VIVANTA
BY TAJ

C E R T I F I C A T E

We are pleased to certify that Mr. UMESH G (1AY16MBA82) has successfully completed the training commenced from 15th January 2018 to 24th March 2018 in the project report entitled as "A STUDY ON ONLINE HOTEL ROOM BOOKING BY TAJ VIVANTA" Bangalore, for the period of 10 weeks.

We wish him best wishes to his future

For **Taj Vivanta**

HR Manager

HR Manager

Date: 19/05/2018

CERTIFICATE

This is to certify that **Mr. Umesh G** bearing USN **1AY16MBA82** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Online Hotel Room Booking by Taj Vivanta"** Bangalore is prepared by him under the guidance of **Prof. Rakesh Nagaraj** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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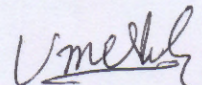
DECLARATION

I, **UMESH G, (1AY16MBA82)** hereby declare that the Internship report entitled **"A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE HOTEL ROOM BOOKING AT TAJ VIVANTA"** prepared by me under the guidance of **ASST. PROFESSOR RAKESH NAGRAJ**, faculty of MBA Department, Acharya Institute of Technology and external guide MR. PANKAJ KUMAR, Branch Manager at Taj Vivanta Bangalore.

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma for any other University/ Institution.

Place: *Banglore*

Date: *28/5/18*

Umesh

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EXECUTIVE SUMMARY

Hotel business is a rudimentary piece of tourism. The allowance of tourism is well unescapable passing out improvement of the in business. In industry is so firmly connected with the tourism trade that it is in charge of from one place to another half of the outside trade getting from travel exchange and enterprises. The lodging industry lately government has found a way to support travel and tourism which have profited inn industry in India. Taj Hotels, Resorts and Palaces covers a more extensive market in the inn business than alternate luxury hotels in the race. They have a superior element shape than the rest: i.e. they have great management, room and offices offered by them to their clients. . This venture depends on optional material.

I have congregated the all data from auxiliary material like web, diaries, book etc. The goal of attractive up this examination is to make a Comprehensive Market Locating System for the hotels that can adjust their maps and procedures for a money related prosperity in online booking portals. The specialist wished to identify with the housing market division, redefinition of the inn governments and brand skills. At the background of such a helpful business environment 'Pre-practicality Report on Five-star Hotel Industry' endeavors to inspect such basic variables which will give bossy information sources in general to the potential speculators and assessment of business likelihood of such a project.

Chapter 1

Introduction About Topic

1.1 Introduction

The segment standards and applies of programming creation, the errand given course charge was to effectively grow completely useful programming to computerize the online inn room holdscheme at "asia pacific establishment of data knowledge"(apiitsdindia) which is set up with the goal of defeating the basic overall demand for talented planning and organization experts. Currently, apiit is a set up pioneer in the asia pacific district for giving the most perfectly awesome in building and organization instruction. Its vision is to treasure understudies through its within greatness which are administered by best practices in quality training.

Driving web application online lodging reservation framework let you associate with worldwide customers by giving them the one of a kind hunt and book usefulness. This online lodging reservation framework is intended for any inn, motel or travel sites. Clients and any movement specialists can type inquiries, hesitations and cross out a recent reservation on the housing reservation's site. Chairman can embrace or refresh the inn and the room figures favor/oppose another movement operator's record application and produce a month to month inhabitance rate report for every inn. This online application is outlined utilizing php and my sql database.

Topic: "A Study on customer perception towards online hotel booking portals" at Taj Vivanta, Bangalore".

1.2 INDUSTRY PROFILE

The errand consigned to the gathering is to make modernized programming aristocratic "online inn room hold system" is organization programming for levelseriatim and organization of imperial focal stop inn. The structure was produced using .net innovation for

claim dialect. This organization will help the lodging organization and the respected staff people to regulate and control the inn's usefulness and exchanges to understand its most outrageous potential notwithstanding its ability in the inn business field.

The two months gave by school empowered system expert perceive & portray the issue in the present manual structure at the inn. After an

Data congregation process from a few inns accomplished by labor-intensive and modernized systems, the structure investigator saw that the lodging without a doubt required an automated organization system. After a nearby examination of tests gathered in the midst of the issue definition orchestrate, the investigator start that all the hardware and programming essentials required for usage and support of the structure are promptly accessible market and efficiently moderate by the lodging.

Essential goal of the claim is to robotize the present structure which physically achieves the system to make the system faster. The system was painstakingly laid out to ensure most outrageous adequacy of the structure at the inn. The structure was skilfully and precisely roundabout to seal any conceivable escape clauses system.

• Records of discourse:

• The inn has rooms in the main, second and third floor.

• Rooms might customary/grand/group write & can be either single/twofold/triple.

• Group writes are twofold or three-layered inhabitance.

• Lodgings could conceivably be aerated and cooled.

• All special/suite composes are dependably aerated and cooled

No of rooms and reservation rates are demonstrated as follows:

TABLE 1: Rates per day (rs) and no of rooms in each floor

	Regular			Deluxe no.			Suite			
Non-ac single	100	75	-	-	-	-	-	-	-	-
Ac double	250	20	30	40	20	20	500	10	30	20
Non-ac double	175	30	10	-	-	-	-	-	-	-
Ac triple	350	10	15	05	10	10	700	03	05	07
Non-ac triple	275	10	05	-	-	-	-	-	-	-
Floor		G	S	G	F	S		G	F	S

Office for web based setting up for the web is to be given. Frame indicating the client subtle elements, room ask for, date of entry, term of stay, charge card points of interest and so forth must be filled and submitted, and the lodging administration ought to have the capacity to react quickly.

A part of building can be reserved seven days well forward of time with a boostsection. Forced booking by an association for its staffs is permitted. However, this requires a progress of half of assessed charge to be paid. The client can cross out whenever up to 5:00 pm, the day before entry. No cancelation charge applies, the propel sum is discounted, unless you cross out after this time, in which case the cancelation expense likeness one dark's stay, is charged.

Registration checkout time for the client2:00 pm. Is permitted to remain 1hr after the checkout time with no charge. After that (gave the room isn't reserved), he is accused of a tenancy of ½ a day

Reservation by telephone is to be given. For this situation likewise charge card subtle elements are to be given and the inn ought to have the capacity to affirm reservation promptly.

The client, he additionally does not personal the inn for crossing out of rooms, at that point his propel sum is relinquished.

On the off chance that the client needs to broaden his stay past 7 days, he needs to pay no less than half of his present sum adjust, at that point he is qualified for augmentation.

On the off chance that the client needs to lessen his stay, he have to illuminate the lodging staff 1day before the checkout time, generally his cash won't be discounted.

On the off chance that the client is loath to giving his Mastercard points of interest on the web he could download the reservation frame and send the finished shape through fax alongside charge card subtle elements.

Project planning & control:

An undertaking design is a model of the procedure venture group expects to take after to understand the task targets. Venture design can be seen as a kind of "agreement" between the undertaking colleagues different partners. It characterizes the procedure by which the targets will be accomplished, obligations in doing this procedure.

The task arranging and control have been utilized to give a chance to the client to work on dealing with an undertaking utilizing a particular venture organization device.

There are some vital viewpoints to be considered in venture arranging and control:-

The assignment engaged with venture arranging and control:

Programming quality affirmation design:

Quality affirmation is characterized as a system for accomplishing programming quality. It includes characterizing or choosing measures which is connected for the product improvement process or programming item. These gauges give a process might executed

Programming quality administration can be organized into three foremost exercises:

Quality affirmation: the foundation of a system of hierarchical strategies and gauges which prompt great programming.

Quality arranging: the choice of suitable strategies and measures from this system and the adjustment of these for a particular programming venture.

Quality control: the definition and execution of procedures which guarantee that the venture quality techniques and models are trailed by the product improvement group.

Documentation gauges:

Documentation gauges critical in a product venture since reports are the main substantial method for speaking to the product and programming process. They are utilized to deliver the archives and furthermore associated with report advancement. They are utilized to guarantee that a superb report must be delivered. Institutionalized archives a steady entrance, construction and quality &ought to be thusly simpler to peruse and get it.

Documentation guidelines are of three sorts which are as per the following:

Documentation process measures: characterizes procedure which ought to be taken after for the record generation. This standard is adaptable and ready to adapt to a wide range of records.

Record measures: this procedure represents the structure and introduction of reports. The documentation gave along this hms conveys a reliable style and predictable appearance all through.

Report trade gauges: this standard guarantees that every single electronic duplicate of records are exceptionally easy to use. This enables the records of hms to be effectively exchanged by electronic means and re-made their unique shape.

Programming gauges:

The term programming gauges is here and there saved for conditions containing dialect particular level investigating offices as a part of its more extensive sense to allude to the majority of the equipment and programming in nature utilized by the software engineer. All programming can in this way be legitimately portrayed as occurring in a programming situation. Programming norms may differ impressively in many-sided quality.

Undertaking administration

Undertaking administration incorporates building up a venture design, which incorporates characterizing venture objectives and destinations, indicating assignments or how objectives will be accomplished, what assets are require, and partner spending plans and courses of events for fruition.

TABLE 2: Types of plan

Plan	Description
Quality plan	Describes about the quality of the system
Validation plan	Refers to the validation and verification of the System as per standards
Configuration management plan	The system can be configured in case of any Damage
Maintenance plan	The system's consistency is to be maintained
Staff development plan	Divides the tasks equally among the members of

1.3 COMPANY PROFILE

Indian lodgings party constrained (ihcl),branded as taj inns majestichomes resorts safaris,[4] is a global chain of inns and resorts headquartered at express towers, nariman point in mumbai. Fused by the originator of the farewell gathering, jamsetji farewell, in the year l9o3, the organization is a segment of the farewell gathering, one of india's biggest business aggregates. The taj assemble utilized over l3ooo individuals in the year 2olo.

Starting at 2ol7, the gathering works a sum of 99 housings and inn resorts, out of which 83 crosswise over india and l6 in bhutan, malaysia, maldives, nepal, south africa, srilanka, uae, uk, usa and zambia

Our organization

Taj inns resorts and royal residences is perceived the world over for conveying an exceptional kind of friendliness that offers world-class refinement while remaining profoundly established in its indian inheritance. For over a century, taj has united the novel brilliance and conventions from crosswise over india in an undertaking that features honest to goodness indian neighborliness. This draws on the valued conventions fundamental to the indian homecoming, from the restoring effortlessness of the appreciated toast the watchful movement of the dinner advantage. Story of india – from maharaja to present day. With 98 lodgings in 62 areas crosswise over india, taj offers guests the refined extravagance of inheritance joined with easily powerful organization and nearby inclination to make a minute to review.

History :

Jamsetjinusserwanji farewell, organizer of the farewell gathering, opened the taj mahal royal residence, an inn in mumbai (once in the past called bombay) neglecting the center eastern sea, on 16 december 19o3. It was the vital taj property and the fundamental taj inn. There are a few episodic stories concerning why farewell opened the taj inn. As indicated by a story he opened the lodging after a scene including racial separation at the watson's inn in mumbai, where he was denied segment as the inn permitted just europeans. Inns which recognized just european guests were extraordinarily basic crosswise over englishindia at that point.

The taj mahal royal residence in mumbai is the primary lodging of taj, opened in the year 19o3

In 1974, the gathering opened india's first global five star grand shoreline resort, the stronghold aguada shoreline resort in goa. In 197os, the taj aggregate likewise began its business in metropolitan inns, opening the five-star fancy inn, tajcoromandel in chennai, in 1974, getting an esteem interest and working contract for the taj president (now vivanta by taj - president), a business inn in mumbai, in 1977, and furthermore opening the taj mahal inn in delhi in 1978.

The gathering has been changing over regal castles in india into lavish inns since the 197os. The essential royal residence to be changed over into a taj lavish inn was the lake castle in udaipur, in 1971. Different illustrations incorporate the rambagh castle in jaipur, umaidbhawan royal residence in jodhpur, falaknuma royal residence in hyderabad and nadesar royal residence in varanasi.

A segment of the umaidbhawanpalacein jodhpur is a taj lavish lodging and it is a piece of the main inns of the world

In l98o, the taj assemble opened its first inn outside india, the tajsheba lodging in sana'a, in yemen and in the late l98os, got interests in the st. James' court lodging (now containing taj 5l buckinghamentryway suites and living courses of action and st. James' court, a taj inn) in london. In l984, the taj gather got, under a permit seeing, each of the taj west end in bangalore, tajconnemara (now vivanta by taj - connemara) in chennai and savoy inn in ooty. With the opening of the taj west end in bangalore, the taj amass made its raid into bangalore. The five star grand lodging, tajbengal in kolkata, was opened in the year l989, and with this the taj gather transformed into the main inn network in india with a proximity in the six noteworthy metropolitan urban groups of india, specifically mumbai, delhi, kolkata, bangalore, hyderabad and chennai.

Ten lodgings of the taj bunch are individuals from the main inns of the world.

Two lodgings of the taj gathering, specifically rambagh royal residence in jaipur and the taj mahal royal residence in mumbai, were situated in 2ol3 by condènast explorer among the best loo inns and resorts in the world.[14] in late 2ol3, the indian voyager magazine situated taj lake

Royal residence in udaipur and taj exotica resort and spa in maldives on positions 34 and 98, individually, in the rundown of loo best lodgings and resorts. Condènast voyager likewise situated the taj mahal royal residence in mumbai on number l3 in the rundown of best quality level lodgings, in 2ol4.

Hospitality brands

Taj/taj extravagance - the extravagance lead stamp is the past assignment of the taj inns resorts and royal residences. These inns cover business goals, points of interest, royal residences, resorts and woods goals. A large percentage of taj's most experienced and most renowned inns have been held under brand.

•   Taj extravagance living courses of action (non-inn properties)

- Taj exotica - the resort and spa sign of taj inns.

Taj trips - the natural life stops amidst the indian national parks and national parks go under this brand mark. The brand has displayed on the idea of maintainable eco-tourism.

The entry inns and resorts - entryway is a mid-grandstand check, situated underneath the vivanta. It contains properties in business and get-away goals like vivanta does. The gateway inn check was made by taj in its prior promote division exertion and has been held and reached out in the present influx of stamp division.

Different undertakings Association of inner organization, aurangabad - ihcl has been working the establishment of inn organization at Aurangabad since l993. The establishment offers a four-

Year degree, arranged with the assistance of workforce from the friendliness foundation with an association to the school of hudders field in the bound together kingdom.

Jiva spa - it is the spa sign of the ihcl gathering and comprises of the spas at a few lodgings of the ihcl gathering.

Taj air - ihcl works taj air, an air contract organization.

Taj sats - tajsats air giving sustenance ltd is the biggest aircraft cooking organization in south asia, as a joint meander of ihcl with sats.

Taj yachts - the ihcl bunch likewise works taj yachts and has two three room extravagance yachts.

Outline

Perceived as worldwide pioneers, taj lodgings resorts and royal residences, has fashioned repaying associations with assistants, at every one of our 98 inns over the world. Be it singular proprietors or institutional engineers, with our associates, we have made famous lodgings and conveyed an incentive to them.

Respects

Trek consultant

Umaidbhawan royal residence, jodhpur named best lodging on the planet, in asia and in india at the outing consultant explorers' decision respects 2ol6

Coned nast explorer

Conde nast explorer us' yearly gold rundown features tajfalaknuma royal residence, hyderabad; taj lake castle, udaipur; the taj mahal royal residence, mumbai; umaidbhawan royal residence, jodhpur in the india list and tajtashi, bhutan – the main section in the bhutan list

Excursion guide

Taj falaknuma castle, hyderabad conceded number one position in the best royal residence inns on the planet classification by trip counsel 2ol5

Vivanta by tajbekal, kerala is featured in the conde nast voyager, uk hot rundown 2ol2 – it has been incorporated as one of the "6o best new inns" on the planet.

1.3.1 Promotors

Societies/Company/partnership firm/Proprietorship firm/Development Authority/Trust agents

1.3.2. VISION & MISSION

VISION:

Grasp Talent and tackle Expertise to use principles of Excellence in the Art of Hospitality to Grow our International nearness, Increase household Dominance and Create Value for all partners

The Taj Group of Hotels submits itself to the general change of the natural condition, which we are each of the a piece of. We perceive that we are not proprietors but rather overseers of the Planet and owe it to our kids and future ages of mankind. It is our undertaking to moderate

and secure as well as to reestablish and recover the earth in which we live and operate.Our responsibility includes all activities identified with our items, administrations, partners, accomplices, merchants and communities.We will accomplice and draw in with our condition through EARTH: Environmental Awareness and Renewal at Taj Hotels. For us EARTH isn't a program, nor a procedure; it is a lifestyle.

MISSION:

To reliably convey high esteem benefit contributions prompting solid brand value for Taj and firm business connections. To make a situation of trust among our customers and Taj gather workers and empower a nature of inventive, creative, innovatively progressed, out-of-the-crate considering. Unshakeable Core Values of Transparency, Integrity, Responsibility and Respect and Concern for Others; are the bedrock of how we direct our business!

1.3.3. PRODUCT AND SERVICE

1 Rooms : The rooms frame the real piece of Taj's item. These are intended to make the best stay encounters for the visitors. Offices, for example, wellbeing club and Spa, Butler service,concierge, business focus, clothing administration, eatery and travel benefits additionally improves the visitor encounter. Taj's extravagance overhauled lofts, the main such item in south Mumbai , and the natural life holds up in Bandhavgarh and pench speaks to the spearheading spirirt of Taj.

2 Eateries : Taj has been a trailblazer in presenting new and creative culinary ideas, taking the feasting background to another level. The Gourmet eatery and rich bars are intended to make an exceptional mood for our visitors. A few of our eateries have prevailed upon grants the years.

3 Banqueting and Conferences: Most Taj properties have broad and very much named indoor and outside dinner/meeting offices. These are suited to an assortment of capacities, for example, classes, meetings, workshops, exceptional scenes for dispatches of items, social and social occasions. Every one of these items and administrations are adjusted to the brand norms of individual vital specialty unit.

1.3.4. AREAS OF OPERATION

Taj Hotels Resorts and Palaces is assembled into Luxury Domestic, Luxury International, Leisure and Business classes to give consistency over the diverse inns and institutionalized items and administrations. "I do trust that we in the (Tata) Group have held a view and held a feeling of reason that our organizations are not in presence just to maintain our business and to make benefit and that we are dependable and great corporate nationals well beyond our typical activities. That is to say, that we have an influence in the group and we bear group duty as a major aspect of social obligation of our country.

1.3.5. INFRASTRUCTURE FACILITIES

Taj Luxury Hotels (Domestic and International)

Taj Luxury Hotels catch the pith of the Taj encounter and are synonymous with sumptuous facilities and unrivaled administration. With vantage areas in each city, every inn offers sumptuously delegated suites and rooms, gourmet claim to fame eateries and bars, cutting edge business offices, current wellness focuses, reviving sanatoriums, and very ample prepared dinner and assembly offices.

Taj Leisure Hotels

Taj Leisure Hotels incorporate charming shoreline resorts, honest to goodness royal residences, turn-of-the-century cultivate withdraws, and memorable and explorer focuses. Exhibiting the best of each goal, Taj Leisure Hotels are loaded with enterprise, sentiment, solace, and style.

Taj Business inns

Situated in the core of India's key business urban communities and towns, Taj Business Hotels give present day accommodations and extensive solace for both relaxation and business explorers alike. Dynamic and dynamic, they hold the glow and soul of India while offering multi-food eateries and contemporary business offices.

Infrastructure
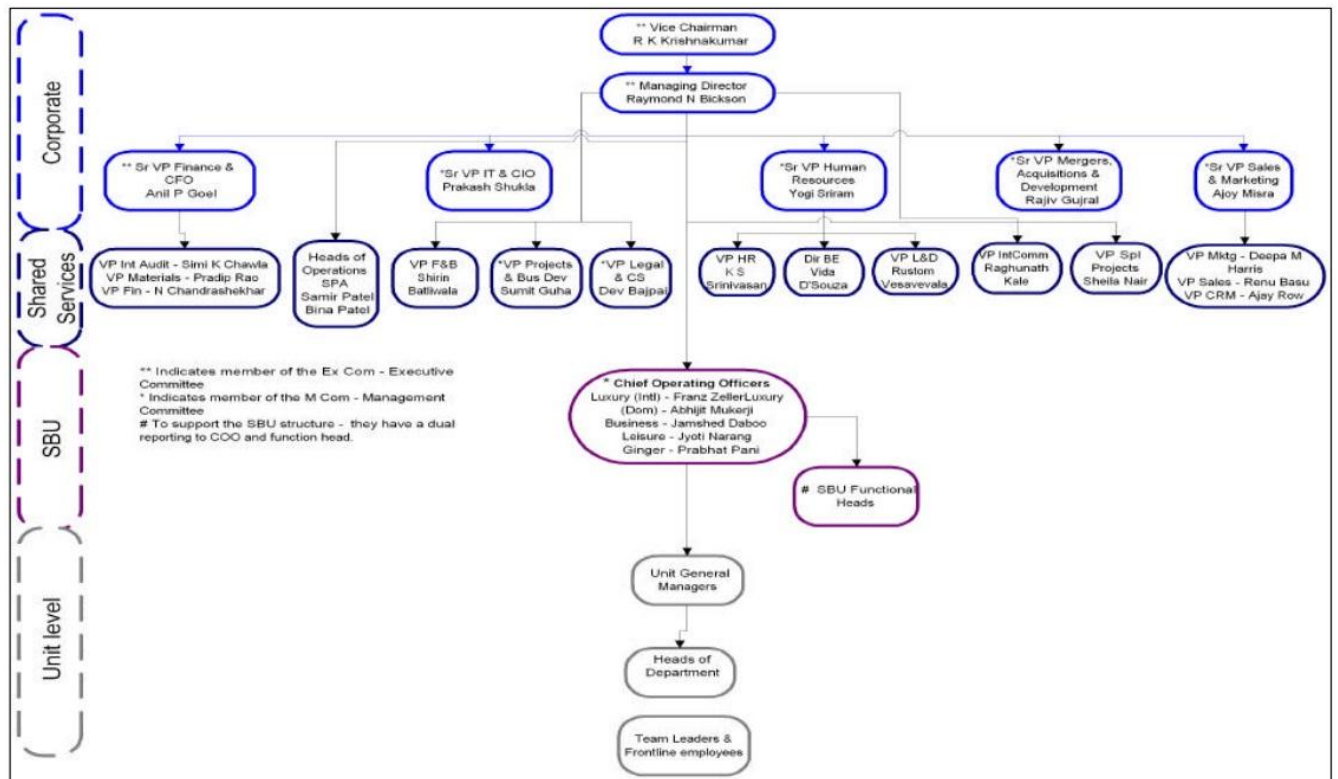
1.4. COMPETITORS' INFORMATION

A Tata association should finally make evolution toward the underpinning and support of an aggressive, open market low-cost in India and overseas, and might join forces in endeavors to advance the vibrant and prudent evolution of argument and gamble by a nation. In particular, a Tata organization might not take part in exercises that create or bolster the development of imposing business models, awesome business sector spots, cartels and analogous uncalled for exchange hones. A Tata organization should advertise its items and administrations all alone merits and might not put forth out of line and send off course expressions about contenders' items and administrations. Any jamboree of aggressive data should be made just in the typical

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course of occupational and might be gotten just completelawfully allowed sources and means.

Coordinate Competitors:

1. Oberoi Hotels

2. Oriental Hotels

3. ITC Welcome group

4. Lodging Leela and so forth.

Potential Target advertise: The high civilisation of the universal public is intensive on. i.e. the wealthier individuals in the general public. Their tolls or duties are high as the extravagances gave by them are likewise typical and 5-star. In this manner, this is in setting to the Indian kindling of Taj Hotels

1.5. SWOT ANALYSIS

STRENGTH

1. The gather has tremendous power and qualities, which makes it the best and aggressive
2. It comprises of 57 properties in 40 areas crosswise over India and 18 global inns.
3. Its up-to-date assortment of inns like; Taj exotica, Taj safari, The entryway lodgings, Ginger inns, Jivas spa and so on.
4. Its powerful and proficient administration procedures and staff.
5. Its mark name.

WEEKNESS

1. Taj inns being such a major brand, has a ton of points of interest however every enormous organization faces some chances thus does Taj. A portion of its shortcoming;

2. Its difficult to keep up such a colossal chain of auxiliaries and there are more odds of incidents in administration.

3. Its immense rivals like Oberoi, Leela, Oriental, ITC and so forth are additionally giving same offices and hence it turns into a soft spot for Taj lodgings.

4. Its exorbitant for the Indians to bear the cost of the duties and administration charges set by Taj inns. In this manner, they free a noteworthy piece of their piece of the overall industry.

5. They require a considerable measure of speculation.

OPPORTUNITY

1. The Group is adjusted purposely to abuse the going with situation:

2. In the view of a strong economy having its positive aftermaths on the Tourism

3. Division inciting quick advancement in business segments in India, South Asia and key gateway urban groups in source-publicize objectives.

4. Fast augmentation in both International and Domestic objectives, with top notch Luxury, Leisure and Business properties.

5. Taking consideration of creating request in the money related arrangement and mid-exhibit parcels.

6. Expanding the thing portfolio into related commitments viz. indulgence living plans, untamed life lodgings and prosperity spas.

THREATS

1. The perils recognized by the Group are associated on a very basic level to the business areas in which the Group works and general factors related to the tourism business. Significant among these are:

2. Cheaper worldwide airfares, extending sensibility of development to International objectives, especially South East Asia, Europe and Australia.

3. Growing closeness of worldwide neighborliness chains fighting in the Luxury and Business divides, to deal with excess request situation.

4. Appreciating Indian Rupee inverse the US Dollar, achieving lower affirmation on remote exchange benefit.

5.   Slowdown of worldwide demand achieving diminishment of salaries.

1.6.   FUTURE GROWTH AND PROSPECTS

1. Urban Sanctuaries - Luxury Weekends from the Taj

2. City Escapes

3. Island Escapes

4. Rejuvenate with Jiva

5. Christmas and New Year breaks

Some more advancements in advance are:

- TAJ opens its fifth lodging in Bangalore

- Taj Coromandel presents 'ANISE'

- 'No Room for the Ordinary' promoting effort

- Taj Residency Bangalore discloses 'Jiva' Spa

- 'Heritage and Nature Walk' At The Taj West End, Bangalore

- Bhairo',The Stunning New Rooftop Restaurant At Taj Lake Palace, Udaipur

- Intoxicating Bhutanese Bath' At Taj Tashi, Thimphu, Bhutan

- Two More Taj Safari Lodges Will Open In 2009

Methodology:

- Taj gather has used the Taj name for each one of its exercises to utilize the brand esteem coordinated by the name Taj.

- Taj check is expecting an extending some portion of driving wages

- Taj collect intends to incorporate around 12 Hotels in the accompanying 3 years .

- Taj urges the augmentation to other segment by endorsing the sub-brands with their people's picture names.

CREATIVE MARKETING SERVICES:

"Remain A BIT LONGER"- If a client book 2 evenings or 3 with Taj lodgings, at that point they shock to client with a complimentary night's stay at select inns.

"Prompt riser OFFER"- Say at any of Taj properties extending from current business inns to charming shoreline resorts to credible Rajput castles, 10 days ahead of time and profit the Early Bird Rate to appreciate investment funds of 20% over our Best Available Rate (BAR).

"SUITE SURPRISES" - Book between 1-4 evenings in Taj Suites and appreciate a free night's remain. Extravagance at the Taj isn't just about liberalities, yet points of interest. Book 1, 2, 3 or 4 evenings in our grand Suites, including immaculate insides and exemplary style, and appreciate a complimentary night's remain.

TAJ SAFARIS are natural life holds up that enable voyagers to encounter the unparalleled excellence of the Indian wilderness in the midst of lavish environment. They offer India's first and final natural life extravagance stop circuit. Taj Safaris furnish visitors with a definitive, interpretive, natural life encounter in view of a demonstrated supportable ecotourism show.

TAJ AIR, an extravagance private stream task with best in class Falcon 2000 flying machines outlined by Dassault Aviation, France; and Taj Yachts, two 3-room extravagance yachts which can be utilized by visitors in Mumbai and Kochi, in Kerala.

"BUSINESS EDGE" - At the Taj, business isn't simply offbeat, however profitable. Close by the quintessential combination of business and joy, you will likewise appreciate mind blowing reserve funds and advantages on our customary cordiality and extraordinary administration that are certain to abandon you wonderfully astounded.

Breakfast for two (single/twofold same rate)

Lodging Credit of Rs 2000/ - per remain against F&B, clothing, or spa (where spa administrations are accessible)

KEY SUCCESS FACTORS

- • Technology related:- Used of propel innovation in inn premises.
- • Manufacturing-related: - High usage of settled resources.
- • Quality control know-how.
- • Serving client as indicated by their determination.
- • Distribution-related: - Presence of inn network at different spots.

- A solid system.
- Marketing related: - Breadth of product offering and item determination.
- Personalized client administrations.
- A understood and very much regarded mark name.

Monetary features

The Directors thus exhibit the Forty Sixth Annual Report of the Company together with the Financial Statement (Audited Statements of Account) for the year finished 31st March, 2017.

1.7. FINANCIAL STATEMENT

TABLE 5: OPERATING AND FINANCIAL RESULTS(Rs in lakhs)

PARTICULARS	2016-17	2016-17
I)	**5113.62**	5122.88
Gross Proft for the year	**1538.19**	1582.40
Less: Depreciation	**464.85**	266.45
Less: Interest	**-**	-
Proft before tax	**1073.34**	1315.95
Less: Provision for Tax		
- Current Tax	**491.77**	199.33
- Deferred Tax	**(100.12)**	268.74
Profts after Taxes	**681.69**	847.88
Add: Other Comprehensive Income (Net of Taxes)	**(16.61)**	(4.34)
Total Comprehensive Income	**665.08**	843.54
Add: Balance brought forward from previous year	**3466.03**	2935.41
Balance available for appropriations	**4131.11**	3778.95
Less: Dividend Paid	**260.00**	260.00

Less: Tax on Dividend	**52.93**	52.93
Less: Amount transferred to General Reserve	**-**	-
Balance Carried forward	**3818.17**	3466.03

Chapter 2

THEORITICAL BACKGROUND OF THE STUDY.

2.1 Statement of problem

Data Search and Acquisition Every individual plays out some data look before a buy. Indeed, even hasty purchases require the shopper to inside review something about the past experience or convictions of an item that help them in making the buy. Shoppers obtain data as a method for lessening the hazard in case of vulnerability in regards to the result of an activity. An entire data inquiry will significantly diminish the shopper's distinction amongst outside and inside data (Locander and Herrmann 1979). By diminishing the hazard, the buyer will by and large increment their fulfillment, which is the essential objective of each customer.

Preceding the buy point, the purchasers continue with a customer data look. Engel, Blackwell, and Miniard (1995) characterized this hunt as: "the persuaded enactment of learning put away in memory or obtaining of data from the earth." More effectively comprehended, a buyer data look is the sure strides in finding the data expected to settle on an informed decision before the last buy point. Before the data look, an individual must procure this data. Data obtaining should be possible inside the individual or require outer wellsprings of data. In any case, there are vital factors that will factor into a person's buy preparing steps (Assael, 1984).

Vogt and Fesenmaier (1998) took Assael's (1984) demonstrate and adjusted it into figure 1. This model speaks to the means that the shopper takes in settling on each buy choice

This paper will investigate the ecological and advertising input factors in organize one to clarify the components on why visitors pick the particular eatery they pick. In any case, the greater part of this paper will center around organize two, the data securing. I have picked Bloch, Sherrell and Ridgway's (1986) model to better clarify the data securing stage. They have separated the data obtaining further into three hypothetical methodologies: the data preparing, mental/motivational, and financial methodologies. The data preparing approach is done inside the self that assembles all earlier information on a buy the self has put away in their memory. On the off chance that the individual believes that they require more data they will look remotely from themselves in light of the mental/motivational or monetary approach.

The mental/motivational approach takes a gander at the reasons why the individual is hunting down more data. What outside elements are spurring this person to look? The monetary approach examines the cost/advantage of hunting down data outside of the person.

For associations that want to get their name out into the market, time spent is particularly basic to get it. Whatever degree will a client take to better grasp contenders and what are the trading costs related with the decision? Exactly when an association markets themselves, where might they want to be for the buyer to see? Time is regarded differently for every person. The web has finished a great in decreasing costs for the purchaser since it requires less speculation to find information on purchases. For associations, the web has extended the restriction, empowering tinier contenders to accomplish new customers at significantly less cost (Ratchford 2001). Online reservation systems have outfitted the customer with a strategy for chasing down diners at any rate you can consider doing. Besides, capable reviews, individual overviews, and assessments are inside and out given at one source. Online reservation structures give more vitality to the buyer in less time

Online versus Disconnected Communication in Service Consumption

Dijk, Minocha, and Laing (2006) investigated why purchasers use multi channels while purchasing things or organizations. Likewise, the examination also exhibits the cases with customers in this methodology. Finding what drives a client to use one channel over another is growing progressively basic (Black, Lockett, Ennew, Winklhofer, and McKechnie, 2002). Dijk et al. (2006) examine looked from start to finish in the usage strategy: information look for, considering, decision, purchase, and sometimes clamor (Assael, 1995). The individuals saw influencing components included: comfort, saw peril, prior conditions, exceptional necessities, and trade costs (Dijk et al., 2006). Various individuals agreed that they liked to use the web as a channel of gaining information, however various disengaged correspondences were used. For some odd reason, out of the 143 travel stories recorded, 90 used multi channels for their development courses of action.

Only 4 of the development stories excluded the web as a channel. In any case, various individuals inspected how they used the web as a wide look and for more moderate plans, yet when it came down to the genuine purchase the buyers acquired the organization through a

substitute channel. The web has transformed into a certainly basic way to deal with accomplish customers and for those customers who wish to get information as for entertainment voyaging; in any case, associations must have trade techniques for being available for the buyers. The restaurant business can be discussed a comparative way. Online correspondence is an amazing strategy to get a restaurant's name out into the market; nevertheless, there ought to be distinctive strategies for contact to be in the potential guests thought set.

Six Factors Affecting Internet Reservations

Kim and Kim (2004) drove an examination to find if online appointments for a hotel were affected by purchaser's economics. Their examination assumed that no measurement information was enormous with online purchasers and detached purchasers. However those that used the web for reservations contemplated that six components impact why they continue utilizing the web for booking reservations:

1. Accommodation,

2. Simplicity of data look,

3. Exchange (simplicity of understanding strategies and putting orders),

 4. Data believability

5. Cost and

6. Wellbeing

 (simplicity of wiping out and security of delicate data (Kim and Kim 2004). Those that booked reservations disconnected presumed that comfort, cost and security were the huge components influencing their choice to book a reservation by means of another disconnected technique.

Overseeing lodging administration is extremely perplexing, subsequently it includes occupation of managing clients straightforwardly, buys made by clients and room reservation. The manual lodging administration is subdivided into area with each segment having

particular undertakings. These undertakings will however every once in a while collaborate operationally to accomplish hierarchical destinations. The method of association comprises of all attributes of a run of the mill manual framework i.e. correspondence through verbal means, archives and so on. This now prompts computerization of inn administration.

The proposed savvy lodging administration (IHM) framework is free from countless staffs that gives those offices and less customs. In mal-populated nations lack of labor is expanding step by step. In this way, they need to import labor from different nations. In this condition the IHM can be a perpetual arrangement. Also, it has sufficient security

2.2. LITERATURE REVIEW

1. **Paul S. Goldner (2006)**: Had conducted a research study on theCustomer attitudes to waiting times in the hotel and restaurant industry based onMaister's "Psychology of Waiting Lines". The study was conducted with a sample of100 customers – show that customer behaviour is affected by the length of time theyHave to wait. The study compares customer attitudes and the firm's ability to deliver;Explains specific examples of developments in service systems design and delivery in. Both hotels and restaurants.

2. **Grigoroudis, E and Siskos, Y (2009)** provide definition for 'customer' upon
two approaches: With reference to loyalty, "A customder is the person that assesses the quality of the offered products and services" and on process-oriented approach, "the customer is the person or group that receives the work output"

3. **Peter Jones and Andrew Lockwood (2002)**: According to Dictionary of American History provide a simple definition for hotel as, "an operation that provides accommodation and ancillary services to people away from home." Hotel industry is a large and highly diverse industry that includes a wide range of property styles, uses and qualities."The primary purpose of hotels is to provide travelers with shelter, food, refreshment, and similar services and goods, offering on a commercial basis things that are customarily furnished within households but unavailable to people on a journey away from home".

4. **O'Fallon and Rutherford (2010):** "Hotel Management and Operations" define "hospitality is the cordial and generous reception and entertainment of guests or strangers, either socially or commercially"

5. **The study by Alex M. Susskind (2002):** examines how the nature of service failure together with the restaurant's service-recovery effort influences customers'intentions to return to the restaurant and their subsequent word-of-mouth communication regarding the incident and the restaurant. The study shows how word-of-mouth communication materializes from service experiences. The author argues that the consumers evaluate the components of service viz. food, service, and ambience rather than as a total picture, and the customers form an opinion for each item individually.

6. **According to Mohsin et al (2005):** Today's hotel guests expect quality service, product, atmosphere, entertainment, value for money, require high quality experience from their stay in hotel. The authors discuss the significance of service quality andcustomer satisfaction, and undertake a service quality assessment of hotels in Darwin n the Northern Territory of Australia as perceived by their customers. The authorsfurther analyses and discuss the response of 149 respondents about their expectations from a stay in 4-star hotels.

7. **Laurette Dubé and Leo M Renganathan (2000)41** sums up that to develop loyal guests, managers must give guests value during their hotel stay by giving outstanding service. The authors identified particularly positive aspects of the hotel stay noticed by the guests as visible sources of customer value, and discussed these in relation to the business strategies stated in the manager's interviews as the primary reasons for their success. The study focuses on specifically identifying those hotel attributes that drive value in lodging purchases.

8. **John W. O'Neill and Qu Xiao (2006)50,** based on the notion that a hotel's brand contributes significantly to its market value analysed the various factors and implications. The study examines the relationship between the market value and the brand effect from the investor-owner perspective. The study used Analysis Covariance (ANCOVA) to examine the effect. The authors opine that this was the first study to empirically examine the relationship between specific hotel brands and

market values. The findings show that brand affiliations contribute significantly to the variances of hotel values.

9. **According to Pei Mey Lau et al (2005):** Hotel customers' perceptions of service quality provided by the hotel industry were lower than their expectations and there exists a significant gap between customers' expectations and perceptions. The survey was conducted in the Malaysian hotel industry with four-star or five-star ratings among the travellers who stayed at the five selected luxury hotels in the Klang Valley, Malaysia.

10. **Roya Ranimi (2007)**66 presented a thesis on the feasibility study of Customer Relationship Management (CRM) application in hotel industry. The research study was conducted on the context that with increased globalization, competition, higher customer turnover, growing customer acquisition costs and rising customer expectations in today's competitive word, CRM is very important for companies.

11. **Peter Jones and Michael Dent (1994):** Had conducted a research study on the customer attitudes to waiting times in the hotel and restaurant industry based on Maister's "Psychology of Waiting Lines". The study was conducted with a sample of 100 customers – show that customer behaviour is affected by the length of time they have to wait. The study compares customer attitudes and the firm's ability to deliver; explains specific examples of developments in service systems design and delivery in both hotels and restaurants.

12. **Wenjing Shang and Neal H. Hooker (2006):** In their working paper use survey data to determine consumer preferences among a set of four alternative food labels which report such plant level performance scores. The authors study the product label reports of food producers' hygiene performance and explore consumer preferences for the 'right' amount of information and how to present this information.

13. **KarnikeyaBudhwar (2004):** Conducted the research to evaluate the crucial factors that would impact the restaurant's success or failure; to identify the gaps

between management's and the customers' perceptions; and to analyse choice of cuisines – mainly attributed to commercial customers and their behaviour. The study covered 48 restaurants. The study observes hygiene and sanitation, location, access, parking and visibility, music, supplier's quality consistency, food cost, design and décor as important variables that impact the success of a restaurant.

14. **According to Hung (1977),** "…. satisfaction is a kind of stepping away from an experience and evaluating it … One could have a pleasurable experience that caused dissatisfaction because even though it was pleasurable, it wasn't as pleasurable as it was supposed to be. So, satisfaction / dissatisfaction isn't an emotion, it's the evaluation of the emotion".

15. **The paper by Reginald M. Peyton et al (2003):** Presents a review of literature prior to the 1990s related to the areas of consumer satisfaction / dissatisfaction (CS/D). It addresses both the theoretical and measurement-related issues involved in these areas of study

16. **Stephen Ball et al (2007)**[75] present a detailed historical development of the Indian hotel sector. The authors claim that the Indian hotel sector is in a period of rapid growth and change because of the rapid expansion of business activities, which is the result of the fast-growing Indian economy? The book illustrates that there were about 15,000 tourist-arrivals in India in the 1950s, followed by a boom in 1986 with an inflow of about one million tourists.

17. **Nelson Tsang and Hailin Qu (2000)**[72] analyses the perceptions of service quality in China's hotel industry from the perspective of both international tourists and hotel managers. The sample contained 90 hotel managers and 270 international tourists, stayed at various hotels in Beijing, Shanghai, and Guangzhou.

18. **Jay Kandampully and DwiSuhartanto (2000)**[42] conducted a research study on the customer loyalty in the hotel industry. The objective is to identify factors of

image and customer satisfaction, which are positively related to customer loyalty in the hotel industry. The research helps extend the understanding the relationship between customer loyalty, customer satisfaction, and image.

19.   **Gabbie et al (1996):** Have conducted a study to investigate the relationship between quality service and customer expectations in the Northern Ireland hotel industry. The study was conducted in two hotels in Northern Ireland using the SERVQUAL. More specifically the paper tries to identify the service gaps. Two hotels with different management were selected for the research study. Questions for data collection was based on the service quality gap model.

20.   **Thanika Devi Juwaheer and Darren Lee Ross (2003):** Carried out a study with the objectives that "to assess the customers' expectations and perceptions of quality in hotels of Mauritius and to identify the gap (if any) between those expectations and perceptions and to identify and compare the perceptions of hotel managers who are responsible for managing quality and the customers in these hotels who experience and judge it".

Chapter 3

Research Design

3.1. Statement of the problem

Potential guests can hold no less than one spaces for a predefined period using the telephone. These reservations are managed by the booking collaborators. The potential guest requests the sort of the room, arrival date, term (or flight date). An output is made for the availability of spaces for the dates required. If compelling, the customer is instructed the inconspicuous components and the cost. We will take the assurance criteria from customer and demonstrate the hotels list for customer basing on the criteria. Customer can book the room if there is openness of the rooms in that particular cabin. There are three particular sorts of customer parts for the application they are director, motel administrator and standard customer. Following are the exercises obliged each customer.

3.2. Need for the study

There are a couple of motivations to mastermind new PC based cabin association framework: the proposed structure will clear the wild undertaking of customers and specialist for searching for and booking rooms in hotel. The framework will help the real staff i.e. specialist of the motel to keep the consistently and the history record purposes of enthusiasm of the customers in proper database. Will make suitable reports for customers at the period of selection. Every fledgling client can without a lot of an extend organize with the framework. The hms will allow remote get hotel database only for customer after the endorsement frameworks. The customer could look, book rooms and give input.

3.3 Objectives of the study

- To investigate the customers perception towards online hotel booking service quality.
- To identify the factors on that make customers website satisfied.
- To understand the satisfaction level of customers on online booking.
- To suggest feasible changes to implement online traffic in the website
- To provide customer information to management which can be access any time

3.4. Scope of the study

This investigation chiefly centered around giving retailing business application utilizing automated framework that empowers organizations to track administrations and means to give precise and dependable process on each exchange particularly in a lodging reservation. This investigation investigated a superior effect of utilizing innovation today on how it influences our every day lives particularly to be the client. With this examinations it can push our recipients to know the distinctions of utilizing manual framework to an electronic age today, organize is to demonstrate and to give them the correct data.

3.5 Research Methodology:

Descriptive research is utilized as a part of this investigation. This exploration configuration just portrays the exact depiction of clients who are the items. The graphic investigation is commonly, worried about deciding the recurrence with which something happens.

Sampling design:

The strategy for examining utilized was irregular testing. Arbitrary testing from a limited populace alludes to that technique for test choice which is given every conceivable example blend an equivalent likelihood of being gotten and everything in the whole thing in the whole populace to have break even with shot of being incorporated into the example.

Sampling size

The testing unit is the fundamental unit containing the components of the objective and populace. In the examination, the individual representatives are the individuals who work in Nextru. The example has taken from the investigation in 100.

Data Collection Method: Data accumulation is a demonstration of gathering significant and satisfactory information required for the exploration from test estimate. For the most part, two techniques are utilized for information gathering, they are

Primary Data: The essential information is those which are gathered out of the blue. For the investigation, organized survey through direct individual meeting strategy was utilized to gather information from clients.

Secondary data: Secondary information is the informationcan be gathered from existing sources.

Eg: Journals, Magazines and Articles

The significant wellsprings of supporting information of organization site through web.

Articles.

Research provide details regarding a similar theme.

Association profile and yearly reports.

3.6 Hypothesis

H0: There is no significant relationship betweencustomers satisfied and the online booking portal

H1: There is a significant relationship between customers satisfied and the online booking portal

Statistical test: Data collected will be presented in tabulated form and analysis will be carried out using various research tools is Correlation view to find out whether the result of research study is signification or not.

3.7 Limitation of the study:

1. Because of the limited time period, an in-depth study not possible.

2. Few of the employees are not willing to provide the data.

3. This study conducted on study purpose only.

4. This study is limited only to this company.

5. The data may not be true, because of personnel bias.

3.8 Chapter scheme

Chapter 1: Introduction

This chapter includes Introduction about topic, details about industrial profile and company profile.

Chapter 2: Conceptual background and literature review

In this chapter includes theoretical of background about topic and literature review with research gap.

Chapter 3: Research design

This chapter deals with the concepts of research design such as title of the study, statement of problem, objective of study, scope of the study, research methodology, hypothesis and limitations of the study

Chapter 4: Data analysis and interpretation

This chapter includes tabulation, analysis and interpretation of the data collected presented in graphical form.

Chapter 5: Summary of findings, conclusion and suggestions. This chapter concludes the project report. It comprises of the findings and conclusions, justification of the objectives of the study and various recommendations and suggestions that can be made.

Chapter 4

Data Analysis and Interpretation

Table 4.1 Table showing the frequency of people booking hotels online.

Sl.No	Response	Frequency	Percentage
1.	0-5 times	15	15%
2.	6-10 times	80	80%
3.	11-15 times	5	5%
4.	More than 15 times	0	0%
	Total	100	100%

Analysis :

The above chart shows how frequently people visit taj hotel portals to book rooms. 80% of the people visit the hotel portals up to 6-10 times a year, 15% of the people visit up to 0-5 times a year, and 5% of people visit up to 11-15 times a year.

Graph 4.1 Graph showing the frequency of people booking hotels online.
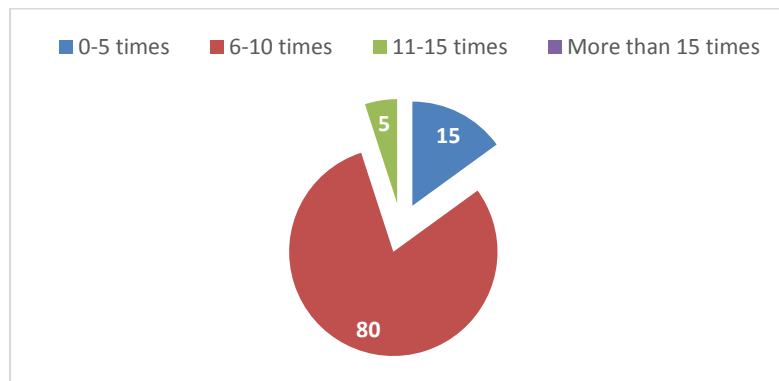
Interpretation

Most of customers visit the Taj hotel portal on an average of 6-10 times per year, because the business people has to travel frequently to the same place and they prefer to book it online.

Table 4.2 Table showing which of these devices do you use the most for online booking.

Sl. No.	Response	Frequency	Percentage
1.	Mobile	55	55%
2.	Laptop	5	5%
3.	I-Pad	40	40%
	Total	100	100%

Analysis:

The above table shows the devices used to come online to book room. The people mostly come online on mobiles, which holds 55% , the next is I-pad or tab and it holds 40 % and the Laptop holds the least of 5% for coming online.

Graph 4.2 Graph showing which of these devices do you use the most for online booking.
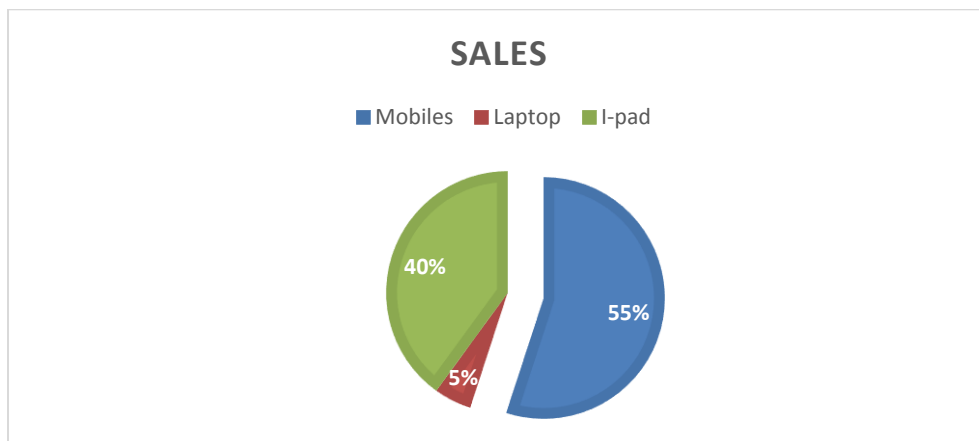
Interpretation:

From the above table it is understood that majority of the customer use mobile phones to book online because it is the most handy device with all the facilities, therefore every individual eventually prefers to use a mobile phone for such works than doing it on laptop or any other device.

Table 4.3 Table showing is online booking user friendly.

Sl. No.	Response	Frequency	Percentage
1.	Yes	90	90%
2.	No	5	5%
3.	Can't	5	5%
	Total	100	100%

Analysis:

The above table shows the percentage of people who find it user friendly. 90% of the people find this way user friendly and 5% of them doesn't find this way user friendly. 5% of the people couldn't define it.

Graph 4.3 Graph showing is online booking user friendly.
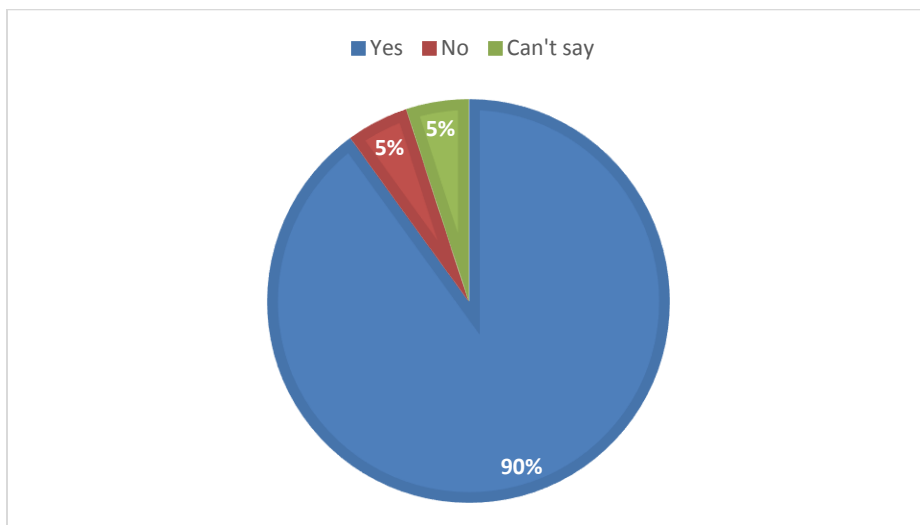
Interpretation:

The result shows that the majority of customers find the Taj online portal's interface easy and user-friendly.

Table 4.4 Table showing the main reason for booking hotel.

Sl. No.	Response	Frequency	Percentage
1.	Business	80	80%
2.	Short Break	10	10%
3.	Long Break	10	10%
	Total	100	100%

Analysis: The above tables the main reason of people booking through online portals. 80% of people book on the reason of business, 10% for a short break and 10% for a long break

Graph 4.4 Graph showing the main reason for booking hotel.
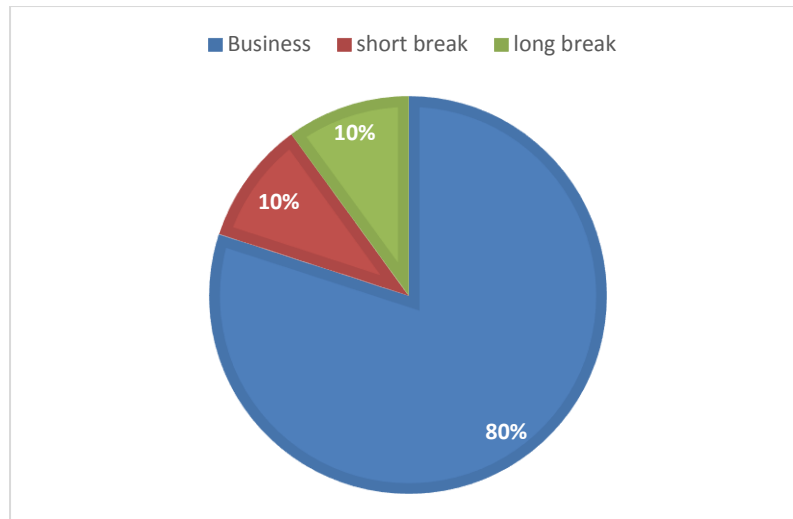
Interpretation: From the above chart it is understood that business is the reason because business people travel frequently so they prefer to book their rooms by themselves using online portal of Taj rather than choosing tourist packages as the non-business people do.

Table 4.5 Table showing rate of satisfaction level on range of choice available online.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	50	50%
2.	Satisfied	20	20%
3.	Neutral	10	10%
4.	Dissatisfied	15	15%
5.	Highly dissatisfied	5	5%
	Total	100	100%

Analysis:

The above table shows the acceptance of the people on the range of choices available on the portals. 50% of the population is highly satisfied, 20% of the population is satisfied, 10% are neutral to the discussion, 15% of the population is satisfies and 5% is highly dissatisfied.

Graph 4.5 Graph showing rate of satisfaction level on range of choice available online.
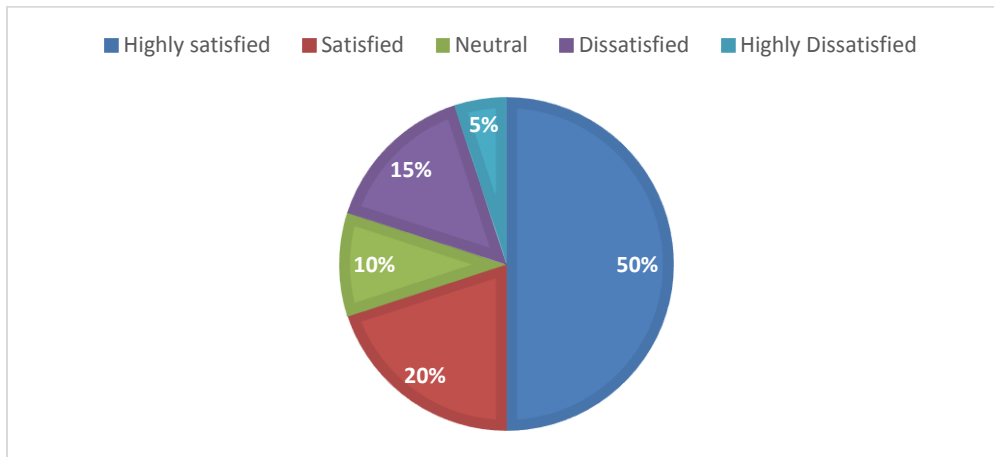
Interpretation:

The above table implies that majority of the customers are satisfied on the range of products available online which means Taj online portal has a wide range of varieties

Table 4.6 Table showing rate of satisfaction level on quality of information available online.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	50	50%
2.	Satisfied	30	30%
3.	Neutral	10	10%
4.	Dissatisfied	5	5%
5.	Highly dissatisfied	5	5%
	Total	100	100%

Analysis:

The above table Show the satisfaction level of the customers on the information available on the online portals. Nearly 50% of the customers are Highly satisfied, 30% are just satisfied , 10% are being neutral to the discussion , 5% are dissatisfied and 5% are highly dissatisfied.

Graph 4.6 Graph showing rate of satisfaction level on quality of information available online
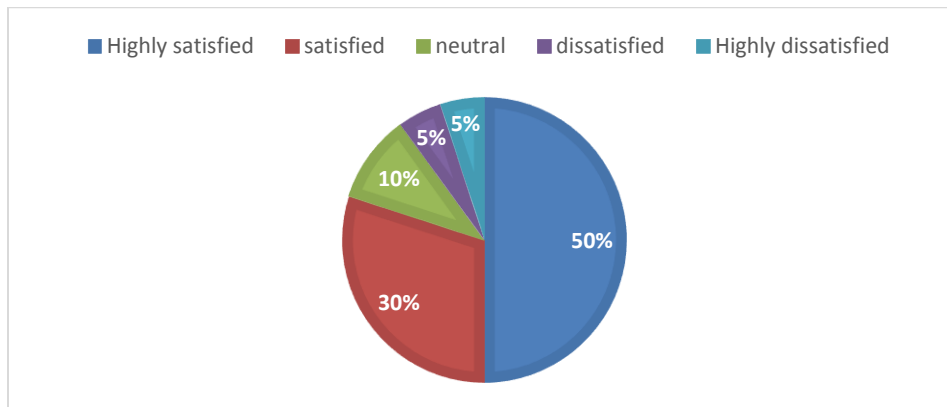
Interpretation:

The information available in the Taj interface is useful to the customers and the quality of the information available shows the quality of the hotel and the majority of the customers are also highly satisfied.

Table 4.7 Table showing the rate of satisfaction level on security/privacy policies of online booking.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	60	60%
2.	Satisfied	20	20%
3.	Neutral	10	10%
4.	Dissatisfied	5	5%
5.	Highly dissatisfied	5	5%
	Total	100	100%

Analysis:

The above table shows the satisfaction level of the customers on the security and privacy policies regarding their information shared to them online. 60% customers are highly satisfied on the policies,20% customers are satisfied, 10% are neutral, 5% are dissatisfied and 5% are highly dissatisfied.

Graph 4.7 Graph showing the rate of satisfaction level on security/privacy policies of online booking.
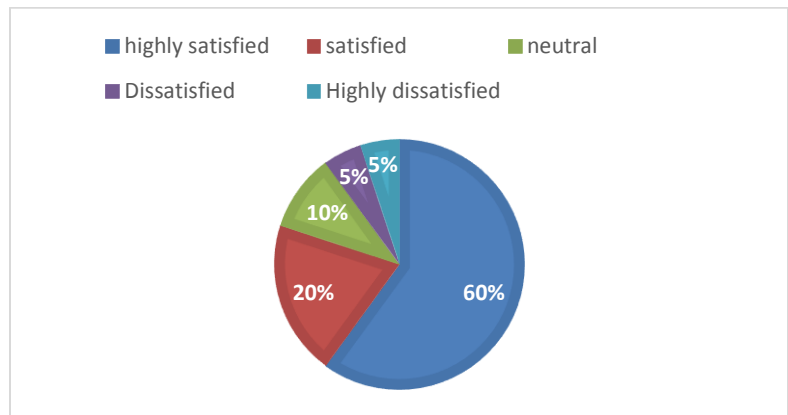
Interpretation:

The data or information shared with the hotel should private and secure, Taj maintains their security and privacy conditions to the mark. So people are highly satisfied with their security and privacy policies.

Table 4.8 Table showing the customer grievance resolution faster online.

Sl. No.	Response	Frequency	Percentage
1.	Yes	80	80%
2.	No	20	20%
	Total	100	100%

Analysis:

The above table shows whether the online portals respond to the customer grievances immediately and faster. The information shows that the its respond fast which is accepted by 80% of the customer and nearly 20% of the customers have reacted negatively to the discussion

Graph 4.8 Graph showing the customer grievance resolution faster online.
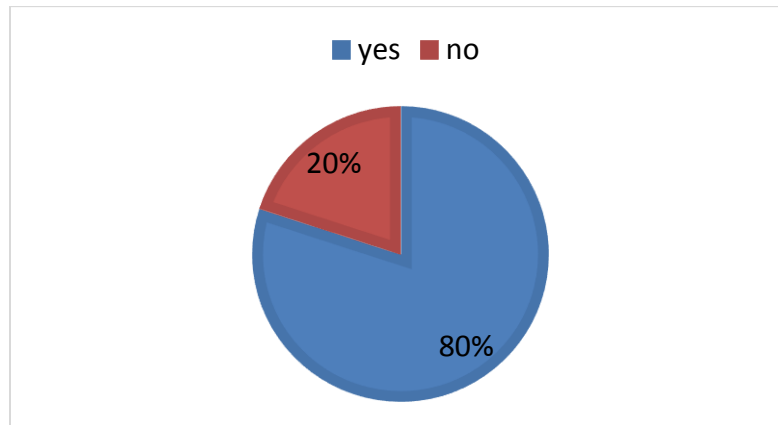
Interpretation:

When there is a grievance of the customer than it should be properly met and answered as soon as possible. Hotel Taj maintains it properly that the majority of the customer grievance are met and solved.

Table 4.9 Table showing the past 2 years your frequency of booking hotels online has.

Sl. No.	Response	Frequency	Percentage
1.	Increased	80	80%
2.	Decreased	5	5%
3.	Stayed the same	15	15%
	Total	100	100%

Analysis:

The above table shows whether there increase in the no. of online hotel portals. 80% of the customer are aware in the increase in online portals and 5% are not aware of it and 15% are staying neutral.

Graph 4.9 Graph showing the past 2 years your frequency of booking hotels online has.
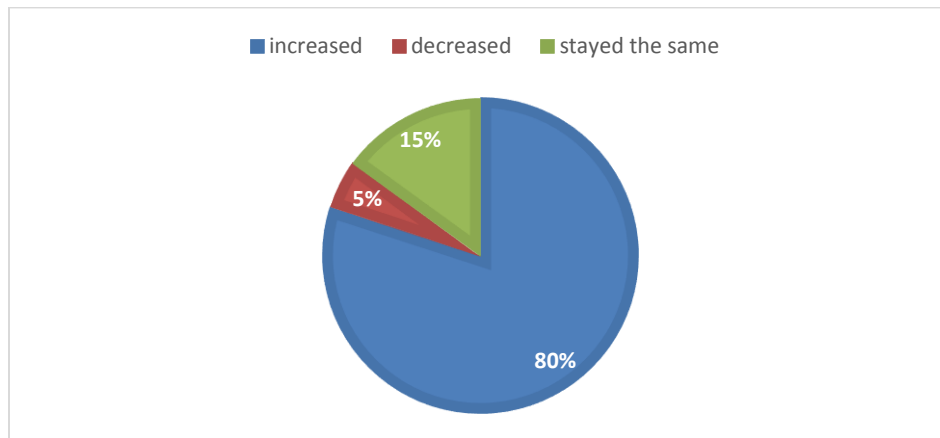
Interpretation:

The people are very much aware of the increase in the no. of online portals which directly implies to the increase in competitors in the markets as the customers are open to many choices and the population becomes very sensible to the issue.

Table 4.10 Table showing what you prefer to check customer ratings and reviews before booking online.

Sl. No.	Response	Frequency	Percentage
1.	Yes	98	98%
2.	No	2	2%
	Total	100	100%

Analysis:

The above table shows whether the customers check the ratings and reviews on the online portals. 98% of the customers do notice the ratings and review which they use as a filter on the online portals and rarely 2% don't care about the ratings and reviews

Graph 4.10 Graph showing what you prefer to check customer ratings and reviews before booking online.
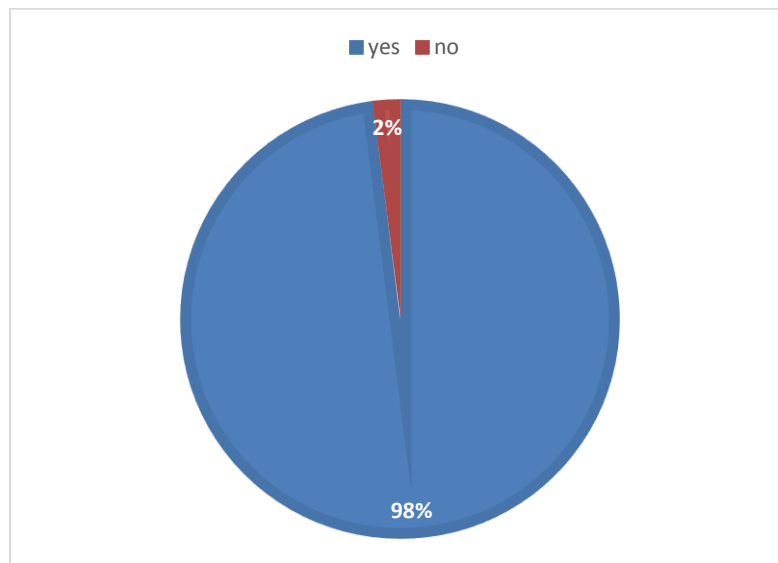
Interpretation:

Majority of the people see to the rating and review of the customer before booking the hotel room. So the reviews and ratings should be maintained properly for the goodwill of Taj.

Table 4.11 Table showing your decision is influenced by customer reviews.

Sl. No.	Response	Frequency	Percentage
1.	Yes	90	90%
2.	No	10	10%
	Total	100	100%

Analysis:

The above table gives the information about the influence of customer reviews in the decisions of the customers. Nearly 90% of the customer decisions are influenced by the reviews and only 10% of the customers stay uninfluenced.

Graph 4.11 Graph showing your decision is influenced by customer reviews.
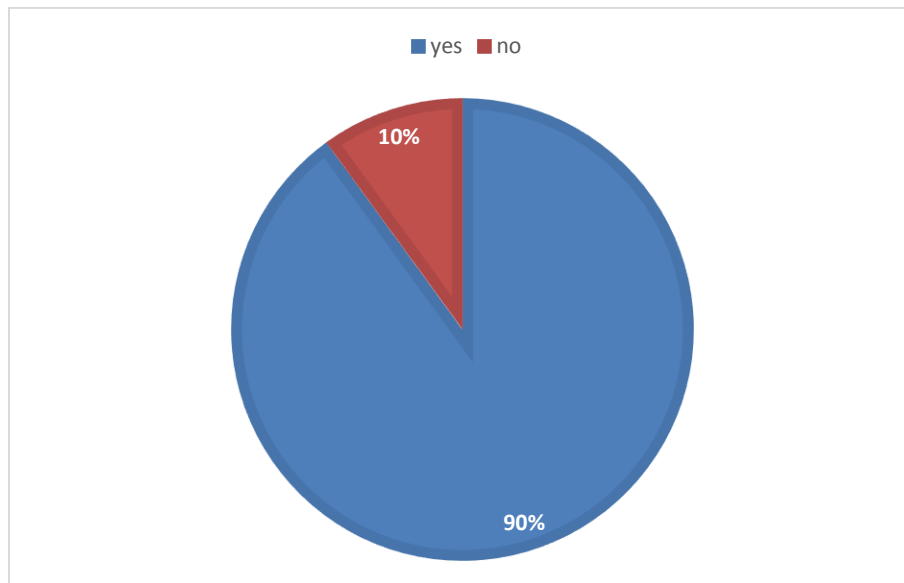
Interpretation:

Now a days the opinions of other people influence the decision of one. Like that the decision of the Taj hotel customers are influenced by the ratings and reviews of the hotels as majority decide according to them.

Table 4.12: Table showing rate your satisfaction level on the benefits offered while booking online.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	50	50%
2.	Satisfied	20	20%
3.	Neutral	10	10%
4.	Dissatisfied	10	10%
5.	Highly dissatisfied	10	10%
	Total	100	100%

Analysis:

The above table shows the percentage of customer satisfaction towards the offers available for them on online portals. Nearly 50% of the customers are highly satisfied with the offers available, 20% customers are satisfied , 10% people are staying neutral to the discussion, 10% customers are dissatisfied and 10% customers are in negative response to the offers available.

Graph 4.12: Graph showing rate your satisfaction level on the benefits offered while booking online.
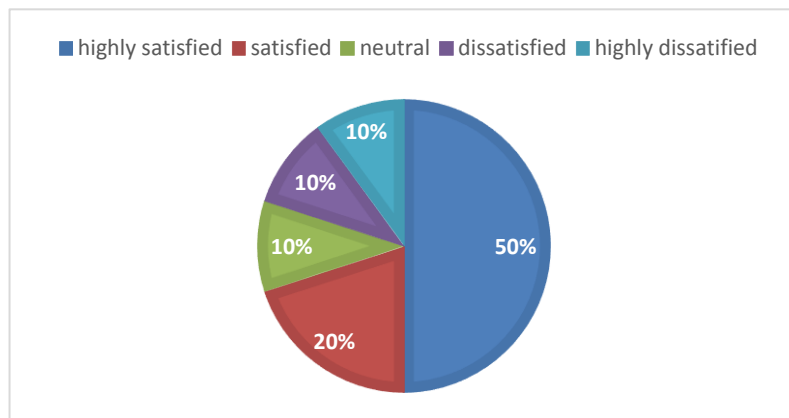
Interpretation:

The offers available on the adwords of the Taj online also influence people much and the people are carried away for the offers. Mostly upto 50% of the people are highly satisfied on the offers available on Taj hotel website.

Tables 4.13 Table showing would you recommend the online mode of booking to your family and friends.

Sl. No.	Response	Frequency	Percentage
1.	Yes	89	89%
2.	No	11	11%
	Total	100	100%

Analysis:

The above tables shows whether the customers would recommend the online mode of booking to their friends and family. Nearly 89% of the population has accepted that they would recommend, and 11% has just reacted negative.

Graph 4.13: Graph showing would you recommend the online mode of booking to your family and friends.
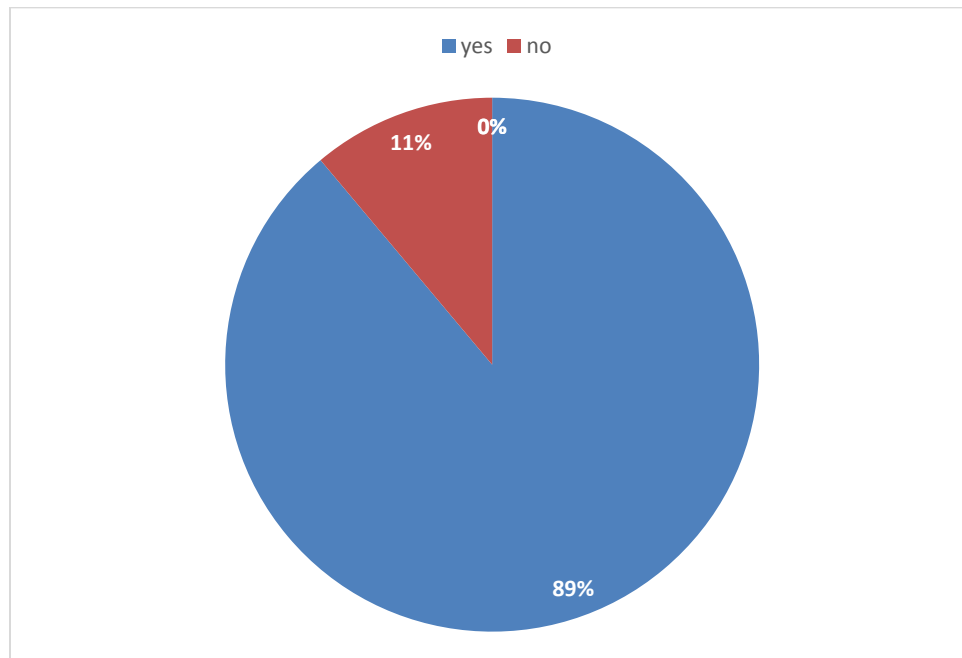
Interpretation:

Than any advertisement and promotions word of mouth has a strong impact on decision of people. Most of the Taj hotel customer has accepted to recommend the mode of booking to their friends and family

Table 4.14 Table showing how regularly is the online website updated.

Sl. No.	Response	Frequency	Percentage
1.	Frequently	20	20%
2.	At a regular interval of time	60	60%
3.	Rarely	20	20%
	Total	100	100%

Analysis:

The above table gives us the information about the updations made on the portals. 20% has seen updates frequently , 60% have seen it at regular intervals and 20% rarely.

Graph 4.14 Graph showing how regularly is the online website updated.
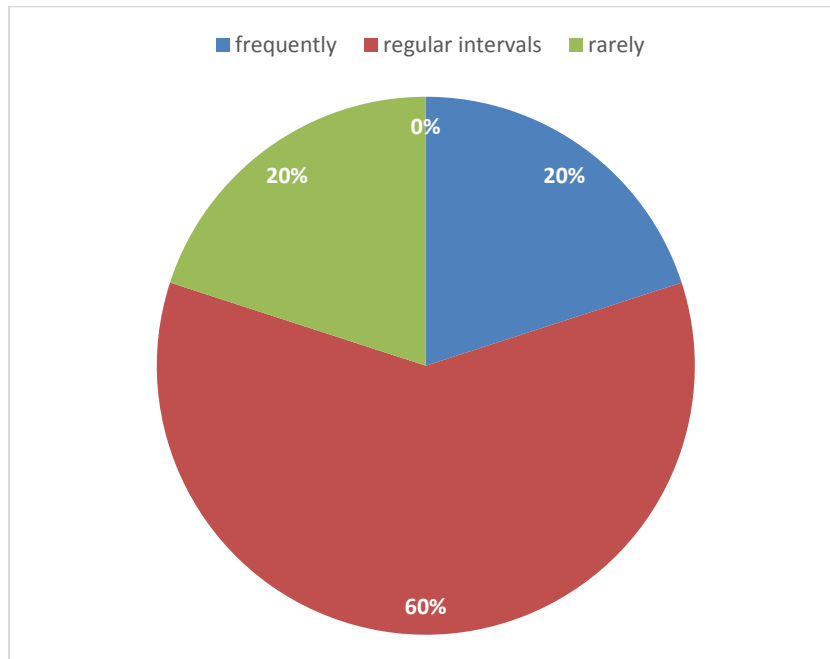
Interpretation:

Updating the information and having a check over the information at regular intervals is the must work to be done. Most of the customers has seen upgradation of information at regular intervals.

Table 4.15 Table showing the rate of satisfaction level with the range of modes of payment available.

SL. No.	Response	Frequency	Percentage
1.	Highly satisfied	65	65%
2	Satisfied	15	15%
3.	Neutral	10	10%
4.	Dissatisfied	5	5%
5.	Highly dissatisfied	5	5%
	Total	100	100%

Analysis:

The above table shows the satisfaction level of the customers on the modes of payment given on the hotel websites. Nearly 65% of the customers are highly satisfied with the payment modes given, 15% of the customers are satisfied with the available payment modes , 10% are staying neutral towards the discussion , 5% are dissatisfied and 5% are highly dissatisfied.

Graph 4.15 Graph showing the rate of satisfaction level with the range of modes of payment available.
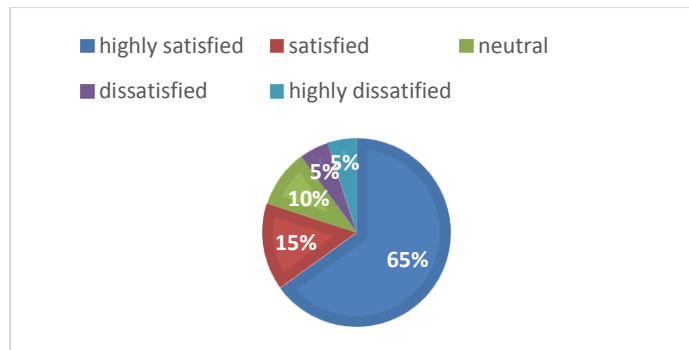
Interpretation:

In online bookings the modes of payments are very important where Taj maintains all mode of payment for the ease of the customers. Majority of the people are very much satisfied with the modes of payment in the Taj user interface.

Table 4.16 Table showing how satisfied you are with room categories drafted on the websites.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	15	15%
2.	Satisfied	65	65%
3.	Neutral	10	10%
4.	Dissatisfied	5	5%
5.	Highly dissatisfied	5	5%
	Total	100	100%

Analysis:

The above table shows the satisfaction level of the customer to the room drafted on the Taj online portal. Nearly 65% of the population is just satisfied with the draft and the only 15% of the population highly satisfied. 10% stays neutral, 5% are dissatisfied and 5% of the population is highly dissatisfied .

Graph 4.16 Graph showing how satisfied you are with room categories drafted on the websites.
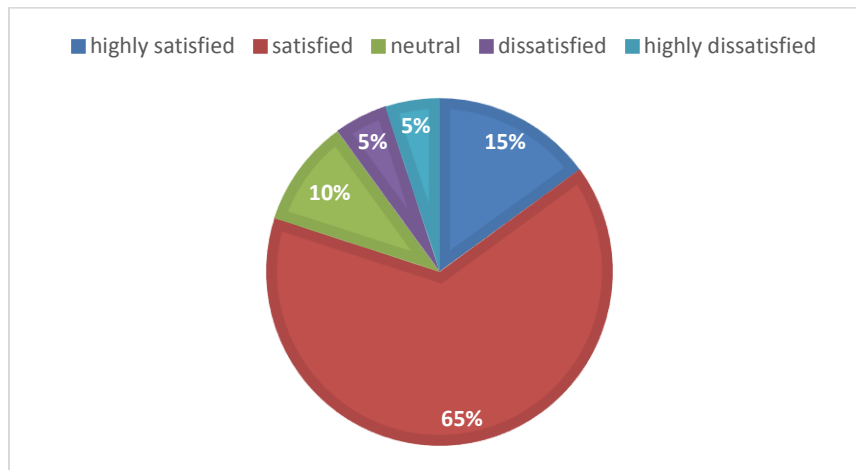
Interpretation:

The range of rooms drafted on the Taj hotel website is wide so nearly 65% of the people are very much satisfied with the draft on the rooms available on the websites.

Table 4.17 Table showing how satisfied you are with offers while booking online

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	20	20%
2.	Satisfied	50	50%
3.	Neutral	10	10%
4.	Dissatisfied	10	10%
5.	Highly dissatisfied	10	10%
	Total	100	100%

Analysis:

The above table represents the satisfaction level of the customers on the offers given the customers while booking the room in Taj. Nearly 50% of the people are satisfied and 20% are highly satisfied. 10% of the people are neutral , 10% are dissatisfied and 10% are highly dissatisfied.

Graph 4.17 Graph showing how satisfied you are with offers while booking online
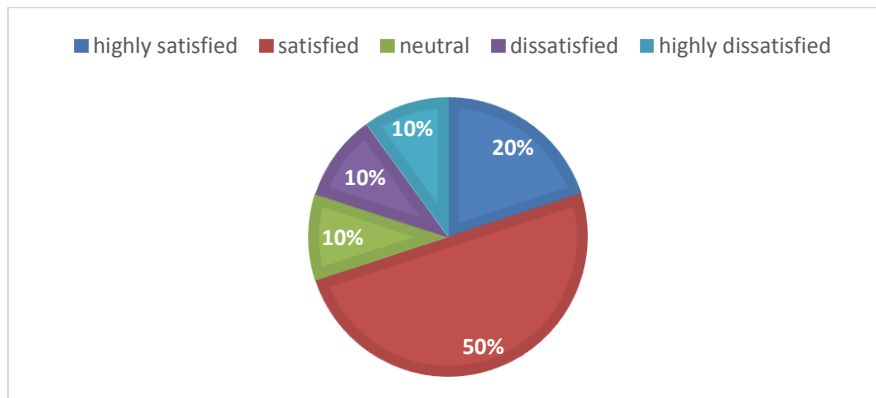
Interpretation:

People are fond of surprises, the offers while booking rooms on the website might surprises them, which has the ability of bringing them back to the same website. Most of the people are just satisfied on this and there should be more of improvement in this.

Table 4.18 Table showing how satisfied you are with cancellation policies.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	5	5%
2.	Satisfied	15	15%
3.	Neutral	10	10%
4.	Dissatisfied	50	50%
5.	Highly dissatisfied	20	20%
	Total	100	100%

Analysis:

The above table represents the satisfaction level of the customers on the cancellation policies of Taj Vivanta. More than 50% of the customers are dissatisfied and only 15% of the customers are satisfied. 5% of the population is highly satisfied and 20% is highly dissatisfied. 10% of the people stay neutral to the discussion

Graph 4.18 Graph showing how satisfied you are with cancellation policies.
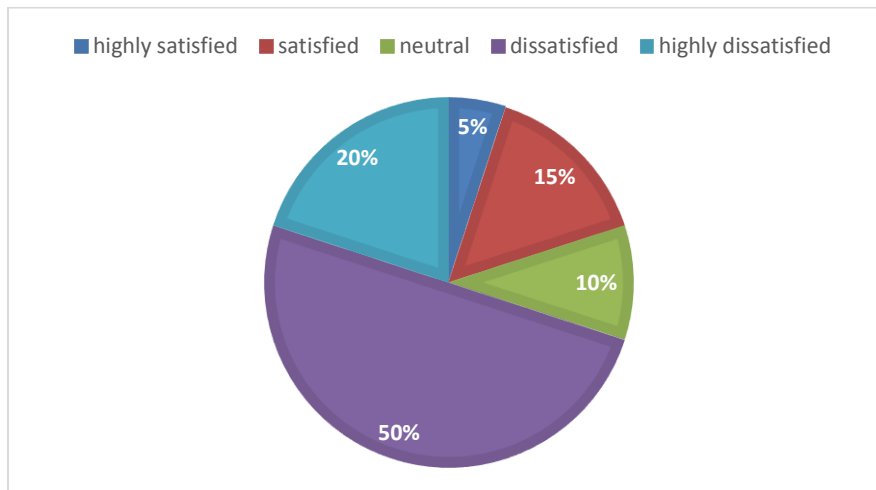
Interpretation:

The cancellation policy of the Taj hotel is very crucial and not easy many people are dissatisfied about it and very little people find it easier.

Table 4.19 Table showing How satisfied you are with refund policies.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	15	15%
2.	Satisfied	55	55%
3.	Neutral	15	15%
4.	Dissatisfied	10	10%
5.	Highly satisfied	5	5%
	Total	100	100%

Analysis :

The above table gives the information on the refund policies of the online portal of the hotel. Nearly 15% of the people are highly satisfied and 55% of the customers are satisfied. 15% of the people remains neutral to this discussion, 10% of the people are dissatisfied and only 5% are highly dissatisfied.

Graph 4.19 Graph showing How satisfied you are with refund policies.
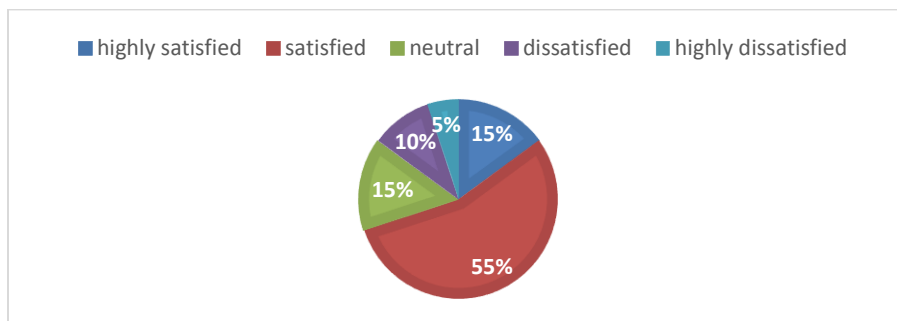
Interpretation: The refund policies are the major fact that can bring back the customer who has cancelled the room for any of their personal issues. This shows the level of satisfaction the customer will have towards the hotel. Most of the people are satisfied about the refund policies of Taj Vivanta.

Table 4.20 Table showing the rate of overall satisfaction level on online booking.

Sl. No.	Response	Frequency	Percentage
1.	Highly satisfied	70	70%
2.	Satisfied	10	10%
3.	**Neutral**	**10**	**10%**
4.	Dissatisfied	10	10%
5.	Highly dissatisfied	0	0%
	Total	100	100%

Analysis:

The above table shows the overall satisfaction level of the customers over online booking of rooms. Nearly 70% of the customers are highly satisfied, 10% are just satisfied and 10% of the people are neutral. 10% of the customers are dissatisfied because of some issues.

Graph 4.20 Graph showing the rate of overall satisfaction level on online booking.
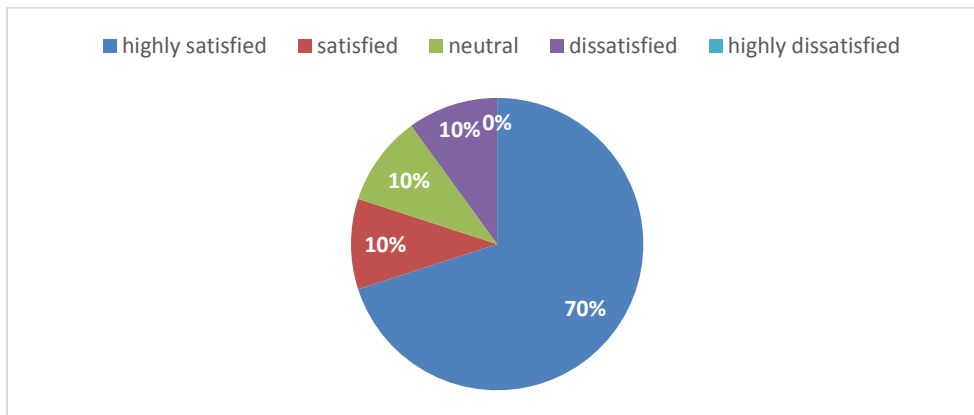
Interpretation:

All the above questions contribute much to this question. The user interface of the Taj Vivanta is easy and user friendly, the quality of the information, wide range of the rooms in the draft, offers given on the websites and adwords, offers while booking room, security policies, cancellation policies, refund policies etc. make the overall experience of the customer

HYPOTHESIS

Interpretation:

1. Range of choice available online: The above table shows that the result is highly significant and positive with significant value 0.005 which is less than 0.05. It means the customers are satisfied with the range of choice available online

2. Security and privacy policy: The above table shows that the result is significant and positive with significant value 0.075 which is less than 0.05. It means the customers

		2. Range of choice available online	3. Security and privacy policy	5.perks provided in the website
	N	100	100	100
20.Overall satisfaction	Pearson Correlation	.752	.563	.921
	Sig. (2-tailed)	.005	.075	.015
	N	100	100	100

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

are satisfied with the security and privacy policies

3. Perks provided in the website: The above table shows that the result is significant and positive with significant value 0.015 which is less than 0.05. It means the customers are satisfied with the perks provided by the organization in the website

Chapter 5

Findings, Suggestion and Conclusion

5.1 FINDINGS:

1. It is found that majority of the customers book hotel room 6-10 times a year
2. Majority of the customers use mobile phones for booking
3. It is found that majority of the customers find online booking user friendly which means user interface of the website is good
4. It is found from the majority of the customers that business is the main reason to book hotels
5. It is found that majority of the customers are satisfied with the range of choice available online which means the website properly reflects all the availabilities
6. It is found that majority of the customers are highly satisfied with the quality of information available online
7. It is found that majority of the customers are highly satisfied with the security and privacy policies which means the website is completely secured and safe to access
8. It is found that resolution is given faster for the customer grievances
9. It is found from the majority of the customers that frequency of booking hotels online has increased which means customers are satisfied with the online booking
10. It is found from the majority of the customers that prefer to check customer ratings and reviews before booking online
11. It is found that the decision of the customer gets influenced by customer reviews
12. It is found that attractive benefits are offered in the website because majority of the employees are highly satisfied with the benefits offered while booking online
13. It is found that majority of the employees prefer to recommend the online mode of booking to their family and friends
14. It is found that the website is updated in the regular interval of time
15. It is found that majority of the customers are highly satisfied with the range of modes of payment available online

16. It is found that majority of the customers are satisfied with room categories drafted on the websites

17. It is found that majority of the employees are satisfied with offers while booking online

18. It is found that customers find the cancellation process difficult because majority of the customers are dissatisfied with the cancellation policies

19. IT is found that majority of the customers are satisfied with refund policies

20. It is found that majority of the customers are satisfied with the online booking

5.2 RECOMENDATION/ SUGGESTION

It would be keen not to trash the costs related with showing by means of online systems administration media. Notwithstanding the way that the likelihood to contact a wide gathering is both expedient and as clear as opening face book account it should not be gotten a handle on tenderly.

A bona fide point to be reviewed is the potential for harm to the brand getting to be well known online over the web. Repairing this evil could cost noteworthy money and effort.

Enough qualified staff would require to be secured notwithstanding the costs related with arranging other staff utilizing the association records would require to be figured in. These costs are past the space of this report and further research around there is significantly recommended.

An extraordinarily least correspondence that lodgings should consider is to treat trip guide and event iq.com as a capable derives of reputation association. At exhibit diagrams whether they are horrendous or awesome, are left unanswered.

It is recommended that detached and electronic showing methods be conveyed into course of action to presume blended messages and to propel the availability of the online talks for joint effort. Detached publicizing should be utilized to supplement the online media. Checking "visit us on facebook" and other such messages to exceptional material will reveal issues.

The long range casual correspondence framework should satisfactorily versatile to empower it to adapt to new upgrades and to comprehend what works and what does not work.

A submitted internet organizing co-ordinator is recommended to screen the effect of any developments realized. A submitted co-ordinator would moreover consider consistency in correspondence. No not as much as a calling office experienced in internet organizing progressing should be advised at from the most timely masterminding stages.

The surveys and discords raised by the customers on the sns should be satisfactorily regulated and honest to goodness moves should be made by the hotels association and the move made should in like manner be conferred to the customer.

The uncommon offers amidst season on should be appeared on the sns on standard prelude, with the objective that broad number of customers is gotten

5.3 CONCLUSION

Internet organizing has transformed into a fundamental portion of the estimations that pick where a particular website page is placed in the pursuit rankings. The higher the arranging the more observable it is to the buyer. One of the inside request behind this examination was to find what impact individual to individual correspondence objectives is having on the cabin fragment.

The ability to interface with the visitors of the cabin should be seen as an astoundingly positive point of view by hotel business. It offers astoundingly honest to goodness data into how the motels are seen.

The input shared on the audit long range relational correspondence areas, for example, face book, linkedin, twitter, google+, holidayiq.com and trip expert is an opportunity to upgrade the association publicizing.

Assessing the effects that reviews, divider posting, blog, photo video, fly up, tweets and posts can particularly have on arrangements could be to a great degree troublesome.

In conclusion the ability to achieve out to such a colossal volume of potential visitors would make dismissing internet organizing a poor business choice. The contrary side of the coin is that potential for harm to the brand by achieving out of each an imprudent shape could be astoundingly ruinous and extreme to repair.

An especially masterminded and savvy elevating framework is required to limit potential harm and give the probability of succeeding more discernible shots. It is cunning to consider acquiring a qualified presented some segment of staff or to advise with an outside affiliation or expert from the most reliable stages to avoid negative outcomes.

Individual to individual correspondence objectives makes a bona fide relationship among associations and customers; that affiliation makes a case for buy control.

Relational collaboration objectives give sufficient of opportunities to interfacing with hotel meanders partners Long range relational correspondence locale gives a phase to innovative hoisting to be suitably utilized for business improvement of hotel tries

From information illustration we watched that motel industry in pune incline toward stand up to book and excursion advise. In more than some other long range casual correspondence objectives for the time being works out

Hotel industry with utilization of individual to individual correspondence objectives would increment be able to centered incredible position by reducing propelling cost , impact mind, to get enormous market, prepared to execute all around , can improve customer advantage quality and secure new customers.

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1. Kerin Hartley- Rudelius marketing.
2. Rahem B Kanani- A wealth of insights

Website

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2. www.travelclick.com/reservations
3. www.tandfonline
4. www.researchgate.net

ANNEXURE:

1. How often do you book a hotel online each year?

    ☐ 0-5 time

    ☐ 6-10 times

    ☐ 11-15 time

    ☐ More than 15 times [

2. Which of these devices do you use the most for online booking?

    ☐ Mobile

    ☐ Laptop

    ☐ I-pad

    ☐ Computer

3. Do you find online booking user friendly?

    ☐ Yes

    ☐ No

    ☐ Cantsay

4. What is the main reason for booking hotel?

    ☐ Business

    ☐ Short break

    ☐ Long break

5. Rate your satisfaction level on range of choice available online?

    ☐ Highly satisfied

    ☐ Satisfied

    ☐ Neutral

    ☐ Dissatisfied

    ☐ Highly dissatisfied

6. Rate your satisfaction level on quality of information available online?

    ☐ Highly satisfied

    ☐ Satisfied

    ☐ Neutral

    ☐ Dissatisfied

    ☐ Highly dissatisfied

7. Rate your satisfaction level on security/privacy policies of online booking

   ☐ Highly satisfied

   ☐ Satisfied

   ☐ Neutral

   ☐ Dissatisfied

   ☐ Highly dissatisfied

8. Is the customer grievance resolution faster online?

   ☐ Yes

   ☐ No

9. During the past 2 years your frequency of booking hotels online has

   ☐ Increased

   ☐ Decreased

   ☐ Stayed the same

10. Do you prefer to check customer ratings and reviews before booking online?

    ☐ Yes

    ☐ No

11. Does your decision is influenced by customer reviews?

    ☐ Yes

    ☐ No

12. Rate your satisfaction level on the benefits offered while booking online

    ☐ Highly satisfied

    ☐ Satisfied

    ☐ Neutral

    ☐ Dissatisfied

    ☐ Highly dissatisfied

13. Would you recommend the online mode of booking to your family and friends?

    ☐ Yes

    ☐ No

14. How regularly is the online website updated?

    ☐ Frequently

    ☐ At a regular interval of time

☐ Rarely

15. Rate your satisfaction level with the range of modes of payment available

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

16. How satisfied you are with room categories drafted on the websites

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

17. How satisfied you are with offers while booking online

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

18. How satisfied you are with cancellation policies

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

19. How satisfied you are with refund policies

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

20. Rate your overall satisfaction level on online booking

☐ Highly satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Highly dissatisfied

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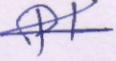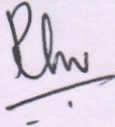## INTERNSHIP WEEKLY REPORT

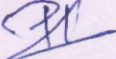### (15 JAN 2018 TO 24 MARCH 2018)
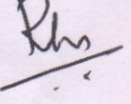
Name of the Student: Umesh G
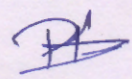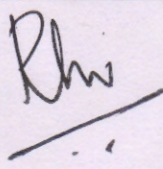**Internal Guide:** Prof. Rakesh Nagaraj
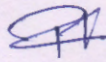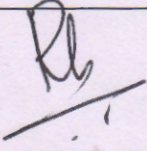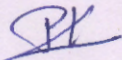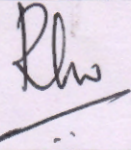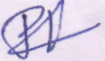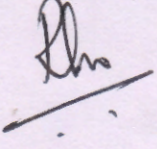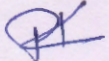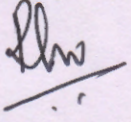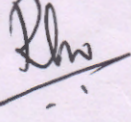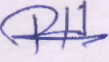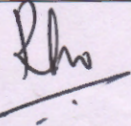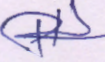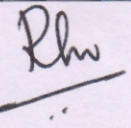
USN No: 1AY16MBA82
Specialization: Human Resource& Marketing

Title of the Project: "Study on customer perception towards online hotel booking portals"

Company Name: TAJ VIVANTA

Work	Work Undertaken	External Guide Signature	Internal Guide Signature
15/1/2018-20/1/2018	Introduction about Pattern effects labs and its operation		
22/1/2018-27/1/2018	Learning about different operation and products		
29/1/2018-3/2/2018	Orientation and Gathering information about growth of company		
5/2/2018-10/2/2018	Analysis of market position of the company		
12/2/2018-17/2/2018	Research problems identification		
19/2/2018-24/2/2018	Preparation of research instruction for data collection		
26/2/2018-3/3/2018	Theoretical background of the study		
5/3/2018-10/3/2018	Data collection and data analysis		
12/3/2018-17/3/2018	Interpretation of the data gathered during the survey		

19/3/2018-24/3/2018	Final report preparation and submission		

COLLEGE

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