Impact of e-Tourism in Indian Tourism Industry

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As rapid increases in technology continue to transform the tourism industry, a number of organizations have strategically implemented self-service processes trough e-based service to serve their customers and employees. This study focuses on the impact of e-marketing in tourism industry learning within tourism organizations and to identify present position e-services in tourism industry learning may help to enhance service. With technology providing new opportunities and challenges throughout the tourism industry, an examination of the relationships that may exist will help to ensure that organizations within the tourism industry have the marketing capacity to engage in e-marketing activities. Measuring the e-based marketing learning readiness of employees may strengthen the ability of a tourism organization to adapt to change, bridge learning gaps, and provide an understanding of variables that promote self-directed learning capabilities and those that act as a barrier to e-service. As a tourism departments look for advantages in all segments of their organizations, through e-based processes should be considered to promote continuous technology opportunities for customers and employees in the tourism industry.

Key words: E-tourism, impact of e-tourism, e- marketing in tourism industry and etc.

Introduction

E-tourism is integrating electronic businesses' method and information technology in preparing methods and tools, and offering supporting tourism services for tourists with high quality and less costs. In fact, E-Tourism is to offer all services electronically that tourists were using them traditionally before and also these services that are facilitated by information technology. Generally speaking, it includes all elements of business such as e-trade, electronically research and development, content production, and electronic offering of services in virtual or communicational content. Tourism industry is considered as the largest and most industry in the world. During the last decade of 20th century, India saw the emergence of e-tourism, its innovation and growth. It is because of the online revolution and its utility where the tourists are more interested to get information on destinations, facilities, availabilities, prices, geography & climate and present status of friendly relation. This led to the development of e-commerce strategies in tourism industry and more services in the form of online hotel booking, flight booking, car booking, bus booking came into forefront as online services provided by the big online travel industries like Travelchacha.com, Makemytrip.com, Yatra.com, Cleartrip.com, Ezeego1.com, Arzoo.com,

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Travelguru.com, Travel.indiatimes.com, ixigo.com, travelocity.co.in etc. On these sites, the travelers have wide option of exploring details of hotels, flights, cars, buses and other allied services. Internet marketing is a business imperative because the Internet is an irrevocable and unstoppable trend.

Methodology

This part explain the methodology used in this study. The methodology includes data and sources of data, sample size, area of the study and framework of analysis. The study is based on primary and secondary data. Primary data have been collected from 100 respondents through a structure of questionnaires. The researcher also used schedule and the also observed opinion of tourist. Covering tourist both international and domestic tourist among puducherry. The secondary have been collected from various books, magazine, journals, news papers and websites. The samples sizes of 100 respondents were taken for the research work among in puducherry. The sampling technique followed in this study is non-probability convenient sampling. Simple random techniques are used to select the respondent from the available database.

Objectives of Study
- To study the futures of e-tourism marketing.
- To identifying positive and negative impact of E-tourism on destination management.
- To identifying E-based services offered and its significance on E-tourism marketing.
- To find out the association between demographic variables and defining variables.

Major Hypothesis
- H_0: There is no association demographic data of tourist and e-services in tourism industry.

- H_1: There is an association demographic data of tourist and e-services in tourism industry.

Review Literature

Markus Gratzera (2006) the study entitled "Investment a Framework for Competitive Advantage in E-Tourism" has been undertaken with the objectives the growing importance of the Internet in the daily business of firms causes several threats and opportunities for the business strategy of companies. In this paper, defined a general framework to analyze the threats and opportunities of the Internet market. This frame work used to evaluate a specific industry. In the next step of our research, evaluate this framework for the SME hotel sector in Austria by running an expert survey within the travel and tourism industry: This expert survey will provided implications of the Internet from the point of view of the industry experts. Finally the results of survey competitive advantage will be evaluated by an online survey within the hotel industry to give a detailed to present developments within this sector in Austria. We will examine the role of the hotel industry in the value chain of the tourism product and its ability to gain competitive advantages by using the Internet. It is essential to investigate which e-Business strategies hotels could and should use to be successful in this new environment.

Romaine Picot-Clement (2010) the study entitled " Tourism: a new Web Semantic based approach for E-Tourism" This paper presented a new Web Semantic based approach for E-Tourism. This paper has shown that technological developments in the field of tourism have transformed the relationship between customer and supplier. In addition, experiments conducted within the agency Côte-d'Or Tourism have shown that the association of suppliers in a database contributes to increase the attractiveness of a tourism website. Finally, a Web 3.0 solution has been proposed in this article. This solution allows the customer profiling and dynamically adapts responses according to the website profile. This targeting allows a better combination of tourist offers. This solution is based on a semantic

modeling: data from the database and user profiles. An adaptive hypermedia system has been deployed to support this architecture. It is based on three models (user model, domain model, adaptation model) using semantic web tools.

Chulwon Kim (2004) the study entitled " E-Tourism: An Innovative Approach For The Small And Medium-Sized Tourism Enterprises (SMTES) In Korea " This paper deals with e-tourism, innovation and growth. The Internet is revolutionizing the distribution of tourism information and sales. The Korean small and medium-sized tourism enterprises (SMTEs) with well-developed and innovative Web sites can now have "equal Internet access" to international tourism markets. This paper examines problems and solutions related to electronic commerce in the tourism industry and suggest recommendations for successful e-commerce strategies in tourism to be applied by the industry and the government in Korea.

Statistical Techniques:

The data collected from the above sources were analyzed with the help of SPSS .16. Mean, median, slandered deviation and correlation are done with help of SPSS software. The data were analyzed by using cross tab techniques. Graphical presentation of the results is also given for better understanding of the output.

Questionnaire Construction

The questionnaire for the research was divided into two parts: the first part deals with the demographic data of the respondents and the second part of the questionnaire includes the variables pertaining to various dimensions of e-marketing in tourism industry in the form of independent statements. These statements are measured through the five point likert scales.

E-Marketing in Tourism Industry

- Hotels, resorts and other accommodation providers
- Airlines
- Tour operators & travel agents
- Tourism destination management and marketing
- Travel technology and service providers
- Customer relation management

Hotels, Resorts and other Accommodation Providers

Presently the hospitality industry offering several services to the customers, the details of services everything available in online. The hospitality industry is like a vast ocean which is mainly into providing services that includes lodging, restaurants, event planning, theme parks, transportation, cruise line and additional fields within the tourism industry. This industry is considered to be a billion dollar industry that mostly depends on the availability of leisure time and disposable income. We help you decide which online service is best suited to your current and long term plans. We customize our services to provide you the best profitable results and a high Returns on Investments. Be it search engines, social media or online advertising across the internet we have a custom solution ready for you, execution of which will improve inline business in hospitality industry.

Airlines

An airline provides air transports service for traveling passengers and/or freight. Airlines lease or own their air craft with which to supply these services and may form partnerships or alliances with other airlines for mutual benefit. Generally, airline companies are recognized with an air operating certificate or license issued by a governmental aviation body. Airlines vary from those with a single aircraft carrying mail or cargo, through full-service international airlines operating hundreds of aircraft. Airline services can be categorized as being intercontinental, intra-continental, domestic, regional, or international, and may be operated as

scheduled services or charters.

Tour Operators & Travel Agents

A tour operator typically combines tour and travel components to create a holiday. The most common example of a tour operator's product would be a flight on a charter airline plus a transfer from the airport to a hotel and the services of a local representative, all for one price. Niche tour operators may specialize in destinations, e.g. Italy, activities and experiences, e.g. skiing, or a combination thereof. The original raison d'être of tour operating was the difficulty of making arrangements in far-flung places, with problems of language, currency and communication. The advent of the internet has led to a rapid increase in self-packaging of holidays. However, tour operators still have their competence in arranging tours for those who do not have time to do DIY holidays, and specialize in large group events and meetings such as conferences or seminars. Also, tour operators still exercise contracting power with suppliers (airlines, hotels, other land arrangements, cruises, etc.) and influence over other entities (tourism boards and other government authorities) in order to create packages and special departures for destinations otherwise difficult and expensive to visit.

A travel agency is a retail business that sells travel related products and services to customers on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, railways, sightseeing tours and package holidays that combine several products. In addition to dealing with ordinary tourists most travel agencies have a separate department devoted to making travel arrangements for business travelers and some travel agencies specialize in commercial and business travel only. There are also travel agencies that serve as general sales agents for foreign travel companies, allowing them to have offices in countries other than where their headquarters are located.

Tourism Destination Management and Marketing

Successful destination management is all of these things and they can now be achieved through implementation of our award-winning solution. By combining best-of-breed technology with leading edge internet design and marketing capabilities we enable our destination management organizations to grow their tourism economies in an increasingly competitive global marketplace.

Travel Technology and Service Providers

As an e-commerce service provider since 1998, e-Commerce Technology, Inc., (EC-T) has developed some of the world's best technologies and accumulated valuable experience in the field of e-commerce services. EC-T consists of three service lines: Besides helping businesses, EC-T draws from these same service lines to directly assist world travelers and sports fans to attend Games in India. We specialize in trip planning so you can enjoy sports and wonders of the host cities / surrounding areas.

Customer Relation Management

Customer Relation Management based system enables service provider to provide knowledge, value and efficient service to its clients. CRM enables service provider to build up a life time relationship by providing on time solutions. Especially tourism industry needs excellent CRM solutions to assist visitors or clients before flying on tour, during tour and always after tour services. Customer Relation Management solutions can be provided to a visitor through web, email, call center, kiosks and travelling information offices anytime & anywhere.

The Impact of E-Tourism Marketing
Positive Impact
- Information communication technology in tourism industry

- Customer relationship management
- Value chain integration
- Knowledge Management Systems
- Use of advance technologies
- Global reach: No matter where you are or whom you need to reach, targeted emails pave the way. Borders are no obstacles in email marketing.
- Interactive: You can innovatively initiate campaigns using graphics, videos, music, quiz, game or whatever that will be of interest to your prospect, to grab his attention and interest immediately.
- Highly personalized: Email enables you to personalize and greet every person you target. This helps in creating a special bond with the prospects.
- Round the clock marketing: With an email the audience can understand your offering even when you are out of office.

Negative Impact

- Some illiterate people are not taken e based marketing user friendly.
- Rural people are not get adequate information regarding e-marketing due to insufficient internet facility.
- Many consumers consider email marketing messages to be "spam". As a result, if not conducted carefully, email marketing messages and campaigns can have a negative effect on a company's brand or image.
- The primary reason this occurred is that too many business and spammers rely on purchased email contact lists from less than reputable list providers.

Result & Discussion
Data Analysis

Table-1: Chi-square Test

Variables	Chi-square value	Level of Significance	Significant / Not Significant
Age	78.063	.000	significant
Sex	16.702	.019	Significant
Marital status	18.868	.009	Not significant
Education status	30.667.	.006	Not significant
Field of work	29.602	.100	Not significant
Monthly income	49.167	.000	significant
Nationality	32.280	.000	significant

You can see from the output that the chi-square value is significant (p<.05). There are significant significance differences in the demographic data of the tourists towards e-tourism marketing, and the results show that tourist largely undecided on these issues.

According the table there is significant association between tourist's ages towards e-based services have improved tourism. Chi-square value 78.063 with a significance of .000. This significance value is well below the alpha level of .05 and is thus significant. You can see that the 26 cells (81.3%) have expected count less than 5. The minimum expected count is .18. Which >5, and thus you can be confident that you have not violated one of main assumption of chi-squire.

There is a significant association between tourist's genders towards e-based services has improved tourism. Chi-square value 16.702 with a non significance of .019. This significance value is well above the alpha level of .05.

There is no significant association between tourist's marital statuses towards e-based services has improved tourism. Chi-square value 18.868 with a non significance of .009. This significance value is well above the alpha level of .05.

There is no significant association between tourist's education statuses towards e-based services has improved tourism. Chi-square value 30.667 with a non significance of .006. This significance value is well above the alpha level of .05.

There is no significant association between tourist's fields of work towards e-based services has improved tourism. Chi-square value 29.602 with a non significance of .100. This significance value is well above the alpha level of .05.

There is significant association between tourist's ages towards e-based services have improved tourism. Chi-square value 49.167 with a significance of .000. This significance value is well below the alpha level of .05 and is thus significant. You can see that the 26 cells (81.3%) have expected count less than 5. The minimum expected count is .02. Which >5, and thus you can be confident that you have not violated one of main assumption of chi-squire.

There is significant association between tourist's nationalities towards e-based services have improved tourism. Chi-square value 32.280 with a significance of .000. This significance value is well below the alpha level of .05 and is thus significant. You can see that the 11 cells (68.8%) have expected count less than 5. The minimum expected count is .68. Which >5, and thus you can be confident that you have not violated one of main assumption of chi-squire.

Conclusion

This paper has argued that the impact of impact of e-tourism in Indian tourism industry. The core arguments of this paper are to build conceptualization of e-tourism and its impact of e-marketing implication in international level. Focus of e-tourism development and current position of e-marketing in tourism industry. In this study formed awareness of e-tourism and also what are the services and facilities provided via internet also found in this study. As per the analyze and interpretation showing the present position of e-services like e-marketing in tourism industry it has very satisfaction line to moved in the world. And also sufficient information is available regarding online service to the tourist. This can be done either by developing tourism rights to community level, and helping communities with participatory planning.

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