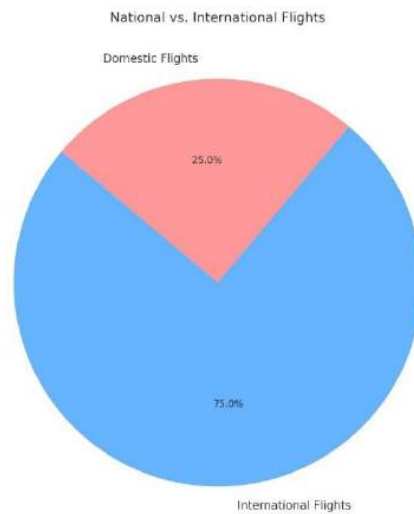


Figure 4.5: Domestic and International Flight

- International tickets that include flights within and out of the neighboring countries showed a more diverse mix with tickets to Europe, North America, the Middle East, and South East Asia.
- Only 14% of global connecting flight itineraries had at least one connection, though the most connected cities were Doha, Dubai, and Istanbul.

Flight Type

- It was seen that 84% of passengers took direct flights which indicated that passengers valued timely journeys that didn't include halt overs.
- Connection flights were used by travel intending to go to the USA, Canada, and Europe and by airlines like Qatar Airways, Emirates, and Turkish Airlines.

Price Range of Tickets

- Almost two-thirds of the tickets (64.6 percent) were found in the BDT 10,000 to BDT 30,000 bracket which would be affordable for most people. This brings the total to 208 international tickets out of the total of 322 international tickets.
- The 50,000 BDT to 80,000 BDT mid-range tickets constituted 4.96% of the tickets (16 tickets) with either business or premium service concerns.
- 5.9% (19 tickets) were for BDT 80,000 or higher to target business travelers and passengers who prefer first or business-class services.

- The price distribution this research revealed means that the agencies' aim to penetrate deeper into the market by targeting middle class travelers by providing reasonable packages.

Airline Preferences

International passengers preferred to fly with reputable airlines to get great service as well as connectivity. Some of the most frequently chosen airlines included:

- Qatar Airways
- Emirates
- Singapore Airlines
- Turkish Airlines
- Thai Airways

For domestic travel, two top choices were US Bangla Airlines and Biman Bangladesh Airlines because of the frequent services by these airlines.

4.6 Summary of Analysis

By analyzing the data, it is clear that GP International & Travels Ltd. (GPIL) and TR3K Limited mainly sells tickets to the tourists and leisure travelers; Its ticket sale is mainly Return Tickets and Low-cost Ticket Packages.

- Apart from Indonesia the other popular international destinations are Malaysia, Singapore, Thailand contributing to more than 45% to overall international ticket sale.
- Although not as large in size, the domestic market remains a key segment, especially routes that connects tourists' attraction areas within Bangladesh.
- An existing sensitivity to prices heavily influences ticket sales whereby 64.6% of the international tickets are sold in the BDT 10,000 to BDT 30,000 bracket.
- Most passengers prefer direct flights than transit flights for their journeys, therefore direct flight sales accounts for 84% of the total sales, while transit flights accounts for only a small percentage although it's used for those passengers who prefer to go for long distances.
- Some carriers that proffer relatively superior services and connectivity actually control the marketplace, as the package of an individual flight is very significant to passengers.

The following analysis also highlights that the target of travel agencies of Bangladesh is affordability and convenience; therefore, the travel agencies are playing a pivotal role in tourism and international travels in and out of Bangladesh. There are also recommendations for further advancements, including a wider availability of contracts that adjusted to the business traveler market and connect with more worldwide airlines.

CHAPTER 5

Conclusion

5.1 Conclusion

Being a student executing this research, I had the crucial task of carrying out an assessment of the functioning and the environment of the travel agencies in Bangladesh, with specific reference to the company GP International & Travels Ltd (GPIL) and TR3K Ltd. By carefully and systematically gathering information, sorting it out and, finally, analyzing it, I obtained a much better understanding of the business, customers, and tickets in this field.

According to our research, many people who bought tickets through these agencies were return tickets since these agencies mainly targeted tourists who prefer to work with companies they consider efficient, fast, and cost-effective. On the ticket types, from the data collected I noticed that 62 percent of tickets sold were return tickets. More often, passengers purchased tickets to countries such as Malaysia, Singapore, Thailand, and Saudi Arabia. Furthermore, domestic travel revealed through important travel routes as Dhaka to Cox's Bazar and Dhaka to Saidpur that has a balanced vision on domestic and international segments.

As for the fares, I observed that most of the international tickets were sold at between 1,000,000,000—3,000,000,000 VND or 10,000 to 30,000 BDT, or 64.6% of them. This insight emphasizes the fact that price-sensitive customers prevail in the market and are mostly middle-class travelers. On the other hand, the tickets more than the nomination of 50,000 BDT were of less sales and it includes the services like premium, and the transit flights to USA, Europe, and East Asia.

While dissecting the data, one can identify one general tendency, according to which customers significantly valued non-stop flights, as 84% of them choose direct connections. This trend underlines the importance of time – cost ratio for the travelers. While connections began to take more passengers than transit flights, transit flights remained strategically important for long-haul travelers, including operators like Qatar Airways, Emirates and Singapore Airlines.

Thanks to this research, I also became aware of the ability of GPIL and TR3K Limited to be prepared for the needs on the market. Hilton can count on its customers from students and middle-class citizens, which can afford to stay there for £30 per night, to international tourists who prefer luxury hotel service and can pay £160 for a single room; that is why competitive prices and individually chosen service packages are the main customer attractors.

5.2 Personal Reflections and Key Takeaways

Tourism Focus: I also noted that while selling traveling services, travel agencies mostly target tourists and noticed that a large number of tickets sold are return tickets. This insight underlines the role of tourist driven packages.

Affordability Matters: Once again, the data supported my belief that prices in the 10,000-30,000 BDT IPA range are dominant, which corresponded with the client 's demographics – most of the travelers.

Domestic and International Balance: Ever dominant in the international travels, I observed steady interest in domestic flights, thus stressing potential to expand domestic services to a higher degree.

Direct Flights Dominate: There is therefore great market for non-stop routes when analyzing customer preferences which found that most clients the most important aspect was direct flights.

Challenges in Transit Flight Marketing: I saw that transit flights target a small market, and selling these routes depends on presenting their benefits to the buyers such as in terms of cost for the longer trip.

5.3 Future Perspective Control:

Aims at the conclusion and future perspective This control focuses on the conclusion and future perspective of the research work.

In my capacity as a researcher, I appreciated this study because it exposed me to the travel sector, and you get to learn firsthand as well as gain skills in data gathering, processing, and assessment. In addition to identifying the trends and challenges of the present-day travel agency market in Bangladesh, this research also offers suggestions for the relevant sector's development.

Further, I suggest that potential future research would enhance this work by using more travel agencies, by studying influence of digital platforms, fluctuations in the economic conditions and new and upcoming customers' preferences. I have come to the conclusion that travel agencies need to remain relevant in the market and maintain market relevance as the market absorbs new changes.

All in all, this research has been academic and personal growth, it expanded my knowledge about the travel agency business and strengthened my belief in the paradigm that more effective and efficient customer and business satisfaction is achievable with thorough analysis of the collected data.

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Appendix A

Questionnaire

Survey on Air Ticket Buying Behavior of B2B and B2C Clients in Bangladesh

Purpose: This survey is of MIS final project to understand traveling agencies of Bangladesh and its business approach especially targeting air ticket purchasers (Business to Business and Business to Consumer) and the views of how you answer these questions will contribute to their general trends to enhance the provision of services. All information collected will be kept private and will only be used in this project and for academic reason only.

Section 1: Personal Information

1. Passport Issuing Country:
 - Bangladesh
 - Other: _____

2. Visa Type (if applicable):
 - Tourist Visa
 - Student Visa
 - Work Visa
 - Hajj/Omrah Visa
 - Medical Visa
 - Business Visa
 - Other: _____

3. Gender:
 - Male
 - Female
 - Others

4. Age Group:

- Below 18
- 18–25
- 26–35
- 36–50
- Above 50

5. Occupation: _____

Section 2: Travel Preferences and Patterns

1. What type of ticket buyer are you?
 - B2B (e.g., agency or corporate client)
 - B2C (e.g., individual traveler)
2. How often do you travel in a year?
 - Rarely (0–1 trips)
 - Occasionally (2–3 trips)
 - Frequently (4+ trips)
3. What is your usual ticket type? (Select all that apply)
 - Domestic
 - International
 - One-way
 - Round Trip
 - Multi-City
 - Surface Sector
4. Preferred flight type:
 - Transit Flight
 - Direct Flight

5. Preferred cabin class:
- First Class
 - Business Class
 - Economy
6. How do you usually book your tickets?
- Online travel platforms
 - Directly through a travel agency
 - Airline website or office
 - Other: _____
7. How do you usually travel?
- Solo
 - With family
 - With colleagues
 - With a group
8. What platform do you prefer for bookings?
- Travel Agency Website/App
 - Airline Website/App
 - Travel Aggregators (e.g., Skyscanner, Kayak)
 - Other: _____

Section 3: Customer Experience and Market Insights

1. How satisfied are you with the services of Bangladeshi travel agencies?
- Very Satisfied
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very Dissatisfied

2. What factors influence your choice of travel agency? (Rank from 1 to 5, with 1 being the most important)
 - Pricing
 - Variety of ticket options
 - Customer service
 - Convenience of booking
 - Reputation
3. If B2B, do you use travel agencies for corporate travel needs?
 - Yes
 - No
4. What challenges do you face when booking tickets?
5. Suggestions for improving travel agency services in Bangladesh:

Section 4: Additional Insights

1. **What motivates you to choose a specific travel agency?**
 - Cost-effectiveness
 - Variety of services/packages
 - Customer service quality
 - Ease of access (online platforms, office locations)
 - Other: _____
2. **How do you prefer to communicate with travel agencies?**
 - Phone
 - Email
 - WhatsApp or other messaging apps
 - In-person visits
 - Agency website/app chat support

3. **What time of year do you usually travel?**
- Peak season (e.g., holidays, summer)
 - Off-peak season
 - Both
4. **What type of additional services do you expect from a travel agency? (Select all that apply)**
- Travel insurance
 - Visa processing assistance
 - Customized tour packages
 - Currency exchange services
 - Accommodation booking
 - Other: _____
5. **Have you faced any challenges with Bangladeshi travel agencies?**
- Yes (please specify): _____
 - No
6. **Would you recommend your travel agency to others? Why or why not?**
7. **Are you willing to pay extra for premium services, such as 24/7 customer support or expedited booking?**
- Yes
 - No
8. **How important are the following aspects when booking a flight ticket? (Rate on a scale of 1–5, with 1 being the least important and 5 being the most important)**
- Price
 - Flight duration
 - Airline reputation
 - Flexible cancellation policies
 - Loyalty/reward programs

9. Do you think Bangladeshi travel agencies are keeping up with international standards?

- Yes
- No
- Not sure

10. What changes or innovations would you like to see in the Bangladeshi travel industry?

11. What is your level of trust in online travel booking platforms?

- Very High
- High
- Neutral
- Low
- Very Low

12. How likely are you to switch to a different travel agency or platform if it offers better deals or services?

- Very likely
- Somewhat likely
- Neutral
- Unlikely
- Very unlikely

Air Travel

ORIGINALITY REPORT

6%	6%	4%	1%
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