A review paper on travel and tourism across India

Sonal Patil[#1],Gunjan Barke[*2],Priti bhandari[#3], Priyanka Adlakondawar[#4,] Kapesh Raghatate[#5]

[#]First-Fourth Computer Engineering, First-Fourth Gondwana university
Chandrapur, Maharashtra,India

Abstract- The purpose of this paper is to grasp how the travel and tourism industry is changing and its development within the world. Travel and tourism industry is one among the world's greatest industrial sectors. It drives economic process, creates jobs, improves social development and promotes peace. Tourism appears to be one in all the foremost developing sciences to research and study. Over the last decades, the industry of travel and tourism has evolved significantly, increasing its pace of common development year by year. Travel and tourism industry may be a diverse sector consisting of scores of companies and employers, from the most important global travel brands to the tiniest tour operators or hostel owners. The main contribution of this work lies in study of various travel booking websites and tourism in India. This study will help the tourist to grasp policy of tourism and online benefits and may understand the drawbacks of existing system**.**

Keywords- : development; travel; tourism; research tourism industry.

Introduction

Tourism is an ancient phenomenon. We consider tourism as endeavor in modern context. As we have an interest to look trends or pattern of tourism. Tourism industry may be a multifaceted industry which besides the destination has three main sectors: Transport, Accommodation and Intermediary services. Tourism Products are mainly services offered by these three sectors of the industry. The sales of all the above business are directly keen about the general turnover of tourism industry which successively depends on the quantity of tourists and also the money they spend. Also though these sectors of the industry are offering different products, they are closely interdependent on one other to show the business smoothly. For instance, if travel agents and tour operators do the promotion, tourists are drawn to the destination, which can use the transport services and then accommodation and local services and so the promotion will benefit not only travel agents or tour operators but also transport and accommodation sector. If a destination does not have good transport services then the accommodation sector at the destination may not get sufficient business and vice-a-versa. Apart from interdependence of these main sectors on each other there are numerous other complex reasons which affect the trends in tourism industry. But mainly for marketing forecasting is required to work out the Product Design and to understand the demand for that particular product. In fact forecasting is a vital component in the decision making process for planning, organizing or marketing of tourism products and services. Thus for tourism industry the important factors are numbers of traveler and sort of travelers. You must know that at any given time in future what volume of tourists you expect and to what quantity you will be able to cater. Once this overall scenario is predicted, then the individual organizations can determine their own marketing mixture of Product, Price, Promotion and Place and compete with one other for market share. Hence, forecasting is required to plan, develop and operate tourism facilities and services.

Literature review

Research paper entitled: The event of the travel and tourism industry across India I have documented on the basis of following published articles-

1. Development of Tourism Industry and National Economic Security written by Kusubakti Andajani, Yuni Pratiwi, Sri Yati, and Sri Indrawati, published in Journal of Business and Management Sciences.

2. A Review of Green Development in the Tourism Industry written by Tang Chengcai, Zheng Qianqian, Qin Nana, Sun Yan, Wang Shushu and Feng Ling, published in Journal of Resources and Ecology.

3. The Role of Development of Transport Tourism in Economic Growth written by Flora Alasgarova, published in Annals of Spiru Haret University. Economic Series.

4. Importance of Training and Development in Tourism Industry written by Sandeep Malik, published in International Refereed Journal of Reviews and Research.

Existing system

In the existing system, each task is carried out manually and processing is also a tedious job. In previous system travelers were maintaining time table details manually in pen and paper, which was time taking and costly. The travelers is not able to achieve its need in time and also the results may not accurate. Because of the manual maintenance there are number of difficulties and drawbacks exist in the system. Some of them are Drawbacks of the Existing System:

• Increased transaction leads to increased source document and hence maintenance becomes difficult.

• If any admin, user entry is wrongly made then the maintenance becomes very difficult.

E-Research

A number of research articles explain the issues involved in using the Internet to gather data for research. This research is valuable to the tourism discipline because the Internet offers certain advantages for gathering data such as not requiring postage costs. In particular, research has examined the pros and cons of conducting surveys on the Internet compared with traditional paper mail surveys (Cole, 2005). This study found differences in the responses of the two groups but found a lower response rate from the online survey. A further study examined the same issue and came to the conclusion that both methods have their biases in responses with online surveys being biased toward experienced Internet users and purchasers (Dolnicar, Laesser, & Matus, 2009). However, mail surveys typically had a higher dropout rate in relation to people finishing the survey half way through. In another study, travel-related virtual communities were used as potential respondents for an online survey but the results showed extremely low opening and response rates, leading to biased samples (Illum, Stanislav, Ivanov, & Liang, 2010). It appears that the growing Downloaded by [Edith Cowan University] at 00:33 30 October 2014 trend in online data gathering is set to continue as innovative methods are explored.

Website Design and Evaluation

Fifty-six articles were published that focused primarily on aspects of websites. This category is different to the e-business category since the website is the focus rather than the business implications. It is relevant to tourism research since these days a large percentage of people interact with travel and tourism websites, to gather information, to make purchases, or to tell of their experiences at a tourist destination. Website design is important to convey an excitement and interest about a location or cruise, for example. Tourism professionals cannot rely on website developers to design an effective website; they need to be aware of design features that sell their product or service. Research topics have changed over the period of study. For example, the early papers are characterized by being broad exploratory examinations of website content (Park, 2002) compared to more recent articles that usually take a more focused aspect of website design such as the use of atmospherics (Bork, 2010). Many of the articles attempt to develop classification and evaluation metrics, for example, measuring website quality, and looking for success factors in websites and assessing website usability. Other articles examine design issues such as "Persuasive Design of Destination Web Sites: An Analysis of First Impression" (Kim & Fesenmaier, 2008), which found users make quick judgments and form their first impression based upon the inspiration provided by the website and the usability of the website. Another study has examined the importance of atmospherics on websites in stimulating an emotional response (Bork, 2010). It was found that pictures and information content and structure were the key factors in creating an emotional response. The process of developing websites is a common topic. A paper that examined the barriers to website development found that lack of technical expertise and lack of financial resources were the main barriers (Lee, Sung, Defranco, & Arnold, 2005). Law et al. (2010) provide an excellent review of the website evaluation literature in tourism. This seems to hold true for hotels also since one study examined the website attributes of hotels at different star ratings and found that there was a significant difference between the attributes on websites of five-star hotels compared to other categories and modest differences between three- and four-star hotels (Musante, Bojanic, and Zhang, 2009). Researchers in website design and tourism are well on the way to understanding what makes an effective website from a consumer perspective. An emerging theme is the use of social media in websites and the incorporation of user created content and it seems that further research is needed on this to identify the pros and cons of including user content and how to manage the process.

The Development of the Travel and Tourism Industry

The travel and tourism industry is one of the largest and fastest growing sectors in the world, with economic growth in 2017 (4.6%) outpacing that of the global economy (3%) for the seventh year in a row, as well as all other major industrial sectors. This means that travel and tourism industry GDP growth was 50% higher than that of the global economy. In

the same year, it employed 313 million people across the world, equivalent to 1 in 10 jobs, and generated 10.4% of global gross domestic product (GDP). [ICAO, 2018] In 2017, there were 1.322 billion international tourist arrivals – an increase of 7% compared to the previous year, and the strongest growth rate for seven years.

By 2030, it is estimated that there will be 1.8 international tourist arrivals – which means an average of 5 million people crossing international borders every single day. [ICAO, 2018]

Research

Travel and Tourism is a major economic activity for any country and the travel and tourism industry affects the country doing social, cultural and economical change in the country. The present research taken up by the researcher is also based on the same premise and the topic of the research is "Travel as an agent of transformation- tourism as a means for social change or community development in the US Virgin Island". The researcher aims to understand the kind of transformation travel brings for US Virgin Island and how tourism brings about social or community development. This research is very significant as it will provide a good premise for further research in the field and will provide better recommendations for US Virgin Island to improve its Travel and Tourism activities

Impact Statement

The present research will aid the researcher to understand the impact travel and tourism will have on US Virgin Islands based on the transformation brought in by the travellers coming in to same way the impact tourism will have on the society and community development within US Virgin Islands. The research will also try to analyse the economic development in the society and how it aids the region to grow in the light of the cost it could incur for the country to do the development required for the tourist activity. The research will also through light on the social development Travel and Tourism will bring about for the area.

Advantages

This brings in money and can help in building the economy.It helps to promote the region to outsiders and investors.The region builds more attractions for tourist that are often beneficial to for the locals too and helps to put u on the map.People learning about your culture and way of life you have, you have the opportunity to meet people from other places and learn from them.Community based tourism brings in money for local shops and keeps sales goingMore Tourist and people becomes attracted to the location .When tourists go

into these communities it helps to promote the area more. People talk to each another, and information is flowed. People may become excited and decide to go and visit the area.

Interacting with different individuals from different spheres of the world helps you to discover new cultures.

It impacts on the job market within the community, as it provides employment for the local people or secondary residence. Quality and standards of the community may be improved

Impacts on the level of invasion of privacy

It may attract people to the area who only come to prey on tourist. The community or region is put under microscope and flaws are published and blown out of proportion.Some of the tourist attraction can become seedy and run down by tourists ? Overcrowding within the community which can lead to fights. Some tourists don't respect the laws and norm that govern the facilities they visit.eg yelling in churches, littering and taking pictures without permission.Too much traffic of tourists clogging together one place can lead to traffic congestion.

Impact on terrorism threats

Citizens living within the location may get annoyed by the amount of going to and from.Group Tourism is another appearance. It is a soul that spread all through all divisions of the tourism business. Group Tourism is about levels of connections between the host nation and the guest.

Conclusion

In conclusion, the travel and tourism industry is very important for most countries in the world, having a place in the economy due to the high income it brings. The contribution of this article is in classifying and analyzing the literature published on tourism and the Internet over a 10-year period. This study has found that research on the Internet and tourism can be classified according to seven main areas: tourism sector studies, e-business, information search, online purchasing, marketing, website analysis, and e-research methods. We explain that relative to significance to the tourism sector, organizational e-business research is an under-researched theme. In particular, case studies in this area could make a strong contribution to both theory and practice. However, organizational-level studies typically require understanding of both strategic- and operational-level details and this may present a major challenge for

any individual research project. In addition, studies related to online purchase, information search, and website design should explore the organizational implications of the findings and recommendations. What can be gleaned from the earlier years of Internet and tourism research is that practitioners and experts alike tend to underestimate the impact of the Internet in the future. This may still be the case if practitioners and experts were asked again today. Hence, research on the role of the Internet in tourism is required and is vitally important to maintaining an informed sector that is a major contributor to many economies.

.   References

[1]   1. Antonakakis, N., & Dragouni, M. (2018). "The Tourism and Economic Growth Enigma: Examining an Ambiguous Relationship through Multiple Prisms." Journal of Travel Research, dx.doi.org/10.1177/0047287517744671.

[2]   Books (in case of reference): Kundur P., "Power system stability and control", New York: McGraw-Hill; pp.239–44, 1994

[3]   )Books (in case of Bibliography): Kundur P., "Power system stability and control", New York: McGraw-Hill; 1994.

[4]   THE IMPACT OF THE INTERNET IN TRAVEL AND TOURISM: A RESEARCH REVIEW 2001–2010 Craig Standing Jean-Pierre Tang-Taye Michel Boyer

[5]   Musante, M. D., Bojanic, D. C., & Zhang, J. (2009). An evaluation of hotel website attribute utilization and effectiveness by hotel class. Journal of Vacation Marketing, 15(3), 203–215.

[6]   Lee, J. J., Sung, H. H., Defranco, A. L., & Arnold, R. A. (2005). Developing, operating, and maintaining a travel agency website. Journal of Travel & Tourism Marketing, 17, 2, 205–223.

[7]   Kim, H., & Fesenmaier, D. R. (2008). Persuasive design of destination web sites: An analysis of first impression. Journal of Travel Research, 47, 3–13.

[8]   Law, R., Qi, S., & Buhalis, D. (2010). Progress in tourism management: A review of website evaluation in tourism research. Tourism Management, 31, 297–313.

[9]   Cole, S. T. (2005). Comparing mail and web-based survey distribution methods: Results of surveys to leisure travel retailers. Journal of Travel Research, 43, 422–430.

[10]   Illum, S. F., Stanislav, H., Ivanov, S. H., & Liang, Y. (2010). Using virtual communities in tourism research. Tourism Management, 31, 335–340

[11]   Tang, L., Choi, S., Morrison, A. M., & Lehto, X. Y. (2009). The many faces of Macau: A correspondence analysis of the images communicated by online tourism information sources in English and Chinese. Journal of Vacation Marketing, 15(1), 79–94

[12]   Küster, I. (2006). Relational content of travel and tourism websites. Asia Pacific Journal of Tourism Research, 11(2), 119–133

[13]   Gertner, R. K., Berger, K. A., & Gertner, D. (2007). Country-dot-com: Marketing and branding destinations online. Journal of Travel & Tourism Marketing, 21(2–3), 105–116.

[14]   Rosendahl, T., & Gottschalk, P. (2009). Stages of integrated market communication in tourism. Information Technology & Tourism, 11(2), 129–138.

[15]   ICAO (2018). "Travel and Tourism a Force for Good in the World," accessed November 7, 2018, https://www.icao.int/Meetings/iwaf2018/Documents/Travel%20and%20Tourism.pdf

[16]   Seabra, C., & Kastenholz, E. (2018). "Peacefulness at Home: Impacts on International Travel." International Journal of Tourism Cities, https://www.emeraldinsight.com/ doi/abs/10.1108/IJTC-10-2017-0050.