

PROJECT REPORT ON
“A STUDY ON MARKETING CONCEPTS OF OUTBOUND TOURISM PRODUCTS
WITH SPECIAL REFERENCE TO COX AND KINGS, BANGALORE”



Submitted By

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U.S.N.NO.: 4LV17MBA42

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In the partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

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EXTERNAL GUIDE

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ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY,

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2019



March 12, 2019

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Thirthapada R Alemane residing at #1, khandika cross, Galipura, Kugve Post, Sagara Thaluk, Shimoga District, Karnataka-57740 has undergone training in OBT Groups department, Bangalore from January 16, 2019 to February 28, 2019.

During the course of his training period he was very receptive, hardworking, co-operative and sincere in learning and discharging the responsibilities assigned to him.

We wish him success in his future life.

Yours faithfully,
For **COX AND KINGS LIMITED**


Joseph Patrao
General Manager – Human Resources

COX & KINGS LIMITED

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Date: 10th April 2019

Certificate

This is to certify that **Mr. THIRTHAPADA R ALEMANE** bearing USN **4AL17MBA42** is a bonafide student of Master of Business Administration course of the Institute (2017-19) affiliated to Visvesvaraya Technological University, Belagavi.

The project report on “A STUDY ON MARKETING CONCEPTS OF OUTBOUND TOURISM PRODUCTS WITH SPECIAL REFERENCE TO COX AND KINGS, BANGALORE” is prepared by him under the guidance of **Mrs. Shiny Joseph**, Assistant Professor, Department of Business Administration, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Mrs. Shiny Joseph
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EXECUTIVE SUMMARY

This project entitled” A Study on Marketing Concepts of Outbound Tourism Products with Special Reference to Cox and Kings, Bangalore” is submitted in partial fulfilment of the requirement for the award of Master of Business Administration.

This project report includes industry profile, company profile and objectives of the report, methodology, analysis and interpretation, findings suggestions and conclusion. I have used sample questionnaire and take the information from the frequent customer of cox and kings, M G road, Bangalore to collect the data.

The objective of the project was to study about marketing practices following by the cox and kings to marketing outbound tourism product, by which we understood that the marketing strategies followed by the company to reach the existing and new customers towards the international holiday packages. Secondly it clearly shows that, which are the various outbound holiday packages offered by the cox and kings company.

Another objectives of this study shows that, how customers perception towards the cox and kings company influence to their marketing strategies and how it plays a important role in selling the outbound holiday packages their customers.