



Electronic Tourism and the Perception of Tourist

KEYWORDS

E-Tourism, Information, Satisfaction.

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ABSTRACT *Tourism is the third largest revenue earning industry in India. At present tourist using the latest technology, devices and easily gather information from online sources. Online tour operators have eliminated the travel agents in the booking process and have build new model the completely attracts and able to meet the demands of the tourist. Present research is analytical study, both primary data and secondary data is used. In Tourism Industry tour operators started having online presence in the form of a websites and many are actively engaged in social media. Objectives were framed, research design prepared, required data have been collected and suitable analysis were given. Findings of the study reveal that trading tourism online is proven beneficial for both tourist and hospitality industry and area to be given more importance are creating Customer friendly websites and Regular updating of information is needed.*

I. INTRODUCTION

As it is an era of information and communication technology and due to its tremendous growth of internet usage, Hospitality industry is motivated to provide their services through online. Internet and Information technology is main reasons behind the success of tourism and hospitality industry.

There takes place the origin of Electronic Tourism (E-Tourism) when traditional travel agents, tour operators, airlines, Government tourist offices transportation, restaurants, and accommodation providers offer services online. Trading tourism online is proven beneficial for both tourist and hospitality industry. For tourist E-tourism enables to schedules their trip online, search according to their wish, get useful information regarding booking the tickets and arranging their travels. Same way for tourism industry E-tourism makes to access globally, fast communication, minimum tariff is the reason behind going for online tourism.

According to the UN World Trade Organisation, there are three kinds of tours that is domestic, inbound and outbound. Many companies offer both domestic and outbound tours. E-Tourism is one of the most successful E-Commerce implementation, which leads to benefit both Tourism industry and Tourist as well as to Government by increasing Gross Domestic Product (GDP) and generate more employment opportunities.

Online hotel booking estimates 16% of total booking in India on 2015 as reported by ICRA. Budget hotels tie-ups with most Online Travel Agencies (OTA) to increase occupancy and Income. E-Tourism providing quality services, innovations, basic services like Wi-Fi, complimentary breakfast, cleanliness and recently running audit checks to maintain service standards. OTAs offer hotels bundled with rail, air travel, holiday packages in order to gain tourist trust and to satisfy them.

SWOT analysis of E-Tourism Industry

Strength:

Ensuring minimum standards.

Work on improving quality.

Offering single marketplace for all travel related needs – air, train, bus, hotels, holiday packages.

Adopting different models to engage with hotel owners – minimum guarantee, audit check.

Offering predictable, affordable, standardized stays.

Weakness:

Slow decision making or too rigid policies.

Irregular updation of information in websites.

Small historical emphasis and budget for marketing.

Marginal year on year growth patterns.

Opportunities:

Heavy discounting

Growth of new hotels

Hotel and package business contribute 70% of revenue

Homestays going to be next battlefield

Threats

Crazy discounting by others has to stop somewhere

Budget hotels have sizeable demand/huge market

Seasonable and non-seasonable changes in tariff

Every players of E-tourism closely watched and copied by others

Cut-throat competition in order to meet tourist demand and to satisfy them.

Statement of the Problem

Big challenge for any E-business is to provide greater level of quality services in order to satisfy their customers. Many studies have been carried out to study online customer

satisfaction and tourist satisfaction, few studies on online tourist satisfaction. As tourism industry is main contributor for GDP of any nation and generates employment opportunities, there arises a need for the importance of E-tourism. This study fills the gap between tourist satisfaction of traditional tourism industry with Electronic Tourism Industry with overall tour experience.

Objectives:

- To identify factors affecting E-tourism services.
- To know about the SWOT analysis of E-tourism.
- To give valuable suggestions to overcome the challenges faced by E-tourism industry

Scope of the Study:

E-Satisfaction and E-Loyalty contributes to increase income for tourism industry and to help greater extends towards satisfying the tourist by means of convenience, motivation and trust. Earned around Rs 5,200 crore by Internet and mobile association of India (IAMAI), the online hotel market is witnessing a great fight that seems to have just started.

RESEARCH METHODOLOGY

For this study Primary data has been collected from 30 tourist with the help of structured questionnaire in Tamil Nadu and Secondary data has been collected from the official publications of United Nations World Tourism Organisation (UNWTO), World Travel and Tourism Council (WTTC), Ministry of Tourism Government of India. Also from various secondary sources like books and periodicals, research articles, seminar reports, newspapers, study reports of expert committees, departmental publications, plan documents, unpublished dissertations, brochure, pamphlets, and advertisement. Statistical tools used for the study is percentage analysis and chi-square test

II. LITERATURE REVIEW

Masoomah Moharrer, Hooman Tahayori and Alireza Sadeghian (2013). This study shows Online tourism is one of the most successful e-commerce implementations and therefore investigating its success factors has increasing importance.

Robert M. Davison (2003). Tourism is growing fastest in developing countries, it is a major component of most economies and essential component of their life-style and who seek new and authentic experiences.

Kapil Jain, Dr. Jyoti Sharma and Jyoti Jain (2013). India has become one of the favorite medical tourism destinations for the tourists. Many foreign tourists visit India for this purpose. Online tourism services are the services which are offered by the tourism portals to travelers through the Internet.

Iulian Condratov (2013). Tourism has closely been connected to progress of ICTs for over 25 years. Internet and ICTs are relevant on all operative, structural, strategic and marketing levels to facilitate global interaction among suppliers, intermediaries and consumers around the world, also presents future developments in E-Tourism.

Prakash Kuppaswamy and Yahya Alqahtani (2013). It Leads to new structure e-tourism which can support flexible automation, integration, computation, storage, and collaboration. Also discussed about problems and solutions related to e-tourism.

III. ANALYSIS AND INTERPRETATION

Percentage Analysis

Table 1: Socio Demographic factors

Factors	No. of Respondents	Percent
i) Gender		
a) Male	15	50.0
b) Female	15	50.0
Total	30	100.0
ii) Marital status		
a) Unmarried	15	50.0
b) Married	15	50.0
Total	30	100.0
iii) Education Level		
b) Secondary	2	6.7
c) Diploma	2	6.7
d) Bachelor	17	56.6
e) Master	8	26.7
f) PhD	1	3.3
Total	30	100
iv) Age Group		
a) Below 25	12	40.0
b) 26 - 36	12	40.0
c) 36 - 45	3	10.0
d) 46 - 55	3	10.0
Total	30	100.0
v) Monthly Income		
a) Upto Rs 25,000	6	20
b) Rs 25,000 - Rs 50,000	11	36.7
c) Rs 50,000 - Rs 75,000	8	26.7
d) Rs 75,000 - Rs 1,00,000	4	13.3
e) Above Rs 1,00,000	1	3.3
Total	30	100
vi) Family members		
Below 4	6	20
4-6	15	50
c) 7-9	8	26.7
d) Above 9	1	3.3
Total	30	100
vii) Employment Status		
Government employee	5	16.7
Private employee	7	23.3
IT Professional	3	10.0
e) Professionals	9	30.0
f) Farmers	2	6.7
h) Businessman	4	13.3
Total	30	100.0
viii) Person Accompanying		
No one	4	13.3
b) Spouse	9	30.0
Family, Friends and relatives	14	46.7
d) Co- worker	1	3.3
e) Business partners	2	6.7
Total	30	100.0
ix) Level of ICT Knowledge		
More knowledge	11	36.7
Adequate knowledge	7	23.3
Moderate knowledge	10	33.3
e) Less knowledge	2	6.7
Total	30	100.0

ii. Chi-square analysis between age group and satisfaction level.

Dependent variable: Age group

Independent Variables : Tourist Satisfaction factors

a) Null Hypothesis: there is no significance association between Age group and Satisfaction level

b) Alternative Hypothesis : there is significance associa-

tion between Age group and Satisfaction level

Table 2 : Chi-Square analysis between Age group and satisfaction level

Satisfaction level factors	Significance value	Significance
i) Customer friendly websites	.009	No Significance
ii) Regular updation of information	.029	No Significance
iii) Prompt customer care	.213	Significance
iv) Advance technological infrastructure	.285	Significance
v) Consistent on e-media advertising	.234	Significance
vi) Proper feedback system	.656	Significance
vii) Innovative payment gateway	.005	No Significance
viii) Efficient process	.075	Significance
ix) Engage with exciting content on social media	.824	Significance
x) Proper E- Marketing system	.279	Significance

IV FINDINGS, SUGGESTIONS AND CONCLUSION

Findings:

Male and female consist of equal (50%) of the respondents.

Their marital status shows that (50%) of the respondents are unmarried and remaining (50%) are married.

Majority (53.3%) of the respondents having an education qualification of bachelor degree.

Most of the respondents (40%) belong to the age group of below 25 years and 26 to 36 years.

Most of the respondents (36.7%) income belongs to Rs 25,000 to Rs 50,000.

Majority (50%) of the respondents has 4-6 family members in their family.

Most of the respondents (30%) are professional in their occupation.

Most of the respondents (46.7%) travel with their family, Friends and Relatives.

Most of the respondents (36.7%) feels that they have more Information and Communication knowledge.

Chi-square analysis shows that there is statistical significant association between age group and Satisfaction level factors such as Prompt customer care, Advance technological infrastructure, Consistent on e-media advertising, Proper feedback system, Efficient process, Engage with exciting content on social media, Proper E- Marketing system.

And there is no statistical significant association between age group and tourist Satisfaction level factors such as Customer friendly websites, Regular updation of information and Innovative payment gateway.

Suggestion:

Tourism is a field where new technologies are used to great extent. Utilizing, managing and controlling the needed appropriate information technology are essential to run effectively and to satisfy the tourist. Reliable, Accurate,

Timely, Relevant information is important for take decision regarding travel. Better representation of destination in on-line attracts the tourist about travelling.

Conclusion:

In today's world of cut-throat competition, Tourist feels there is a need for quality internet services. Need to run Audit checks to maintain service standards and retain the tourist trust. Offering single marketplace for all travel needs like transportation, accommodation, restaurants and entertainment. Need to identify challenges such as Customer friendly websites, Regular updation of information and Innovative payment gateway and find remedy in speedy manner as possible which promotes sustainable growth for E-tourism industry and for the country.

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