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TO STUDY THE IMPACT OF E-COMMERCE ON TOURISM INDUSTRY

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ABSTRACT

In spite of the difficult economic problems in this area and the overall number of passengers, online transactions in the tourism industry are increasingly rising. This industry is the leading application in BCC (Business to Consumer) field. While other industries are showing a strong hold for traditional processes, the tourism industry is watching the acceptance of ecommerce to the extent that the structure of the entire industry is changing. The web is used not only to gather information, but also for the order of services, a new type of user is emerging, which acts as its own travel agent and creates a personalized travel package. Tourism is an information-based industry that is one of the leading natural industries on the Internet). It is estimated that most, if not, then there will be sites on the Internet in the areas of travel and tourism industry around the world; Showing the right marriage of the world's two fastest growing industries: IT and tourism e-commerce are the leading and fastest growing category of e-commerce. In this study, researchers will focus on the challenges and challenges in e-commerce business for the business and the consumer's perceptions of the challenges and opportunities that the tourism industry faces.

Keywords :Tourism, E-commerce, Challenges, Opportunities



INTRODUCTION

DEFINITIONS OF E-COMMERCE

Many vested and explicit definitions of e-commerce depend on previous experiences that are in opposition to imaginative possibilities. There are different approaches to marking e-commerce by different individuals, diverse books or specific parties. E-commerce is a general term for a business, or a trading electronic exchange that includes data exchange on the Internet or, we can tell that the web based business is used as a PC or electronic system, Business is arranged with different organizations or with clients on other electronic systems.

BENEFITS OF E-COMMERCE

The fundamental advantage of web based business arises from having the ability to cross business operation processes over official borders and time zones. Benefits of operating web usage for mechanical sellers reduces mistakes, time and overhead expenditure in creating data; Providing low cost, offering offers, and electronic offers to providers by web based offers. In this way, it supports simplicity and reality in some business exchanges. What's more, the production of new markets and market fragments, new and small players in the new markets, less demanding sections and faster time for performance are encouraged. Help with web based businesses A familiarity with business forms has been reached to a great extent by a ton of these practices and strategies. Similarly, significant benefits are given to the Association when all has been done and the entire global economy has been revolving around these benefits around the lack of normal cost. Removing organization and item data on the organization database for the Web has saved organizations the cost of printing indexes, while giving them the opportunity to improve the data and make improvements. Support services have been provided through each posting of inquiries every time and again through the web or through intuitive online support services and applications. Using the use of information storage and information mining applications, the organization administrators have got the right to help in



the use of computerized data to help more brain-flawing exams. In addition, enables their providers and customers to get a direct view of the organization's information and processes and gives them the chance to be involved in the decision-making process.

Benefits to Organizations	
Global reach	Locating customers and/or suppliers worldwide, at reasonable cost and fast.
Cost reduction	Lower cost of information processing, storage, distribution.
Supplychain improvements	Reduce delays, inventories, and cost.
Customization /Personalization	Make it to consumer's wish, fast and at reasonable cost.
Sellers specialization (niche market)	Seller can specialize in a narrow field (e.g. dog toys), yet make money.
Lower communication cost	The internet is cheaper than VAN private lines.
Fewer permits and less tax	May need fewer permits and be able to avoid sales tax.
Business always open	Open 24/7/365; no overtime or other cost.



Benefits to Organizations	
Up-to-date company material	All distributed material is up-to-date.
Efficient procurement	Saves time and reduces cost by enabling e-procurement.
Lower inventories	Using customization inventories can be minimized.
Rapid time-to-market and increased speed	Expedite processes; higher speed and productivity.
Benefits to Consumers	
Ubiquity	Can shop anytime from any place.
More product/services	Large selection to choose from (vendor, products, styles).
Customized products/services	Can customize many product and/or services.
Cheaper products/services	Can compare and shop for lower prices.
Instant delivery	Digitized products can be downloaded immediately upon payment.



Benefits to Organizations	
Information availability	Easy finding what you need, with details, demos, etc.
Convenient auction participation	Do auctions anytime and from any place.
Enable telecommuting	Can work or study at home.
Electronic socialization	Can socialize online in communities yet be at home.
Find unique items	Using online auctions, collectible items can be found.
Benefits to Society	
Increased Standard of Living	Can buy more and cheaper goods/services.
Close the digital divide	Allow people in developing countries and rural areas to accept more services and purchasing what they really like.
More public services	Make education, health, etc., available for more people. Rural area can share benefits; more services for the poor.



Benefits to Organizations	
Enable telecommuting	Facilitate work at home; less traffic, pollution.

PROBLEMS OF E-COMMERCE INDUSTRY IN INDIA

1. Infrastructural Problems:

Internet is the foundation of ecommerce Unfortunately; Internet access in India is far less, where 0.5 percent of the population is below 50% in Singapore. Thus, the infiltration of (PC) in India is as low as 3.5 per thousand populations in China, 6 thousand and 500 in America per thousand. The phone is still available through PCs with the help of phone lines.

2. Absence of Cyber Laws:

Other major exam related to e-commerce market is the closest absence of digital laws to direct exchanges on the Net. The World Trade Organization believes that soon establish Digital Law Institute. India's Information Technology (IT) Bill is planning to handle administrative areas in the e-commerce by the Indian Parliament on May 17, 2000.

3. Payment and Tax Related Issues

The issues identified with payment and expenditure are yet another issue which is indicating e-dealers. Electronic payment is done through credit card or plastic cash, which, in any case, due to two reasons cannot be leaked to mainstream in India so far for the most part. In order to get started, entry of MasterCard in India is low (2% of the population).



4. Digital Illiteracy and Consumer Psyche:

At present, the advanced lack of education is one of the rising issues of e-commerce being seen in India. Again, again, the nonstop of talented PC designers largely developed the programming engineers of India, the migration of different countries. It has represented a real threat to the Indian IT industry. Obviously, the answer to this issue lies in controlling the brain of the PC - ends and uses the same in the country.

THE EFFECT OF E-COMMERCE IN TRAVEL

Travel ecommerce is another strategy for business ventures, which essentially includes publication, electronic data transfer, online ordering, electronic accounts and online payment services, which are related to the tourism enterprise. Such e-commerce has made major changes in the 21st century countries, and since then has changed the purpose of another development of tourism economy in major countries.

Travel e-commerce application, client processing of coordination, customer progress and data is being run in tourism-related enterprises, in which all orders are an alternative concentration in connection with business ventures of aliens and use for reach. This is an additional area of e-commerce which is related to reducing the increased data innovation for upgrading most parts inside and outside the availability of travel. In this way, a viable correspondence and procurement have increased within various tourist foundations, providers and sights. Striking In the same minute, the efforts of endeavour and learning appropriation can also be supported. Tourism e-commerce has been fitted as a fiddle after continuous improvement of 10 years continuously, in any case it affects traditional tourism enterprises in a specially created world, but even today some of the customary dealers understand the need to promote the web in a short time. A higher rate is still focused on the disconnected business mode, for example, the vehicle of travel handouts for daily paper and various target clusters which require a high use, which can cause problems for the company's great deals exhibitions



was. In the absence of system, as well as the number of customary travel organizations, it still looks lean to monitor the use of internal estimation, in spite of the fact that the use of two or three offices is of the importance of the system. It is very desirable in a large number; there is a barrier to preparing simple information and reporting to remain in the essential state of these organizations, which does not shut down the system's favourable conditions.

LITERATURE REVIEW

Vertner H. According to, in spite of extreme financial issues, e-commerce in travel and tourism enterprises are continuously expanding. (Widherar H., Reci F., 2004). According to him, this industry is embracing the use of B2B (Business to Business) and BCC (business to do purchaser). This industry has changed ways of working together for traditional methods of presenting the daytime, i.e. e-commerce and other online exchange programming where different ventures are embracing customary methods so far. The operation of internet buyers is changing well because they are ending less loyal, set less time for picking and finishing tourism items. As it is an industry service oriented business industry, consumers are implementing various new techniques to meet the needs of the consumer and provide information and to create various value strategies such as extraction of value, price capture, value addition value creation Provide information through

According to Kim (2004), it is easy to use the security of the e-commerce system framework and the web interface, which are the primary two components for the main useful online business process. Security means to keep their own structures safe and secure. Give security affirmation to those customers who are using destination or online programming. Easy to use web interface Shopper believes and it is difficult for customers to do anything difficult. In addition to these components, different elements are fundamental to success, which are top management support, IT infrastructure, and customer acceptance. Top management support,



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according to Kim, is an inevitable part because they are prominent and guide the organization to use their help and options process.

Law and Bai (2008), he also clarified that without the legitimate IT structure and talented human resources, the online business practice will be reduced. He clarified a client's acceptance of the variable; Client acceptance means that the way the customer accepts the organization's web or online programming, and it should be extremely rich and easy to use. These components will choose whether more customers will get the business. Due to material richness and ease of use, customers' research is to use website quality.

According to Mammani (2009), the conduct of the customers is changing and because of e-commerce, they swap office in this event in two minutes that they are not satisfied with them. Customers expect a similar administration, through their travel through the same kind of travel offered through their outlets or the web. According to the web level, there are diverse customer specific ways to surf the web; it is also easy to understand the rich site and site content. To accommodate e-commerce by the organization, they need to focus on administering items, item access, extraordinary offers, customized data that scans the web for noticeable component buyers.

RESEARCH OBJECTIVE

1. To identify perception of consumers towards E-commerce business in the travel industry
2. To identify challenges and opportunity of e-commerce in tourism industry.



RESEARCH METHODOLOGY

SOURCES OF DATA

Primary sources of data utilised for this proposed research study

Secondary data has been taken from books, articles, journals etc

SAMPLE SIZE

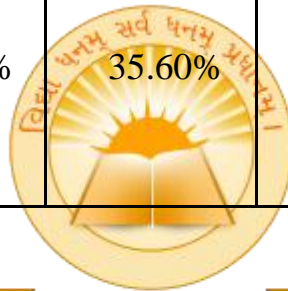
100 around consumers based in Ahmedabad city have been targeted for this study

DATA ANALYSIS

QUESTIONS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Can reach customer easily with e-commerce	20.60%	16.70%	31.40%	9.80%	21.60%
Easy to serve more clients with traditional business	27.50%	17.60%	24.50%	13.70%	16.70%
E-commerce adoption is costly for Tourism industry	26.00%	16.00%	19.00%	28.00%	11.00%
E-commerce help to increase revenue	32.40%	10.80%	15.70%	31.40%	9.80%



More travel option available with traditional travel agents	20.60%	10.80%	40.20%	8.80%	19.60%
Prompt customer service can be offered with e-commerce	2.00%	2.00%	34.70%	23.80%	37.60%
Staff should be trained with new technology	39.60%	37.60%	3.00%	18.80%	1.00%
Traditional tourism company can offer more customised offers	37.60%	35.60%	3.00%	21.80%	2.00%



CONCLUSION

Tourism is the backbone of the country's economy, due to the increase in personal wages, the number of people is increasing steadily and they are using different channels to buy their own holiday, some people are still traveling with travel experts, With the use of tourism buying methods, administrators, taverns and so on and some books and electronic items to buy items for shopping Using a Trolley Actually, even many travel and travel organizations are adjusting e-commerce so that they can boom their business, in a customary way to get the handles in business areas from the e-business perspective Going forward because personally and again the web and other online programming are used all over. Through e-commerce web there is a new way to advance and present tourism items. It is not difficult to adjust e-commerce without delaying a moment from the customary path; the enterprise spends huge expenses on data



advance and requires HTTP. After the adaptation of e-commerce in business, he has to face many difficulties; One of the primary difficulties is to draw traditional buyers who instead of booking through the web, travel to the items from travel offices. To attract these customers, it is important to keep an eye on e-commerce; Using the site should be easy, useful, should be an extraordinary rich item, if it is conceivable then they should give a virtual tour with the goal. There are some advantages for optimizing ecommerce in travel and tourism, and there are additional obstacles, coupled with low cost, coupled with customers, customers can pick up things using the web, quickly and speed up the profit, It can be easy to find new business associates, talk to customers with many opportunities in the events of any issue, and even further, to embrace web based business. Significant limitations, the buyer's credibility, lack of property of human expertise, the official system of e-commerce, customer indeed and so forth.





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