E-COMMERCE IMPACT ON TOURISM

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Abstract:

Despite the difficult economic conditions and increasing number of tourists, online tourist transactions are increasing. This is the most prominent B2C (Business to Consumer) industry. However, the tourism sector is closely monitoring ecommerce's acceptance to the point that the industry's structure is changing. In addition to obtaining information, online users can acquire services and create their own vacation packages. Tourism is one of the most popular natural industries on the Internet. Most, if not all, travel and tourism sites are anticipated to be online. Bringing together the world's two fastest growing industries, IT and tourism. The most common and fastest expanding sort of e-commerce. In this study, researchers will examine both business and consumer perceptions of difficulties and opportunities in e-commerce.

Keywords: Challenges, E-commerce, Tourism, Opportunities

INTRODUCTION

THE DEFINITION OF E-COMMERCE

As a result, the current definitions of e-commerce may not include all of the opportunities for innovation. It has been employed by individuals, books, and political parties in a variety of ways. The word "e-commerce" refers to any business or trade transaction involving the electronic exchange of data via the Internet.

INFRASTRUCTURE UPDATES

Technology such as GPS, mobile phones, smart phones, and hand-held devices have revolutionised travel and tourism experiences. There are many ways in which travellers use GPS systems while on the road. Mobile phones may now be used around the world because of the standardisation of communication technologies. Travelers may now check in to a hotel or airport with the use of a smartphone. The company has saved money and enhanced customer service by adopting standard procedures and technologies. The airline industry, for example, pioneered mobile check-in using cutting-edge cell phone technology. Mobile check-in will be adopted by more airlines. For domestic flights without luggage, mobile check-in was adopted by the airlines in June 2006. "E-Boarding permits" were first issued in Montreal, Canada, in June 2007, when airlines began giving them for domestic flights. Passing through airport security, the customer scans their phone at a kiosk. Those nations where mobile users are prepared to experiment with new services have seen an increase in the use of mobile check-in. Finland and Japan are examples of this (Baxter, 2007). Both the customer and the airline profit from mobile check-in. Travel firms save money by making their services more convenient for their customers.

THE ISSUE OF E-COMMERCE

Electronic commerce is facing difficulties in the travel sector. Customers want a consistent experience across all channels, and airlines are no exception. Customers expect an airline's website to provide the same level of service as a traditional travel agency. Third-party ticket buyers, like Travelocity, expect the same level of service as those who purchase their tickets directly from the airline.

Many online travel agencies have been forced to go out of business. There was no financial calamity during the height of the Internet business boom. In the beginning, online travel agencies threatened traditional travel agencies, but now low-cost airlines are posing a threat by including car rentals, hotels, and travel insurance into their packages.

BENEFITS OF E-COMMERCE

The capacity to cross corporate operating processes across formal borders and time zones is the primary benefit of web-based business. Benefits of using the web for mechanical sellers include fewer errors, less time and money spent collecting data, and providing low-cost, electronic offers to suppliers through web-based offers. It supports simplicity and truth in some commercial transactions in this way. Furthermore, the creation of new markets and market fragments, as well as new and minor participants in new markets, less demanding sectors, and shorter time to performance are all promoted. Assistance with web-based enterprises Many of these techniques and efforts have resulted in a high level of familiarity with business forms. When all is said and done, significant benefits are given to the Association, and the entire world economy revolves around these benefits and the lack of typical expense. Organizations have saved money and time by removing business and item data from the organisation database for the Web, while also allowing them to update their data. Posting questions on the internet or using simple online support services and software is a common method of providing assistance. Usage of computerised data for greater brain-flawing assessments can be assisted by organisation administrators through the use of data storage and data mining apps. Customers and providers can see and participate in their organization's information and activities, as well as participate in decision-making.

PROBLEMS OF E-COMMERCE INDUSTRY IN INDIA

Ecommerce is built on the Internet. Unfortunately, Internet connectivity in India is significantly less than in Singapore, where only 0.5 percent of the population has access. As a result, (PC) infiltration in India is as low as 3.5 per thousand people in China, 6 thousand in the United States, and 500 in India. With the help of phone lines, the phone can still be accessed through PCs.

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Another important issue in the e-commerce business is the lack of digital rules that govern direct Internet exchanges. The World Trade Organization believes that a Digital Law Institute will be established soon. On May 17, 2000, the Indian Parliament passed the Information Technology (IT) Bill, which aims to manage administrative aspects of e-commerce.

Some e-dealers are also concerned about payment and cost difficulties. A credit card or plastic cash is used to make an electronic payment in India, which hasn't taken off because of two problems. For the time being, MasterCard's entry into India is limited to a handful of cities (2 percent of the population).

The advanced lack of education is currently one of India's most pressing e-commerce challenges. When talented PC designers arrived in India, they greatly improved the country's programming engineers and facilitated mass migrations from other countries. A severe danger has been placed on India's IT sector as a result. In the end, this problem can only be solved by regulating the PC's brain, which is the same across the country.

E-COMMERCE'S IMPACT ON TRAVEL

Publishing, electronic data transfer, on-line ordering, electronic accounts, and online payment services are all part of the travel ecommerce business plan for companies in the industry. e-commerce has altered the economy of countries in the twenty-first century and shifted the focus of another phase of tourist development in important countries.

In tourism-related businesses, travel e-commerce applications, client coordination, customer progress, and data are all operated, and all orders are an alternative concentrate in connection with foreign business ventures and use for reach. This is a separate sector of e-commerce that is concerned with minimising the increasing data innovation for updating most portions both within and outside the travel availability. As a result, a viable connection and procurement within various tourist foundations, providers, and sites has increased. Striking Efforts of endeavour and learning appropriation can both be supported at the same time. There are some traditional travel organisations that still recognise the need of promoting their businesses on the internet within a short period of time despite ten years of steady improvement in the field of tourism e-commerce. Unconnected business modes, such as travel handouts for daily paper

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and varied target groups that demand a high volume of use, continue to be the focus of the company's wonderful deal exhibitions. Internal estimation, despite its importance, appears to be under-monitored in the absence of any system and the number of customary travel organisations, even though the usage of two or three offices is critical. It is highly desirable in many circumstances, but there is a barrier to the preparation of basic information and reporting to keep these organisations in the essential state without disrupting the favourable conditions of the system.

LITERATURE REVIEW

The security of the e-commerce system foundation and the web interface, which are the major two components for the main helpful online business process, are easy to use, according to Kim (2004). The term "security" refers to a person's ability to maintain their own structures safe and secure. Customers who use destination or online programming should be assured of their safety. Customers say it is tough for them to do anything complicated because of the user-friendly web interface. Different elements, including as top management support, IT infrastructure, and consumer acceptance, are essential to succeed in addition to these components. According to Kim, top management assistance is an unavoidable component of the process because they are visible and guide the business through the help and alternatives process.

He further stated in Law and Bai (2008) that the internet business practise will be limited without a valid IT system and competent human resources. He defined client acceptance of the variable as the manner in which a customer accepts the organization's web or online programming, which should be incredibly rich and simple to use. These elements will determine whether or not more clients will be attracted to the company. Customers' study is to utilise website quality because of the material richness and convenience of use.

According to Mammani (2009), customers' behaviour is changing, and they can transfer offices in two minutes if they are not satisfied due of e-commerce. Both in-store and online, customers have come to demand the same level of service from businesses. Depending on your experience level, you can access the web in a variety of ways, and the richness of the site and its material

makes it simple to comprehend. As part of the company's online sales strategy, they need to focus on inventory management, item access and pricing flexibility as well as specialised database searches for notable component purchasers on the internet.

RESEARCH OBJECTIVE

1. To ascertain consumer perceptions of E-commerce businesses in the travel industry.
2. To ascertain the difficulties and opportunities associated with e-commerce in the tourism business.

RESEARCH METHODOLOGY

For this planned research project, primary data sources were used. Secondary data was gathered from books, articles, and journals, among other sources. This survey targeted 100 consumers in Ahmedabad.

DATA ANALYSIS

QUESTIONS	Can reach customer easily with e-commerce	Easy to serve more clients with traditional business	E-commerce adoption is costly for Tourism industry	E-commerce help to increase revenue	More travel option available with traditional travel agents	Prompt customer service can be offered with e-commerce	Staff should be trained with new technology	Traditional tourism company can offer more customised offers
Strongly Disagree	21%	28%	26%	32%	21%	2%	40%	38%
Disagree	17%	18%	16%	11%	11%	2%	38%	36%
Neutral	31%	25%	19%	16%	40%	35%	3%	3%
Agree	10%	14%	28%	31%	9%	24%	19%	22%

Strongly Agree	22%	17%	11%	10%	20%	38%	1%	2%

CONCLUSION

Tourism is the country's economic backbone; as personal wages rise, more people are buying their own vacations through various channels; some people still travel with travel agents. Using tourist purchasing methods, such as administrators, taverns, and some publications and electronic things to purchase items for shopping Making Use of a Trolley. Since e-business is so important in today's world, many travel and tourism organisations are rethinking their e-commerce strategies in order to expand their operations. Increasingly, people are using the internet and other forms of online programming. Using e-commerce on the internet, a new approach to marketing tourism products has emerged. The corporation spends a lot of money on data storage and requires HTTP for e-commerce, making it easy to update the system without departing from the normal path. After embracing e-commerce in his company, he encounters a number of obstacles, one of which is luring customers who prefer to make purchases in person rather than online. It's vital to pay attention to e-commerce in order to draw in these customers; the site should be easy to use, practical, and have a wealth of information; if at all possible, a virtual tour should be provided. There are many advantages to using ecommerce in travel and tourism, but there are also some problems, such as low costs and clients who can quickly and easily purchase things via the internet. Meeting new coworkers, communicating with customers in a variety of ways in the event of an issue, and even implementing web-based business may all be done quickly and easily. Constrained by a variety of factors, including the reputation of the buyer, a dearth of human expertise, the official e-commerce system, the customer's actual presence, and so on.

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