



**MODE OF ONLINE BOOKING IN INDIA WITH SPECIAL REFERENCE TO TRAVEL AND TOURISM INDUSTRY – A STUDY**

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**ABSTRACT**

Tourism plays an important role in the economic, cultural, social and industrial development of our country, travel and tourism sector has not received much consideration from the researchers in the past. However, at present various research institutes, universities and field researchers give importance to this sector and publish many literatures on tourism which enhance the knowledge of future researchers. The purpose of this study is to contribute towards the better understanding of current operation which is internet as a tourism information searching and reservation channel. This study also investigates the client's future intentions on reservation in travel services online and to contribute towards the better understanding of the current operation of the internet as travel information searching and reserving channel.

**Keywords: Tourism Industry, Recent trends, Online Reservation Channel**

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**I. INTRODUCTION**

Tourism may be international, or within the traveler's country. The WTO (World Tourism Organization) defines Tourism as "beyond the common perception of tourism as being limited to vacation exertion only ", as people "traveling to and staying in places outside their usual terrain for not further than one successive year for rest, business and other purposes". Tourism can be domestic or transnational; and international tourism has both incoming and gregarious counteraccusations on a country's balance of payments. Today, tourism is a great source of income for numerous countries and impacts the economy of both the source and host.

**II. NEED FOR THE STUDY**

Travel and Tourism assiduity is a prominent part of India. It plays a veritably important part in the pro modernization of a country. Tourism is a large source which helps in earning or bringing foreign exchange in the country hence it is important to study this subject.

**III. SCOPE OF THE STUDY**

Scope of the study is veritably wide as its covers changes in the Demographic of Travel Industry. The Study with the end of understanding changes in the perception of guests towards the trip. The compass of the study is restricted to Chennai metropolitan area. This may thus not be a total reflection of the whole population of the Inbound traveller.

#### **IV. OBJECTIVES OF THE STUDY**

To study the Change in Customer Perception towards Online Portals and Travel Agencies.

To study the mode of booking preferred by most of the customers.

#### **V. LIMITATION OF THE STUDY**

1. The research was conducted only in Chennai Metro Region due to the time convenience.
2. The research was formed on the random sampling and the size of the sample may not be sufficient enough to represent the entire population.
3. Despite of knowing the utility of the study the examinees weren't ready to give information due to time constraints.
4. Travel agents were fearful to part with complete information and accurate /genuine information regarding company and customers.

#### **VI. REVIEW OF LITERATURE**

Sharma. J. K (2000) I wrote his famous book Tourism Planning and Development: He asserts that the crucial basics of tourism planning and growth caters to tourism designers, planners and developers of different experiences and information for planning of tourism industry is upcoming. He describes the perception of tourism planning, approaches, techniques and ethics applied at various levels.

Ravichandran K (2008) studied the perception of internet in travel and tourism industry and acknowledged that the present outlook for travel industry is one of modernisation, high occupancy rate and healthy competition at a higher rate.

Kanagal.N (2010) this article acknowledges about the usage of marketing research for generation of product concepts. The author has researched and analysed about consumer perception, online travel sites, key factors that influence their choice and custom, and consumer prospects with respect to booking their travel online. The aim of the author is to show the systematic marketing research that can be deployed for development of new product concepts, which would provide a space for new entrant in the market.

D Anandan. (2004) Marketing of tourism products. The author confess that this industry requires lots of efforts of marketer to create a favourable image with the aim of encouraging tourist to revisit. Various factors contribute to this regard because happy tourists recommend it to others. People always ready to promote the industry which plays a key role in the economy.

Elizabeth S( 2000) in this composition author put his view about technology. Technology allows briskly, effective communication between tourism businesses and trippers. Both consumers and businesses can profit from advances in communication, reservations and guest services systems. Internet, Reservations Systems, Computer Systems, Mobile Communication are sources for the changes in tourism. In the hospitality and tourism business, effective use of Internet technologies can ameliorate profit. Booking bias allow easy access by consumers and trip professionals. The bookings machines cut costs for travel

business by reducing call volume and give the rubberneck more control over their purchasing process.

Datta, B. (2013) Study of Consumer behaviour of tour and travel operators. By concentrating on customers who had made recent purchases of travel-related goods through online travel agencies (OTA), this study sought to investigate the impact of OTA information quality on OTA trust and continued usage intention. The following is a summary of the study's findings. First, it was discovered that among the OTA information quality sub-factors, correctness, timeliness, and usefulness had a considerable positive impact on OTA trust. The association between OTA information quality (accuracy, timeliness, and usefulness) and continued usage intention was partially mediated by OTA trust.

Hassan. (2016). Changing Perceptions about Online Travel Websites. The study examined the perception of the faculty and students on online learning. According to the study, online classes are more effective than online schooling. Due to the difficulty in completing the adaptation to online courses and the lack of connection between students and their tutors, online learning students confront a number of difficulties. E-learning platforms motivate student-centered learning, and they are easily adjustable during abrupt crises, such as COVID-19. The Jordan universities ought to participate in educating students about data security.

Katarina. P( 2015) in her composition she recommend Marketing ideas for other trip agency business. Guests can make their own trip plan online; trip agencies must correct their promotional plans if they want to flourish. preliminarily, trip agencies could centre on raising interest in the ideas of tourism or in certain destination. Agents now need to suppose on how to make their product suggestive and individual connections in order to increase trippers' business. Incipiently she has given some marketing ideas to do effective online and offline business similar as produce a mobile app for your trip agency, produce a sports trip group, influence social media to make your brand, write papers for original magazines and papers.

Shrivastava, A (2014). India Briefly Business Intelligence from Dezan Shira and Associates. The empirical study of online buyer behaviour helps retailers improve their marketing strategies by understanding issues such as how buyers' motivation, attitude, personality and trust impact their decision making in online buying. Decision makers and online retailers can use the information for competitive advantage.

Swarbrooke, J. & Susan, H. (2001). Business Travel and Tourism. The author confesses that the business travel market. Europe presently dominates the global business travel market. The business travel market varies greatly across the countries. Overall, it seems that business travel and tourism is buoyant, growing market across the world.

## **VI. RESEARCH METHODOLOGY**

Research methodology is a way to solve the research problem systematically with sufficient literature review. It can be stated that boosting the Travel and Tourism Industry and it's standardized for agencies from different sections of the society is the need of the hour. Hence

the title selected for the research study is “**Mode of Online booking in Chennai Region with Special Reference to Travel and Tourism Industry – A Study**”

## VII. RESEARCH DESIGN

There are various dimensions of the research methodology. The researcher has used an exploratory research design for the study.

**Exploratory Research** - as the name states, intends simply to explore the experiment questions and does not intend to offer final and conclusive solutions to existing problems.

Hence, in the present study, the researcher has made an attempt to explore various changes in the travel industry.

## VIII. DATA COLLECTION

### a) Primary data

The primary data has been collected on the basis of a questionnaires and personal interview. The structured close and unascertained questionnaires were distributed to the guests. The researcher approached.

- Customers
- Travel Agencies

The sample of 100+ guests and 10 travel agents were chosen arbitrarily. Questionnaire had been prepared one for customers and another for Travel Agents (Travel Agency). 100 Customers and 10 Travel Agents were interviewed. For the clear understanding of the questionnaire, each question has been explained solely to the customers and travel agents so that the replier's dubieties are cleared.

### b) Secondary data

Secondary data has been collected from the various sources like newspaper, articles, Indian journals, books, different websites and International Journal of Business and lastly form the world's biggest library i.e. Internet.

Researcher visited the library of Central University of Pondicherry.

## SAMPLING DESIGN

The sampling designs has been designed by taking into account consumers and travel agents of Chennai Metro city. Primary data has been collected from Chennai metro region. Following table shows sample size:

S. No	Respondents	Number
1.	Customers	100
2.	Travel Agencies (Travel Agents)	10
	Total	110

## IX. DATA ANALYSIS AND INTERPRETATION

The study is grounded on the secondary and primary data collected from different internet sites and through books and journals. The Primary data has been analysed through IBM SPSS software with Chi Square Analysis and then correlations. Collected Data has been edited to

avoid unwanted information and the data was arranged in the proper order and sequence. Properly edited data has been coded and classified to further make it simple by preparing tables, graphs, charts etc wherever necessary. An attempt has been made to draw proper conclusions on the basis of data analysis and achieve the objective of the present project study.

### Chi Square Analysis

Chi square test is implemented to find the connection/relation between the different variables.

#### Hypothesis 1:

**H<sub>01</sub>:** There is no significant association between the variables online booking system creates impact on Tourism business and lot of customers shifted from live booking to Online booking.

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.291 <sup>a</sup>	12	.762
Likelihood Ratio	10.288	12	.591
Linear-by-Linear Association	2.942	1	.086
N of Valid Cases	100		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .72.

**Inference:** It is observed from the above table, Chi Square value is 8.291, the significant P value is found to be 0.762 > 0.05, hence it is concluded to accept the null hypothesis. Therefore, it is interpreted that, there is no likeliness between variables, impact of online booking system in Tourism business and shifted customers from live booking to Online booking.

#### Hypothesis 2:

**H<sub>02</sub>:** There is a significant association between the variables that the customers gets lot more discounts in online booking mode than the live booking through an agent and the customers prefer online booking over offline.

#### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	300.000 <sup>a</sup>	9	<.001
Likelihood Ratio	273.552	9	<.001
Linear-by-Linear	99.000	1	<.001

Association			
N of Valid Cases	100		

a. 5 cells (31.3%) have expected count less than 5. The minimum expected count is 3.24.

**Inference:** It is observed from the above table, Chi Square value is 300, the significant P value is found to be  $0.001 < 0.05$ , hence it rejects the null hypothesis. Therefore, it is interpreted that, there is likeliness between variables that the customers get lot more discounts in online booking mode than the live booking through an agent and the customers prefer online booking over offline.

### Correlations

Correlations describes the strength of an association between two variables.

		a	b
a	Pearson Correlation	1	.049
	Sig. (2-tailed)		.631
	N	100	100
b	Pearson Correlation	.049	1
	Sig. (2-tailed)	.631	
	N	100	100

**Inference:** The aforementioned data shows that there are Customers have many options while booking online, and this will decide how the tourism industry develops in the future. There is a statistically significant linear relationship between the two variables ( $r = 0.049$ ,  $p < 0.001$ ), indicating a positive correlation between the two variables. As a result, it was determined that customers were happy with Online Reservation Process.

### OBJECTIVE WISE FINDINGS AND RECOMMENDATIONS

The analyst has drawn certain conclusion/finding in accordance with the objective of the study and it's represented as follows:

Objectives of the study: To study the Changing Customer Perception towards Online Portals and Travel Agencies.

#### Finding / conclusion

Researcher found there are only certain portals which are popular such as Clear trip.com Make my trip, M Indicator, Yatra and Expedia. These portals are used by predominance of guests for their bookings. Their rates also contend with each other and lastly the customer goes with the cheapest rates available. According to customers perception portal rates are lower when compared to the rates given by travel agents, as portals don't have commission and mark up margins. Online portals have discounted fares, these discounted fares attract customers and packages are grabbed easily. Customers get benefits from portals like perk points, voucher, gifts etc. This study also investigates the client's future intentions

on reserving travel services online and to contribute towards a bettered understanding of the custom usage of the Internet as a travel intelligence searching and travel service reserving channel.

## X.CONCLUSION

Tourism assiduity in India is growing and it has vast latent for generating employment and earning large quantum of foreign exchange besides giving a fillip to the country's overall modernization and social advancement. The offline services are used by clients, who aren't familiar with online portals, and are therefore tentative on travel agents for their travel booking. In this case, the travel agent plays a vital role to the customer as he/she has been paid for the customers booking, and the customers are fully dependent on the travel agent. Offline services are generally used by the people who are travelling with groups, mentioned as called Group Tenures. The client thinks that the travel agent's booking makes their stint comfortable, but at the end the guests do not realize that the travel agents also use the online portals for the reservation.

Technology allows quick, effective communication between tourism businesses and voyagers. Both customers and businesses can gain from advances in communication, reservations and guest services systems. Internet, Reservation and Computer Systems, Cellular Communication are sources for the changes in tourism and reserving trends. In the hospitality and tourism business, effective use of Internet can ameliorate the profits. Travel and tourism assiduity has been greatly impacted by the improved use of e-commerce in business, especially the way trip associates deliver their travel products to the market and the clients. There is major shift from the use of traditional offline channels i.e., travel agencies to online portals i.e., online tour portals and reservation systems.

The analyst also figured out that the online portals are easy for reservations and making payments for booking. Auto rentals like Uber and Ola are also making inroads which clients use with just an application on their mobile phones. Overall, it was seen that online portals are run down by majority of the consumers, as they have vast information to give to consumers and are also connected all over the world.

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*Section A -Research paper*

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