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"E-TOURISM: A TOOL TO GLOBALISE MYSORE HOSPITALITY & TOURISM INDUSTRY"



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ABSTRACT

Tourism is one of the world's fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries. As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of the hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure.



Information and communication systems embedded in a global net have had a profound influence on the tourism, travel and hospitality industry. These industries with their presence in the electronic market show an impact on the developments of Information Technology. Information Technology enabled tourism is coined as 'E-Tourism'. Online tourism is at a platform that enables direct booking, easy payment for end-user, business-to-business trading for product providers, travel agents and resellers. This paper focuses upon making Mysore a global destination with the influence of e-tourism concept in the travel and tourism industry scenario.

KEYWORDS : *Information & communication, E-Tourism, Tourism, Travel, Global Destination.*

INTRODUCTION:

Mysore is situated near Bangalore, the state capital of Karnataka in India. Mysore holds its charm in the fascinating mix of tourist attractions which makes it favourite among tourists across the globe. The Palaces, ancient monuments, temples and forts reminds about the glorious past and rich history of the Place. Mysore explores its lush green landscape, rich heritage, culture, wildlife and a variety of tourist places located all over the district. Many tourists are not getting proper information about the tourist places in and around Mysore.

During the last decade of 20th century, Mysore saw the emergence of e-tourism, its innovation and growth. E-tourism concept will provide a possible solution to overcome the said problem and at the same time will increase the tourist number. E-tourism gives information about the places, place map, ATM, hotel information. On -line services such as hotel booking, flight booking and vehicle

booking facilities are made possible with the development of e-commerce strategies. About 75% of the Mysore's e-commerce market is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge). Tourism products are highly dependent on the way they are represented and offered by the service providers. This paper focus to globalise their product, but information constitutes the heart of this industry. Utilising and managing a suitable Information & communication technology is essential for tourism organisations to satisfy their customers. Thus based upon the customers' expectation with certain determinants a comparative study based upon on-line and traditional approach is analysed.

This paper is organized as follows. In section 2 statement of problem, section 3 reviews the related literature and section 4 is devoted to the objectives. Section 5 hypotheses of the study, section 6 designed for methodology of the research and section 7 demonstrates the Hypotheses analysis. The major findings and discussion are demonstrated in section 8, section 9 suggestions on the obtained results and finally section 10 conclusion of the paper.

2. PROBLEM STATEMENT

E-Tourism has its influence in all the three stages (pre-trip, in-trip, post-trip) of a travel, tourism and hospitality industry sector. There is a great demand of information and communication technology in the pre-trip. The satisfaction of the consumers related to in-trip and post-trip can be studied with the information provided by them comparing E-Tourism with traditional way of tourism. Thus this paper analyses the influences of E-Tourism as a tool to globalise Mysore's travel, tourism and hospitality industry based upon the customer e-satisfaction.

3. LITERATURE REVIEW

Literature review presents a review of the available literature on the topic under study. Tourism and Information & communication technology (ICT) are two of the most important and dynamic motivators of the evolving global economy. As the usage of e-tourism increases, understanding the expectations and satisfying customer experience becomes crucial.

According to Eley and Tilley (2009), online marketing can be simply defined as promotional activity on the Internet, including email. It can take many forms, including search engine marketing, email marketing, online advertising, social media, and affiliate marketing. The term of online marketing could be used by many authors in different ways such as e-marketing, digital marketing, internet marketing or web-based marketing.

According to (Vella and Kester, 2008), the purpose of online marketing is to exploit the internet and other forms of electronic communication to communicate with target markets in the most cost-effective ways.

Chaffey, Ellis Chadwick, Johnston and Mayer (2006), explained that Internet marketing can be simply defined as "achieving marketing objectives through applying digital technologies".

The current study attempts to find factors which affect tourist's satisfaction while they are purchasing on line. Following on from Szymansky and Rise's work to identify factors affecting e-satisfaction in tourism industry, this paper analysed the consumers' judgment of their e-tourism experience compared with traditional way of tourism.

The Scottish parliament (2002) has mentioned the expectations of tourists that can be created after implementing E-tourism: Quick response to enquiries, more detailed and tailored information on tourism destinations, Possibility of booking travel, accommodation and restaurants online, Able to check out competition easily at the click of a button, Importance of destination management and

marketing, Branding - collection of tourism products and services, Tourism marketing as a means of facilitating regional development, "marketing should be used as a strategic mechanism in co-ordination with planning and management rather than as a sales tool", Must acknowledge travel motivations (moves towards personal service through customer profiling).

4. OBJECTIVES OF THE STUDY

The main objectives of the present study are:

- 1.To study the influences of E-Tourism in Mysore's travel, tourism and hospitality industry
- 2.To study the importance of expected information provided by service providers to customers through E-Tourism
- 3.To examine the role of E-Tourism as a tool to promote Mysore's travel, tourism and hospitality industry globally based on customers e-satisfaction

5. HYPOTHESES OF STUDY:

Based on the literature review and to achieve the above objectives, following hypotheses were considered for the study:

H₀: There is no significant relationship between the factors affecting customer e-satisfaction and promoting tourism product globally

H₁: There is a significant relationship between the factors affecting customer e-satisfaction in and promoting tourism product globally

6. RESEARCH METHODOLOGY

6.1 Data Collection

In this paper, the primary form of data collection is self-structured questionnaire based on the previous review of literature. The technique of 5 point Likert Scale was used where 1 = much better than; 2 = better than; 3 = the same; 4 = worse than; 5 = much worse than. The survey instrument had the following two sections:

- i.First Section was deal with the demographic profile of the respondents.
- ii.Second Section was related to items presented pertain to the different considered aspects of tourism services that can affect customer e-satisfaction. The items questions in this section investigate the perceptions of tourists toward on-line tourism organizations compared with traditional travel agencies.

In this paper the secondary form of data collection is articles, reports, publications both in printed and electronic form, newspapers and writings in books.

6.2 Study area: The study area was Mysore City which is situated in the Karnataka state and is receiving more tourists every year while the number is growing day-by-day.

6.3 Sample design: Total 75 questionnaires were distributed while 56 responses were found valid and were considered for the study. The data collection was done at Mysore major tourist attraction places. The technique of Convenient Sampling was applied for data collection.

Data analysis: The data was analyzed for finding the descriptive analysis and correlation analysis with the help of statistical software SPSS version 15.0. The demographic profile of the respondents is presented in Table 1.

Table1: Demographic Profile of the Respondents

Gender	Male	62.5%
	Female	37.5%
Age(in years)	18-37	38.5%
	38-57	40%
	58+	21.5%
Education level(completed)	Secondary & Higher Secondary school	21.5%
	Under Graduate	52%
	Post Graduate	26.5%
Income	14,999 or less	36.5%
	15,000-34,999	15.5%
	35,000-54,999	23%
	55,000-74,999	15.5%
	&75,000 or above	9.5%

6.4 Interpretation: It was found that the gender consists of 62.5% of Male and 37.5% of Female. Majority of the respondents were belonged to 38-57 age group while 58+ consisted of 21.5% and 38.5% of the respondents were belonged to 18-37 age group. The educational level of the respondents included the 21.5% studied till Higher Secondary Level while the respondents completed their Under Graduate was 52% and only 26.5% belonged to Post Graduate Level Educational group. The majority of the respondents i.e. 36.5% were belonged to the 14,999 or less income group while 23%, 15.5%, 15.5% and 9.5% were belonged to the income groups of 35,000-54,999; 15,000-34,999, 55,000-74,999; 75,000 or above respectively.

Table 2 presented the Descriptive Analysis. Basically, to understand the frequency distribution of the respondents, the descriptive analysis was done and the mean, standard deviation from the mean values were found which further analyzed for identifying the overall mean to know their relationship between the various parameters of factors affecting customer e-satisfaction (a comparison of E-tourism with traditional way of tourism)

Table 2: Descriptive Analysis - Responses for each factors of convenience (a comparison of E-tourism with traditional way of tourism)

Q.No	Factors		Explanation	Mean	Standard deviation	Overall Mean
1.	Site design	F1A	Attractive website	3.8	1.02	3.6
2.		F1B	Friendliness ease of use	3.5	.97	
3.	Convenience	F2A	Purchase any time	2.8	.99	3.3
4.		F2B	Purchase anywhere	3.8	1.02	
5.	Financial Security	F3A	Formal privacy	3.5	.97	3.4
6.		F3B	Safe feeling in transactions	3.2	.94	
7.	Product	F4A	Quantity of information	3.5	.97	3.2
8.	Information	F4B	Quality of information	2.8	.99	
9.	Product Offering	F5A	Number of tourism services	3.2	.94	3.4
10.		F5B	Variety of tourism services	3.5	.97	
11.	Q11		Do you agree E-Tourism is a tool to promote Mysore's Tourism products globally	4.08	.98	

After knowing the demographic profile and descriptive analysis of the sample /respondents, the need was to identifying the significant relationship between various parameters should be analysed. Therefore, the statistical technique of Correlation Analysis between factors affecting customer e-satisfaction and Tourism products Promotion was measured as shown in the below Table 3.

Table 3: Correlation Analysis between factors affecting customer e-satisfaction and Tourism products promotion

		Tourism products Promotion
Factors affecting Customers e-satisfaction	Pearson's correlation	.29
	Sig. (2-tailed)	.01
	N	56

7. HYPOTHESIS ANALYSIS

The correlation value of Factors affecting Customers e-satisfaction and Tourism products Promotion of $r = .29$, $p < .01$ (Please Refer Table 3), which means a positive relationship between them. Hence, hypothesis H1 is accepted.

8. MAJOR FINDINGS

The following are the explanations of research findings, first the individual mean values were calculated and then the standard deviation value was calculated. After that, the test of correlation was applied to analyze the relationship between Factors affecting Customers e-satisfaction and Tourism

products Promotion.

The mean value of Site design, Convenience, Financial Security, Product Information, and Product Offering was 3.6, 3.3, 3.4, 3.2 and 3.4 respectively, which have the tendency over "Neutral" and to somehow tend towards the area of "Agree", which meant that the Site design, Convenience, Financial Security, Product Information, and Product Offering plays a significant role under customer e-satisfaction phenomenon. In the next step, the overall mean value of five elements viz. Site design, Convenience, Financial Security, Product Information, Product Offering was calculated and that was 3.38 which again means that to have the tendency over "Neutral" and to somehow tend towards the area of "Agree", meant that all the five elements has played significant role under the customer e-satisfaction phenomenon.

After the descriptive analysis, the next step was to analyze the relationship between factors affecting customer e-satisfaction and Tourism products promotion. We know that, the Correlation Coefficient (also known as Pearson correlation) is a dimensionless measure of the degree of linear association of two values, with value in the interval $[-1, 1]$. Moreover, the correlation coefficient always takes a value between -1 and 1, with 1 or -1 indicating perfect correlation and correlation coefficient is denoted by "r". Furthermore, in correlation analysis, the determination of effect also calculated where $r = .10$ (small effect), $r = .30$ (medium effect) and $r = .50$ (large effect) represented accordingly.

The factors affecting customer e-satisfaction and Tourism products promotion, the value of $r = .29$, $p < .01$ which means that the positive relationship was existed while the value approximately in the zone of $r = .30$ which concluded the medium effect of factors affecting customer e-satisfaction and Tourism products promotion globally utilizing the E-Tourism as a tool.

9. SUGGESTIONS

A few suggestions to enhance E-Tourism in Mysore are as follows:

1. Use of social media and social network for publicity of tourist places.
2. Utilise the kiosk centre to provide Computer reservation system and needed information in Internet.
3. Department of tourism should give awareness of Information & communication technology to tourism areas.
4. Department of tourism /state government should include all the facilities and information for tourist to access through the website/blogs.
5. Department of tourism can include modern facilities like Wi-Fi, Global Positioning System (GPS), Car GPS, Navigation system, biometric system and Camera system in tourism places for security purpose.
6. Department of Tourism can implement and extend the service of M-Commerce and E-Governance technologies.

10. CONCLUSION

Information technology leads to flexible and market-oriented business, and success depends on quick response to rapidly changing customer needs, using ICT in order to deliver the appropriate products to the targeted segments. As the result showed E- tourism organizations to gain more online customers by offering better services comparing with the traditional travel agencies. The use of the Internet and the WWW enable tourism businesses to improve their flexibility, interactivity, efficiency and competitiveness. Thus E-tourism promotes tourism products globally by digitisation of all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organisations to maximise their efficiency and effectiveness.

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