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Introduction

Information and Communication Technology (ICT) has proved to be very dynamic, and affects critically travel agencies in their business operations. Although, considerable research on how travel agencies (TAs) need to embrace the ICT dynamism for example has been done in Canada, United States of America and Australia (Garkavenko and Milne, 2009:372). The situation in other countries, especially for almost all of Africa, can only be understood with more research. The existing studies show that certain changes have taken place in the global levels, which affirms both the types and quick-paced magnitude of changes and a few can be mentioned, disintermediation (whereby tourism service providers are striving to sell their products directly to clients) is one of the most radical change brought by ICTs in the world. (Garkanenko and Milne, 2009:371; Patricia, 2008:107). Another major shift is realized through the accelerated ICT innovations is the altered traditional intermediary role travel agencies played in distributing tourism products and services. Furthermore, enhanced and new form of computer technology has triggered dramatic modifications to travel agencies’, especially exemplified by gradual phase out of booking business practice as commercial transactions are increasingly channeled through appropriate websites (Davidson and Rogers, 2006).
Similarly, Advances in ICTs have affected the travel and tourism industry, particularly in the area of automation and networking of distribution channels. The introduction of e-ticketing, commission caps and cuts and increased use of the ICTs by the airlines are other major changes intended to substitute travel intermediaries with digital technology, hence reducing the distribution cost (Page, 2011:205).

In Kenya where this article focuses, ICTs has became an exponentially popular form of business and communication choice, rapidly compelling many travel agents in Kenya to adopt them in order to boost their market competitive edge. Needless to reiterate that, travel agencies have embraced the recent innovations in ICTs and their repercussion gives plenty of information. Nonetheless, there has been more left to speculation, as modest research done to explore ICT adoption status by Travel agents in the Kenyan tourism industry and their experiences has adduced little knowledge. The need to fill in this gap formed an important rationale for researching in to this issue, article concentrating on exploring the ICT applications and their impacts on travel agents in Kenya.

2.0 Literature Review

2.1 ICTs Developments and Adoption in the Travel Industry

It is plenty obvious that, the ICTs innovations seem to move faster that the research around the subject, but certain important trend of its development can be drawn from the existing studies. Researchers such as Buhalis and Law (2008:610) and Ip, Rosanna and Law (2010:533) noted that the development of computer reservation systems (CRSs) in the 1970s, global distribution systems (GDSs) in the late 1980s, and the internet in the 1990s not only generated a new paradigm-shift, but also changed operational practices in the industries. Prediction of ICT impact has also been increasingly stated with Sahadev and Islam (2005:391), Law, Leung and Buhalis (2009:613) observing that ICT adoption is expected to improve service quality, enhance efficiency, reduce cost and expand the global markets. It is increasingly becoming difficult for the traditional travel agencies to sustain businesses, which have been losing market share and their competitiveness.

In Kenya, to a large extent, travel agencies have not fully exploited ICTs potential and many benefits of electronic commerce via the website have not been fully realized. While there is an increased use of the internet as a mode of communication, some websites do not possess the interactive features required for internet marketing.

2.2 ICT Challenges Facing Travel Agencies

2.2.1 Disintermediation

Tourism service providers such as the airlines and tour wholesalers are slowly bypassing the travel agents by selling their products and services directly to clients. The changes in the distribution chain are mainly as a result of advances in technology (Davidson and Rogers/ 2006:33/Sharpley, (2006:241)/ Wayne, (2007:51). As a result of disintermediation, the need for TAs has declined (Khuja and Bohari, 2012:223) with many now struggling to sustain business as client focuses new, flexible and cost effective services.

2.2.2 Zero Commission Model

The travel agency businesses have experienced commission cuts and caps by airlines for the past few years. This has caused a change in the revenue model by travel agencies mostly dealing with airlines (Salam and Stevens, 2007:34 / Pease, Rowe and Cooper, 2007:96). Cheung and Lam(2009:86), point out that as a result of commission cuts and caps, the TAs have adopted a service fees model for air tickets; however, the new model puts them at a price disadvantage because the airlines are able to sell their tickets at a cheaper rate.

2.2.3 Competition

The emergence of the major online travel agencies has provided a new form of competition for the travel agencies. The new players have demonstrated a spectacular growth and rapid market place penetration, thus they have gained a significant market share. As a result, traditional travel agencies are losing their market share, as consumers are moving to on-line intermediaries or suppliers directly Papatheodorous, (2006:165), Cheung and Lam (2009:87)

2.3 Diffusion of Innovation

Diffusion of Innovations Theory (DOI) shows a logical process through which various technological innovations evolve, which includes knowledge, persuasion, decision, implementation and confirmation. DOI theory also focuses on five characteristics,
namely; Relative Advantage, Compatibility, Complexity, Trialability and Observability that influence the adoption of an innovation. However, more additional features such as acceptability (willingness of staff to address gaps for new innovations to match new technological adoption) and affordability (Capacity to cope with new innovations putting pressure on TAs budgets) are essential. As the ICT evolves, the TAs are constantly evolving new ways and therefore, theoretical reflection are important based on the dynamic, fast rate shifts and technical challenges.

2.4 Research Framework

The study sought to find out whether ICT developments (CRSs, GDSs, Internet and Travel portals) influence the strategies adopted by Travel agents. Correspondingly, the study also sought to establish the relationship between apparent ICT benefits and Strategies by TAs as well as the relationship between ICT adoption and usage and Strategies adopted by TAs in Kenya. The framework recognized that ICTs innovations are very dynamic and have had a major influence on the strategies adopted by TAs in Nairobi. The evolution of ICTs impact on the TAs business operations. The nature of their business causes them to adopt and use the ICTs that are relevant and also to counteract the challenges that come with the ICTs innovations. Further, innovations have also caused the traditional TAs to lose business and their competiveness. The ICTs innovations brought diverse challenges and opportunities in the TAs businesses. However, the ICTs adopted and used by TAs were mainly based on the perceived benefits accrued from them. Similarly, Alam and Noor (2009:114) and Abou-Shouk, Megicks and Lim (2013:306) recognized that TAs adopted ICTs based on a comprehensive understanding of the future ICTs perceived benefits that would lead to competitive advantage rather than mere operational benefits. Perceived benefits are also linked to the Diffusion of Innovation (DOI) used in this study, which indicated that one of the determinants of an innovation is the relative advantage ensued from it.

![Figure 1: ICTs innovations impacts, level of adoption and strategies](image)

3.0 Research Methodology

In order to study the implications of ICT to travel agents in Nairobi, a survey instrument was formulated to obtain feedback from travel agents to assess their awareness and the level of ICT adoption usage. Questionnaires were sent to 70 travel agencies.
Purposive approach was used to select the participants who were majorly Directors and ICT professionals. In developing the questionnaire items, the closed-ended and open-ended formats of the item were used. The open-ended questions required narrative responses. Some of the items adopted a Lickert scale (e.g. 1-strongly disagree, 2-disagree, 3-undecided, 4-agree, 5-strongly agree). Questionnaires were appropriate for the study because they are wide ranging and self-administered and were made anonymous. Fifty five questionnaires were returned, representing a response rate of 78.6%. In order to study the validity of the questionnaire, it was pretested with 8 respondents from four travel agencies. To establish the content and face validity of the data collection instrument, the respondents were requested to help evaluate the clarity of the questions and to make the content more comprehensive and the precision of the question to avoid ambiguity based on their input several items of the initial draft of the questionnaires were restructured to improve comprehension. The questionnaire was also tested for reliability. The evaluation of reliability of the data collection instrument was conducted by means of Kappa coefficient to check the percentage agreement between measures or responses on various items of the questionnaire. Kappa is always less than or equal to 1. The agreement of the responses was high (Kappa coefficient indicated a substantial agreement (0.61 - 0.80)). Statistical analysis was conducted using SPSS version 20 and AMOS version 20. Descriptive statistics and structural equation modeling (SEM) techniques were used for data analysis. Structural Equation Modelling (SEM) using AMOS version 20 was used to test the hypothesized relationship between variables in the conceptual framework. Since the Factor (Building Blocks) are Latent variable (Un-observed), SEM was used to build the Model.

4.0 Findings and Discussions

4.1 ICT Developments and Innovations

Diffusion of Innovation (DOI) provides a useful framework for analyzing the procedures used by the TAs in ICT adoption towards sustainable strategies (Tarafder, Marthandan and Haque 2010:493). According to the theory, there are various stages involved in technological innovations. The first stage is knowledge, whereby the adopter is exposed to the technological existence and gets familiar to its functionality. Both open-ended and closed-ended questions were used to analyse the ICT development and innovations by using technological innovations stages according to DOI theory. The following are the summary of open-ended responses given by the TAs:

Existing ICT Innovation that TAs in Nairobi are Familiar (Knowledge)

TAs in Nairobi collectively identified vast ICT innovations in the current market both in form of software and hardware. In the conceptual framework adopted in this study, there were four ICT developments and innovations identified. These included CRSs, GDSs, internet and travel portals. The study gave a more comprehensive list of the ICT innovation, that the firms are familiar with and using in Nairobi. These included mobile computing, online booking, electronic ticketing, global distribution system (GDS), electronic money transfer (EMT), online check-in, direct networking, virtual reality, voice over internet protocol (VOIP), social networks e.g. twitter, facebook, website tagging, video conferencing, integrated financial management information systems (IFMIS), real time gross settlement (RTGS), cloud computing and real time money transfer. Five key factors have emerged based on this study related to the innovations.

1. This study has also found that, apart from the changes going on in the existing technologies, there are also new inventions such as cloud computing, Real time gross settlement (RTGs) and real time money transfers, which are recent inventions. Although the new innovations and inventions bring new products in the market, they generally come with their unique sophistication, which creates fresh knowledge gaps, which demand investment in training and the actual purchase of the new technologies. The TAs like other entrepreneurs, are continually under threat as it neither easy to predict the pace at which new invention will enter the market nor how this can impact on their work.

2. It is evident that while ICTs are important among TAs, their utilization differs considerably. Major patterns were established whereby the knowledge of the technology is divergent whereby none uses all the
technologies available in the market. Rather each TA tends to use several ICT innovations according to their needs. While therefore, the adoption is confirmed, it is not always collective.

3. Some technologies were found to be used across all the TAs such as Global Distribution System and the electronic ticketing. The GDS is important to all because it is a source of information and a reservation tool. This shows that while technology tends to influence the TAs operations, it is only the most viable in terms of relevance to the nature of the work that matter most.

4. Finally, the study has found that all the TAs have adopted a variety of technologies commensurate with their needs. In this respect, the proliferation of technology does not automatically mean it has to be adopted, and where it is adopted does not indicate a coherent sequence as consideration of added value affect choices.

How Firms Ensure that Staff form a Favourable Attitude towards ICT Innovations (Persuasion)

According to Bédard (2005:421), training is a core value in companies in order to remain relevant and competitive due dynamic nature of ICTs. The TAs in Nairobi are in tandem with this core value. Majority indicated that they facilitated their staff to form a favourable attitude through training in various forms such as creation of awareness of new ICTs, workshops and seminars, sensitization programmes and giving incentives on training. However, there is no strategic sequence followed.

How TAs Commit themselves to Adoption of new ICTs (Decision)

The next stage of DOI theory is decision which involves commitment to its adoption. The decision to adopt is exclusively the responsibility of decision-makers in any organization. According to the findings of this study, few TAs in Nairobi indicated that they were committed to adoption of new ICTs in various ways such as setting aside budgetary allocation towards ICT innovations which conform to their annual allocation and their mission. They also engage themselves in regular research of new ICT in the market of its relevance. Eventually, they invest in the new ICT innovations and either outsource or recruit expertise on ICT and ensure that the new ICT is sustainable. However, the procedure is not consistent.

Sequence of how new ICT is Adopted in TAs (Implementation)

The study sought to find out whether the TAs followed any sequence when adopting ICTs. Five stages are considered effective when an organization adopts technology (Rogers, 1999:356). Based on the findings of this study, all the TAs studied have adopted ICTs although the sequence was not systematic. Furthermore, it emerged that the adoption was mostly based on the needs and the unique characteristic of each organization rather than market strategic sequences, as explained by Diffusion of Innovation Theory (Ibid. Rogers 1999). This means that the TA misses out on the progression from slow to gradual process, which is considered an important measure of new invention success and also is the basis of sustainability.

Reinforcement of Positive Outcomes from ICT Innovations (Confirmation)

The final stage of DOI theory is confirmation whereby an organization reinforces the technological innovations based on its positive outcome. The results of this study indicate that most TAs in Nairobi reinforce positive outcomes from ICT innovations in different ways. While they are involved in broad range of activities, these appear as survival tactics as none indicated a clear process on how the new technology is adopted. Some of the efforts can be summarized in six main areas as follows;

1. Training: this includes communicating to staff, shareholders and sensitizing staff.
2. Out-sourcing professionals: to support the firms in technical areas where there are no internal capacities
3. Reduce technophobia: building culture of confidence, by encouraging employees to constantly use the new technology and innovation.
4. Upgrading of ICT: Ensuring efficiency and increasingly investing in various software and equipment in the market and carrying out maintenance: repairs.
5. Keep track of innovations and getting them, but respondents did not indicate whether there is a clear way of doing it.
6. Research on innovations to be adopted. Although these are important activities, to achieve technological leadership, a coherent sequence is necessary.

Perceptions of ICT Compared to Previous Practices (Relative Advantage)

DOI theory indicates 5 major characteristics that facilitate adoption of ICT innovations. These include relative advantage, compatibility, complexity, trialability and observability. According to the study, the TAs pointed out that they had gained a relative advantage from the new technology.

Based on the perception of new ICT as compared to the practices which existed before adopting ICT, TAs indicated that new ICT has increased efficiency, reliability, cost effectiveness, wider coverage (client), internal and interdepartmental collaboration through networking. In addition, it has also led to faster access to information, reduced workforce and it saves time and energy, reduces errors and is accountable. On the contrary, Thorn and Chen (2008:56) in their study noted that ICTs benefits were more customer-oriented which included improved customer service, information exchange with customers, enhanced company image, faster response to customers and access to new customers.

![Figure 2: ICTs consistency with the TAs needs](image)

Majority of the respondents (90.2%) indicated that the introduction of ICT is consistent with the firms needs and is incrementally empowering with new knowledge as shown in figure 4.4 above. The study, however, revealed a number of difficulties experienced in understanding and using new technologies as follows:

1. Employees’ resistance to change due to challenges of awareness on how to use ICT.
2. Expensive to acquire new technology due to constant change of ICTs innovations.
3. Lack of adequate expertise and new information/knowledge gaps caused by new ICT models.

Experimentation of new ICT before Adoption (Triability)

Since the advent of ICT, many firms have moved to adopt it, more as survival tactic, but this creates difficulties whereby there is no clear investment approach. The study found that, the firms prefer adopting ICTs, initially experimenting on a limited basis before adopting it fully in future. This was confirmed by (73%) of the respondents as shown in Figure 3 below. The overwhelming majority supported the need for future experimentation of technology before it is adopted. This is a clear indication that TAs are aware of the need for strategic approach to ICT, though they have not yet moved to that direction.

![Figure 3: Experimentation of new ICT in future before adoption](image)

Types of ICTs Adopted

This study examined the type of ICTs used by various travel agencies in Nairobi. The study findings revealed that the most commonly used ICT in Travel agencies in Nairobi are Mobile phones and computers, telephones (landlines and mobiles), GDS and fax machines. A majority (100%) of Travel Agencies use computers and mobile phones. Furthermore, 78.2% of the Travel Agencies use Global Distribution system (GDS), 83.6% use landlines and 50.9% use fax machines.
**Kinds of Services offered using ICT**

Travel agencies in Nairobi offer a variety of services using ICT. Based on the study findings, 89.1% of the travel agencies use ICT for Air Ticketing, 87.3% for travel Packages, 90.9% for Hotel Booking, 52.7% for Visa Processing, 56.4% for Car rentals and 72.7% for Airport Transfers as shown in the figure below;

![Figure 4: Services offered using ICTs](image)

**ICT Adoption and Usage**

ICTs have emerged with many changes and TAs are challenged to “dynamically re-engineer their processes and functions in order to add value to the distribution channel” and particularly to remain operational (Bèdard, 2005:420). Technology has had a phenomenal impact on the distribution of travel products, particularly the way in which each intermediary accesses the consumer. There’s variability in the adoption of new technology and the effect it has had to date on travel distribution. This study established that the current market has a wide range of technology to choose from.

**4.2 Correlation Analysis**

A Spearman’s Rank Order correlation was run to determine whether there is any relationship between the level of ICTs adoption and the ICTs impact experienced by travel agencies. Spearman’s Rank Order correlation analysis provides a correlation coefficient that indicates the strength and direction of the linear relationship. The p-value indicates the significant of relationship.

<table>
<thead>
<tr>
<th>Items</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Extent of using computers (Level of ICT Adoption)</td>
<td>1.00</td>
<td>-0.003</td>
<td>-0.206</td>
<td>-0.066</td>
<td>-0.006</td>
</tr>
<tr>
<td>2. Clear advantage for communicating within the firm</td>
<td>1.000</td>
<td>0.410**</td>
<td>0.085</td>
<td>0.198</td>
<td></td>
</tr>
<tr>
<td>3. Clear advantage for communicating between firms</td>
<td>1.000</td>
<td>0.215</td>
<td>-0.036</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Clear advantage for information processing and storage</td>
<td>1.000</td>
<td>0.289*</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Clear advantage for accessing information</td>
<td>1.000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).**

**. Correlation is significant at the 0.05 level (2-tailed).**

The correlation reported in Table 1 is negative. This suggests that there is no significant relationship between the level of ICTs adoption and the ICTs impact experienced by travel agencies. There was a weak negative correlation between Extent of using computers and Clear advantage for communicating within the firm which was not statistically significant, \( r_s (52) = -0.003, p=0.982 \). Similarly, there was a weak negative correlation between Extent of using computers and Clear advantage for communicating between firms which was not statistically significant, \( r_s (52) = -0.206, p=0.134 \). In addition, there was a weak negative correlation between Extent of using computers and Clear advantage for information processing and storage which was not statistically significant, \( r_s (52) = -0.066, p=0.638 \). Furthermore, there was a weak negative correlation between Extent of using computers and Clear advantage for accessing information which was not statistically significant, \( r_s (52) = -0.066, p=0.964 \). Study results indicate that there is a weak negative relationship between the level of ICTs adoption and the ICTs impact experienced by travel agencies. In this regard, it implies that ICT adoption is not necessary related the ICTs impacts experienced by TAs in their businesses. This is in tandem with Makhmuov (2004) study, which indicated that ICT adoption is based on...
firm, management, industry and environmental characteristics.

4.3 Structural Equation Modeling

Structural Equation Modeling (SEM) using AMOS version 20 was used to test the hypothesized relationship between variables in the conceptual framework. The model fitted the sample data reasonably well as indicated by the selected overall goodness-of-fit statistics: Root mean square error of approximation (RMSEA) = 0.035 (<.05), Goodness of Fit Index (GFI) = 0.89 (H=0.9), Adjusted Goodness of Fit Index (AGFI) = 0.8, Root mean square residual (RMR) = 0.033 and Comparative Fit index (CFI) = 0.974 (>0.90).

Table 2: Exploring Relationships between variables

<table>
<thead>
<tr>
<th>Path Coefficient (β)</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopted --- Innovation</td>
<td>-0.296</td>
</tr>
<tr>
<td>Adopted --- Impacts</td>
<td>1.310</td>
</tr>
<tr>
<td>Strategies --- Impacts</td>
<td>0.043</td>
</tr>
<tr>
<td>Strategies --- Adopted</td>
<td>-0.79</td>
</tr>
<tr>
<td>Strategies --- Innovation</td>
<td>0.111</td>
</tr>
</tbody>
</table>

The model estimates are shown in the table 2 above. The study results indicate that there is a significant relationship between perceived ICT impacts and strategies adopted by travel agents as shown in table 2. The SEM results indicate that Strategies adopted by TAs in Nairobi are significantly determined by Perceived ICT Impacts (β = 0.043, p-value = 0.001). This is an indication that Perceived Benefits of ICT (communication, Information processing and Storage and fast access to information) influence strategies adopted by travel agents in Nairobi. Travel agents are increasingly using Technology, Going online, diversifying their products. This study also reveals that Perceived ICT impacts influence the Level of ICT adoption and usage as shown in table 2.1 above (β = 1.310, p-value = 0.001). Similarly, there is a significant relationship between Strategies adopted by TAs in Nairobi and ICT developments and Innovations (β = 0.111, p-value = 0.001). Technology innovations and developments positively influence the strategies adopted by travel agents. Surprisingly, we found that the level of ICT adoption and usage had no significant relationship with the strategies adopted by travel agents in Nairobi (β = -0.08, p-value = 0.136) and was negative. The increased use of ICT and the Internet is not reflected in the strategies being adopted by travel agents.

Conclusion

This study established that majority of the TAs have adopted the ICTs, although the adoption is not widespread. Adoption is largely based on the unique characteristic of each organization rather than driven by clear market strategic sequences. Further, the investment and adoption of the ICTs depend on the need, relevance and nature of their business. The TAs are aware of the need for strategic approach to ICTs, though there are no significant efforts made to move to that direction.

They also use computers and cell phones as modern instruments of communication but still sustain relevant traditional modes including fax, print media and face-to-face communication. Face-to-face is a friendly approach, while travel management and advising are becoming most essential service due to increased competition by online travel agencies. ICTs innovations are dynamic and always create hitherto unknown or new shade of knowledge, which demands high cost of investment in training and acquiring the ICTs. The TAs have adopted and used different types of ICTs, however, they have not realized the full potential of the ICTs. Correlation results indicated a negative relationship between ICT adoption and ICT impacts, consequently, ICT adoption is not necessary related the ICTs impacts experienced by TAs in their businesses.

Further test using SEM, indicated that perceived ICT benefits (impact) has a statistical significant effect (p-value<0.001) on the ICTs adopted by TAs, with a regression coefficient (β) of 1.310. This is an indication that ICTs are adopted based on their perceived benefits. DOI theory gives a strategic approach to adoption of new innovations, however, the TAs in Nairobi lacks a coherent approach to ICTs adoption. The adoption often adhoc is based on the needs and unique characteristics of each TA. Further, the TAs adopt the ICTs based on the perceived benefits that may accrue from them. Ultimately, they also face challenges in their business, though the results of the study indicates that the challenges faced by the TAs are not necessary related by the ICTs innovations.

The major strategies initiated by TAs in response to ICT are going online, focus on clients, product...
diversification, and informediaries. Further, the study revealed that the strategies adopted by the TAs in Nairobi are to some extent related to the ICTs developments and innovations.

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Information Communication Technology a New Paradigm for Tourism Industry in India: An Empirical Analysis
Suneel Kumar, Amit Kumar Singh & Purnendu Sharma

Abstract
The objective of this paper is to examine the relationship between foreign tourist visitors and foreign exchange earnings from tourism industry in India, also to analyze the Role of ICT in Tourism Industry. The other objective is to analyze the Case History of Make my trip and also their IPOs Gains and losses. The present study is mainly based on secondary data collected from various reports and websites of government of India. In this study, the data of Thirteen years (2001-2013) for foreign tourist Arrivals (FTA) and foreign exchange earnings (FEE) have been taken. We have used Regression model by using semi log equation. We have calculated the log of FTA and FEE to calculate the growth rates of FTA and FEE over the years. We have also study the IPO details of Make my Trip ltd and calculated listing gain long term gain and losses. The purpose of studying the IPO detail of make my Trip Ltd is to examine the role of this company towards Tourism sector specially the E-tourism.

Key words: Information Communication Technology, Tourism Industry, Initial Public Offering (IPO).

Introduction and Review of Literature
The information and communication technology has a great impact on tourism and hotel industry. Information is lifeblood of tourism (Poon, 1993) and, therefore, ICT has a great impact on the tourism industry. Information and Communication Technologies (ICT) is a big word especially in terms for technological development, for the production, analysis, storage, search, distribution and use of information. It includes a combination of hardware, software, telecommunications, Netware, groupware and humanware. ICT enables effective data processing & communication and provides enormous capabilities for consumers. It played an important role in the modernization of tourism industry in India. It has provided new tools and enabled new distribution channels, thus helpful for creating a new business environment in the industry. It is helpful for creating new business environment; e-tourism and these continuous developments require innovative skills. The effects of this ICT revolution continue has change the nature of contemporary tourism on a daily life. The globalization of information, open innovation, better access, and collaboration in the generation of information and technological convergence, have all contributed to the design of new scientific model in the tourism industry. Most of the Extant Studies has talk about E commerce and its role on education and other sectors. Some studies also talk on the Role of ICT towards Tourism Sector. The Various studies done on E commerce and Role of ICT in Tourism Industry has been mentioned. Shelly, Cashman and Vermaat (2001), they defined E-Commerce as a financial business transaction that occurs over an electronic network. Whereas Kalakota and Robinson (2000) in the Encyclopedia of Computer Science defined E-Commerce as an execution of transactions between two or more parties using interconnected networks. This definition was expanded by a detailed explanation of the term “transaction” to mean exchanges that occur when one economic entity sells product or service to another entity. Bethapudi Anand (2013). He Examine that the Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. They have used purposive sample of 112 managers of tourism, travel and hospitality enterprises in India were surveyed through a questionnaire with the Managing Directors, Directors, General Managers, Team Leaders and Senior Managers.
Gupta Anju (2012): In this paper they explain the Importance of Information Technology in Tourism, especially of the World Wide Web, which has increased tremendously over the past years and this trend will...

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certainly continue. It provides both opportunities and challenges for the industry. It is crucial to the tourism industry and its success. Various high-tech information and communication technologies are in use in the tourism sector around the world. They are used for tourism product development, marketing, distribution and training of tourism sector personnel.

1.2 Objectives of the Study

- To study the relationship between foreign tourist visitors and foreign exchange earnings from tourism industry in India.
- To analyze the role of ICT in Tourism Industry.
- To analyze the Case History of Make my trip and also their IPOs gains and losses.

1.3 Data Base and Research Methodology

The present study is mainly based on secondary data collected from various reports and websites of the government of India. In this study, the data of thirteen years (2001-2013) for foreign tourist Arrivals (FTA) and foreign exchange earnings (FEE) have been taken. We have used regression model by using semi-log equation. We have calculated the log of FTA and FEE to calculate the growth rates of FTA and FEE over the years.

\[ \log Y = a + bt + ut \]

where,

- \( Y = a \) = Intercept term
- \( b \) = growth rate
- \( t \) = time (years)
- \( u \) = error term

**Listing Gain (Lg):** Listing day gain is defined as:

\[ Lg = ((\text{Listing Day Closing Price} - \text{Issue Price (Prev. Close)})/\text{Issue Price (Prev. Close)}) \times 100 \]


Highest Gain = ((High Price – Issue Price (Prev. Close)) \times 100

1.4 Trends and Status of Tourism Industry in India

The foreign tourist visitors and foreign exchange earnings is one of the important source of revenue for Indian economy. The Prime Minister of India also considers it as the booming and emerging industry at many platforms. In terms of culture, India is a diverse country and people from different ethnic groups live in same country. They have a difference of languages, customs, food, clothes, values and beliefs. The slogan by Ministry of Tourism of India shows this very beautifully that with just 10 miles of travelling, you see an altogether different India and that’s probably the main reason why it is called “INCREDIBLE INDIA”. Here we have taken the data of Foreign tourist arrival and Foreign Exchange Earnings, which is clearly stated the growth of Tourism Industry. Many Initiatives has been taken by the Government of India to improve the standard of Tourism.

**Table 1**

<table>
<thead>
<tr>
<th>Year</th>
<th>FTA</th>
<th>FEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>2537282</td>
<td>3198</td>
</tr>
<tr>
<td>2002</td>
<td>2384364</td>
<td>3103</td>
</tr>
<tr>
<td>2003</td>
<td>2726214</td>
<td>4463</td>
</tr>
<tr>
<td>2004</td>
<td>3457477</td>
<td>6170</td>
</tr>
<tr>
<td>2005</td>
<td>3918610</td>
<td>7493</td>
</tr>
<tr>
<td>2006</td>
<td>4447167</td>
<td>8634</td>
</tr>
<tr>
<td>2007</td>
<td>5081504</td>
<td>10729</td>
</tr>
<tr>
<td>2008</td>
<td>5282603</td>
<td>11832</td>
</tr>
<tr>
<td>2009</td>
<td>5167699</td>
<td>11136</td>
</tr>
<tr>
<td>2010</td>
<td>5775692</td>
<td>14193</td>
</tr>
<tr>
<td>2011</td>
<td>6309222</td>
<td>16564</td>
</tr>
<tr>
<td>2012</td>
<td>6577745</td>
<td>17737</td>
</tr>
<tr>
<td>2013</td>
<td>6967601</td>
<td>18445</td>
</tr>
</tbody>
</table>

Source: Ministry of Tourism, Govt of India.
where,

\[ b = \text{growth rate} \]
\[ t = \text{time (years)} \]
\[ u = \text{error term} \]

\[
\log Y = a + bt + ut \quad (1)
\]

Log (Foreign Tourist Arrival (FTA) = -169.481 + (.092067 t) \quad (2)

<table>
<thead>
<tr>
<th>Table 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUMMARY OUTPUT</td>
</tr>
<tr>
<td>Regression Statistics</td>
</tr>
<tr>
<td>Multiple R</td>
</tr>
<tr>
<td>R Square</td>
</tr>
<tr>
<td>Adjusted R Square</td>
</tr>
<tr>
<td>Standard Error</td>
</tr>
<tr>
<td>Observations</td>
</tr>
</tbody>
</table>

<p>| ANOVA |</p>
<table>
<thead>
<tr>
<th>df</th>
<th>SS</th>
<th>MS</th>
<th>F</th>
<th>Significance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>1</td>
<td>1.542684</td>
<td>1.542684</td>
<td>181.6176</td>
</tr>
<tr>
<td>Residual</td>
<td>11</td>
<td>0.093435</td>
<td>0.008494</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>1.636119</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Standard Error</th>
<th>t Stat</th>
<th>P-value</th>
<th>Lower 95%</th>
<th>Upper 95%</th>
<th>Lower 95.0%</th>
<th>Upper 95.0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>-169.481</td>
<td>13.71109</td>
<td>-12.3609</td>
<td>8.57E-08</td>
<td>-199.659</td>
<td>-139.303</td>
<td>199.659</td>
</tr>
<tr>
<td>Year</td>
<td>0.092067</td>
<td>0.006832</td>
<td>13.47656</td>
<td>3.5E-08</td>
<td>0.07703</td>
<td>0.107103</td>
<td>0.07703</td>
</tr>
</tbody>
</table>

Where,

\[ Y = \]
\[ a = \text{ Intercept term} \]
\[ b = \text{growth rate} \]
\[ t = \text{time (years)} \]
\[ u = \text{error term} \]
The above table reflects the growth of Foreign Tourist Arrival. The regression analysis shows that the growth of 9.2% compounded annually. This calculated growth rate is highly significant. This shows that over the years the growth of foreign tourist arrival has increased significantly.

\[
\log Y = a + bt + ut \tag{1}
\]

Log (Foreign Exchange Earnings) \( FEE = -300.594 + (.154 t) \tag{2} \)

Where,

\[
Y = a + bt + ut
\]

\[
a = \text{Intercept term}
\]

\[
b = \text{growth rate}
\]

\[
t = \text{time (years)}
\]

\[
u = \text{error term}
\]

The above table reflects the growth of Foreign Exchange Earnings. The regression analysis shows that the growth of 154% compounded annually. This calculated growth rate is highly significant also. This clearly shows that over the years the tourism
industry has earned huge amount of foreign exchange which is highly positive for the growth of tourism
industry.

**Role of E-Commerce and E-Tourism in the Development of Tourism Industry**

E-commerce has played a vital role in changing the way of life for people, the way we connect with each other, conduct business, streamlining business operations also in tourism industry. It changed all the facets of our existing life through different network sites with the help of which people can get their work done easily. E-Tourism is also one of the revolutionary step in the field of E-Commerce. Electronic tourism or e-tourism is part of electronic trade, which includes the fastest developing technologies, such as communication and information industry, hospitality and management of strategic planning industry. E-tourism is one of the most important sectors in e-business which involves acceptance of online orders and marketing and sales processes. E-Customers now easily get their tickets book through different E travel sites. In India there are three key players who are involved in E-tourism business. They have different Business model which helps them to be different from their respective competitor. Make my trip, Yatra.com and Clear trip are the popular e travelling sites which changed whole scenario of Travelling in India and also abroad. Make my trip was the company who has come out with their IPO and get listed in Nasdaq Stock Exchange in 2010. In this paper we put emphasis on the case History of first listed entity of Indian Company in Tourism Sector. Make My Trip’s Ltd has offered many services like Booking of International and Domestic Air Tickets, Holiday Packages and Hotels, Domestic Bus and Rail Tickets, Private Car and Taxi Rentals, MICE (Meetings, Incentives, and Conferences & Exhibitions) and B2B and Affiliate Services.

**Case History of Make my Trip Ltd. (IPO Detail)**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Make My Trip Ltd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Address</td>
<td>Tripper Villa, Tower A, SP Infocity 243, Phase 1, Udyog Vihar GURGAON</td>
</tr>
<tr>
<td>CEO</td>
<td>Deep Kalra</td>
</tr>
<tr>
<td>Share Price</td>
<td>$14</td>
</tr>
<tr>
<td>Shares Offered</td>
<td>5,00,000</td>
</tr>
<tr>
<td>Offer amount</td>
<td>$70,00,000.00</td>
</tr>
<tr>
<td>Date</td>
<td>12/8/2010</td>
</tr>
</tbody>
</table>

Morgan Stanley was the sole book running manager of the offering and Oppenheimer & Co Inc and Pacific Crest Securities LLC were co-managers.

<table>
<thead>
<tr>
<th>Name of the Company</th>
<th>Date of IPO Listing</th>
<th>Issue Price/List Pricing Price</th>
<th>Closing Price on the listing day</th>
<th>High Price of the Scrip Since Listing 24 Sept, 2010</th>
<th>Lowest Price Since Listing 2012</th>
<th>CMP 13 March 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make my Trip Ltd</td>
<td>13 August, 2010</td>
<td>$14</td>
<td>$25.12</td>
<td>$39.05</td>
<td>$12.60</td>
<td>$20.71</td>
</tr>
</tbody>
</table>

1. **Issue Price (Ispr)**: Issue price is a price at which a new share is offered to general public.
2. **Closing Price (Clpr)**: It is the last quoted price on the day of listing.
3. **Listing Gain (Lg)**: Listing day gain is defined as:
   \[ Lg = ((\text{Listing Day Closing Price} – \text{Issue Price (Prev. Close)})/\text{Issue Price (Prev. Close)}) \times 100 \]

Listing Gain = ($25.12 - $14)/$14 * 100 = 79.42%


Long term Gain = ($20.71 - $14)/$14 * 100 = 47.92%


Table 4: IPO Details of Make My Trip Ltd
Tourism Spectrum

Highest gain Since Listing = ($39.05-$14)/$14)*100
= 178.92%

Lowest Gain since Listing= ($12.60-14)/14*100=-10%

In the above table, we have calculated the Different gains of Make My Trip ltd since Listing. The basic objective of these gains is to know whether the company has given any returns to the Investor since listing or not. Only few companies get listed in the Tourism space so we try to find out return of the company over the years. Make my trip being an Indian company and listed in Nasdaq stock exchange is itself big recognition. To survive in the sector which is in a nascent stage and lot of potential is still left in this sector. The listing gain is 79.12% and highest gain is 178.92% which clearly shows the real worth of the company and it has left huge amount of money to the investor, those who has invested in the IPO.

The Current market price of the Share is $20.7 and still it offer 48 % return to the investor which is big deal in today’s scenario.

Conclusion of the Study

The foreign tourist visitors and foreign exchange earnings is one of the important source of revenue for Indian economy. The growth of Foreign Tourist Arrival has been analysed by the regression analysis shows the growth of 9.2% compounded annually. This calculated growth rate is highly significant. The above table reflects the growth of Foreign Exchange Earnings. The regression analysis shows that the growth of 154% compounded annually. This calculated growth rate is highly significant also. The Role of E tourism is important in the today’s world. Especially new E tickets sites like make my trip, Yatra.com and clear trip has played a significant role in the development of Tourism Sector. It is milestone for the sector as customer now book their tickets, hotel and cab etc while sitting at home. This will also generate revenue to the tourism industry and definitely with the initiatives of the Government of India it will flourish.

References


Websites

2. www.tourism.gov. In, ministry of tourism, government of India
4. www.makemytrip.com
Tourism is one of the most attractive sectors of the global economies through various activities, and initiatives evaluated as sustainable. It also offers an integration capacity in the Creative industries, and in the area of Creative tourism. That involves an engaged and authentic experience, with participative learning in the arts, heritage, or special aspect of the place, providing a connection with locals (UNESCO 2006). In Brazil, the Ministry of Tourism works with different segments, such as cultural tourism, which comprises tourism activities related to the experience of significant factors of the historical and cultural heritage. The embracing of this segment considers elements and expressions of local culture, which express the memory and the identity of populations and communities. Given the status of cachaça drink as cultural heritage defined by federal decree, along with brand recognition as legitimate national merchandise, this short paper presents an on-going research on the creation of tourist routes of craft cachaça in Minas Gerais state, in the southeast of Brazil. The idea contemplates the Brazilian Creative Economy policy that encourages the development of projects focused in the field of Cultural economy. Thus, production areas of cachaça are been identified to promote cultural innovation and creative entrepreneurship since the beverage is considered a national cultural heritage. After a stage of market analysis and selection of areas to participate in the pilot project, technical visits are been promoted in Salinas’s city in Minas Gerais state. The goal is to analyse the infrastructure, qualification and certification of the product, and feasibility of the routes that will be defined through a series of meetings with local producers. As results, it is proposed the development of a website and a mobile application for the promotion of tourist routes. Information will also be available in English, Portuguese, and Spanish to attract national and international audiences. Then, with the establishment of tourist routes, many people will be hired to deal with tourists on farms, creating jobs.

**Keywords:** Creative tourism; Tourist routes; Craft cachaça; Minas Gerais state, Brazil.

**Introduction**

Tourism is one of the most attractive sectors of the global economies through various activities, and initiatives evaluated as sustainable. Then it presents an intense integration capacity in the Creative industries, and consequently, in the area of Creative tourism, a form of cultural tourism (Ohridska-Olson and Ivanov, 2010). This kind of tourism involves an engaged and authentic experience, with participative learning in the arts, heritage, or special aspect of the place, and it provides a connection with locals (UNESCO 2006). Furthermore, international travel maintains a growing trend. The number of international tourist arrivals increased 4.7%, reaching the mark of 1,138 million in 2014, 51 million more than in 2013 (UNWTO, 2015).

In this context, market segmentation’ policies in tourism have to manage to attract the plurality of foreign tourists who are increasing each year. In Brazil, the Ministry of Tourism works with a variety of segments, such as cultural tourism, which comprises tourism activities related to the experience of all significant elements of the historical and cultural heritage. The embracing of this segment is assumed mainly by considering elements and expressions of local culture, such as food, music, popular demonstrations, which express the memory and the identity of populations and communities. Given the

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significance of cachaça drink as a cultural heritage of Brazil, this research aims to promote the sustainable development of small and micro producers of cachaça, from the creation of alternative routes for the gastronomic tourism. Specifically, the project purposes an innovative business model from the creation of tourist routes of craft cachaça in Minas Gerais state, the largest Brazilian producer. In this sense, this new business model seeks to enhance and encourage the formation of creative endeavours in the country. From the conception of the Creative economy, Cultural tourism, associated to gastronomy, have the strong capacity to articulate the cultural and creative entrepreneurship. Successful gastronomic routes are those that can activate the gastronomic heritage and convert it to the tourist food as an attraction. At the same time, differentiating it from the competition when the visitor is looking for diversity, new sensations and authentic experiences (UNWTO 2012). In addition, the establishment of gastronomic routes helps publicise a variety of historical sites, promoting economic development throughout the area.

Cachaça is the third distillate more consumed in the world and the most traditional alcoholic beverage in Brazil. It is compared to renowned drinks associated with the brand of each country, such as tequila to Mexico, vodka to Russia, and champagne to France. Cachaça even won the genuine Brazilian brand status, assuming an important role in the process of representation of national culture. Cachaça, made from the fermentation and distillation of molasses from the cane sugar, was discovered by the slaves of the sugar mills in the mid-sixteenth century. The Brazilian National Council for Scientific and Technological Development and the Ministry of Culture through the Secretariat of the Creative Economy support this technological and scientific project.

Cachaça Market and Perspectives of Increasingly

There are about 40,000 producers of cachaça in Brazil, and the manufacturing occurs in the states of Minas Gerais, Rio de Janeiro, Bahia and Sao Paulo. 70% of Brazilian production is industrial and 30% is artisan. Industrial cachaças are controlled by corporations, and cane sugar is grown in large areas, while small and micro-entrepreneurs, mostly using family labour, produce artisanal cachaça in minor quantities. Thus, the productive sector of cachaça plays an important role in the national economy. According to the Instituto Brasileiro da Cachaça – IBRAC (Brazilian Institute of Cachaça), the production capacity is around 1.4 billion litres and generates more than 600,000 direct and indirect jobs. Currently, Brazil has less than 2,000 producers duly registered, spread throughout the country, and it estimates there are approximately 4,000 brands. The recognition by the United States of America (USA) in 2013, a major spirits markets in the world, which cachaça is distinctive and unique from Brazil reinforces the value of this national heritage. In 2014 cachaça, was exported to 66 countries, generating US$ 18.33 million in revenue, an increase of over 10% compared to 2013. There was also an increase of more than 10% of the volume and exported a total of 10.18 million litres in 2014. At present, the main markets in value are Germany (15.75%), USA (13.73%), France (9.13%), Portugal (8.39%) and Paraguay (8.0%). Among the main destination countries in volume appear as leaders Germany (28.53%), Paraguay (12.59%), USA (8.80%), France (8%) and Portugal (6.43%), according to IBRAC (2015).

When studying the existing potential for exportation and comparing the export rates of other spirits by their countries of origin, the volume of Brazilian production for the foreign market is very low. Although Scotland exports about 80% of its annual production of whiskey, which is 1 billion litres, Brazil exports less than 1% of the beverage manufactured. Comparing to Mexico, while Brazil exports little more than $17 million, tequila moves more than US$ 300 million internationally (Sebrae 2013). As an innovative strategy to compete in this scene, the new business model based on Creative tourism intends to improve the consumer market of cachaça, particularly, for small and micro-entrepreneurs, formed by 98% of the national producers. Therefore, the establishment of tourist routes to visit producing farms in Salinas’ city, in Minas Gerais state, is an alternative to providing visibility to the product.

According to the National Federation of Cachaça Alembic Producers Associations, consumers of classes A and B found the beverage as product quality. Increased demand began spontaneously and started to be observed for about a decade (Sebrae 2014). Movement is also reflected in the form of action and tasting the drink, for instance, restaurants have developed cachaças menu. By the way, cachaça exceeds as a base for cocktails, especially those with fruits, besides the use of the distillate in the very well known caipirinha - a refreshing and tasty drink
that to be authentic, must be made exclusively with cachaça. Its versatility in cocktails showed equal or even superior to the great spirits, with vodka, gin or rum, and many professionals have been using it to reinvent famous drinks such as the mojito and margarita.

Based on that information, there are growth prospects for increased cachaça consumption. In this case, the creation of tourist routes arises as a form to professionalize the way to deal with the tourist. In fact, some farms in Salinas’s city already provide guided tours sporadically, without planning and reverse this work income for the local producer. The idea of expanding the consumer market both at national and international levels is founded on the organisation of tourist routes, which will be announced on the official website in various languages. In addition to basic information, it will feature a calendar of events to publicise all events on drink. It will still be created a version in application format for mobile devices, taking into account the spread of mobile tourism. During the tours organised by the Association of Craft Producers of Cachaça from Salinas, visitors will have the opportunity to learn about the stages of the production process of traditional cachaça. It will be possible to taste diverse types of the beverage with some snacks, and some producing farms will also offer lunch in the tour package at varying prices. At the end of tours, visitors will be directed to stores in order to purchase drinks and souvenirs. Since this is a product that attracts a specific audience - lovers, there is a natural tendency for drinks continue being bought.

Methods

The idea contemplates the Brazilian policies in the area of Creative Economy that encourages the development of projects focused in the field of Cultural economy (Brazil 2011). The project covers Minas Gerais state for being the largest producer of the beverage in Brazil. Initially, Salinas’ city was identified to promote cultural innovation and creative entrepreneurship since the beverage is likewise considered a national cultural heritage. After a stage of market analysis and selection of producing region to participate in the pilot project of the tourist routes of craft cachaça, at present technical visits are been promoted. The purpose is to analyse the infrastructure, qualification and certification of the product, and feasibility of the routes.

The planning of routes is being set through a series of meetings with local producers, who are invited to attend lectures and meetings on the topic of creative tourism. At the same time, the development of the website and an application for mobile devices for the promotion of tourist routes is happening. The information content will be available in English, Portuguese, and Spanish to attract domestic and foreign audiences. And it will also be available an agenda of events such as parties and festivals celebrating the beverage in the country and abroad. For the development of the pilot project, it was received financial support for the purchase of equipment such as laptop and tablets, for website conception and mobile application and technical visits in Minas Gerais. The deadline to launch the online tools is June 2015. However, after this period, the team continues to support the Association of Craft Producers of Cachaça from Salinas, which will be responsible for business model management. This Association will keep the tourist routes, as well as the website and the application.

Expected Results

This innovative business model proposes the development of tourist routes to promote creative territories based on the commercial exploitation of structured elements of regional gastronomy and cultural tourism in Brazil. It is a new type of business management to traditional cachaça producers, contributing to the economy in a sustainable and innovative format. It is noteworthy that only a few farms work focused on tourism and an amateur way, making it difficult to access and visit of domestic tourists and particularly foreigners. In this case, the project offers a new management model of these spaces through the creation of tourist routes in association with the development of an online marketing plan to endorse the routes. The fundamental proposition is to stimulate the entrepreneurship, contributing to the fostering of creative territories by identifying craft cachaça production centres and promote cultural innovation since the drink is considered a national cultural heritage.

The creation of tourist routes arises as a way to professionalize the contact with tourists, directly involving the association of local producers. Remembering that artisanal cachaça is produced in minor quantities by small and micro producers, basically using family labour force. So, it is part of
the business model preserves these characteristics and works with small groups of tourist. It is relevant to mention that some farms even in Salinas’ city already offer guided tours sporadically, without planning or reversing this work as income. The main products (tours) should be developed with multidisciplinary teams. Fundraising can be a variety of sources, mainly from the partner that will benefit within the routes, such as hotels, travel agencies, and bars and restaurants. Besides, undergraduate students of Technologist Cachaça Production, provided by the Federal Institute of Education, Science and Technology of North Minas Gerais-Salinas, should consider the routes as a job opportunity. For these young professionals, it is a unique possibility to put into practice the knowledge acquired working to promote local development. Therefore, the innovative business model seeks to add different types of tourist attractions and offer them conveniently packaged for tourist can stay longer in the region.

Acknowledgements

The National Council for Scientific and Technological Development, CNPq-Brazil (Project Number: 409386/2013-8), supports this paper.

References

New Information and Communication Technologies as Learning Tool in the Tourism Sector

Gabriela Romo & Stefanía Díaz

Abstract

The impact of new information and communication technology (ICT) is growing rapidly in many areas of society. Due to their dynamic character, Education and Tourism are two of the areas in which ICTs are most beneficial and relevant. ICTs in the growing tourism industry of developing countries have helped destinations with touristic potential, but few resources, to become integrated in the value chain of tourism. This integration improves these areas’ opportunities to participate in the market (Desplas and Mao, 2014). The use of the ICTs as a learning tool will permit resource optimization by allowing a larger number of players to participate in the competitive global tourism market.

Key words: e-learning, ICT, tourism, gamification.

Introduction

The purpose of this literature review is to analyze different points of view in relation to the impact of ICTs on learning within in the tourism sector. The appearance of new information and communication technologies in society, and in the processes of teaching and learning, has been a closely researched theme in recent years (Dussel and Quevedo, 2010, p.9). With 1,087 million international tourists traveling in 2013, The World Tourism Organization predicts that in the year 2030 the number of people traveling will reach 1,800 million. This will result in greater competitiveness between companies and destinations as well as higher expectations from consumers (OMT, 2014).

In the area of teaching and learning, ICTs allow the execution of communication strategies to create new types of education. Through this comes the creation of new knowledge to better prepare the sector’s future personnel (Díaz, Pérez, and Florido, 2011, p. 5). Therefore, in the tourism industry some business owners believe that the correct use of ICTs in teaching and learning can generate high added value within their establishments with the goal of diminishing the lack of and the high rotation of qualified personnel (Cantoni, Kalbaska, and Inversini, 2009, p.2).

Methodology

For the present literature review, search, revision, selection and evaluation of academic articles related to the selected topic were performed. Searches were conducted using the data bases: Science Direct, Taylor & Francis, IGI Global, E-libro, E-brary, E-book library, Springer, Google Scholar and Professor Dimitrios Buhali’s website. The search entries used were: impact of ICT in tourism and hospitality, Strategic use of information technologies in the tourism industry, how ICT has changed tourism, training in hospitality and tourism through ICT, learning and teaching in tourism applying ICT, ICT as a tool for learning and teaching in hospitality.

Evolution of New Technologies in Tourism

Since 1980, ICTs have allowed the tourism sector to evolve and, as a result, business practices, strategies and structures have changed (Buhalis and Law, 2008, p. 609). Previously Buhalis and O’Connor mentioned that ICTs represent and important pillar in the competitiveness between tourism organizations as well as between the destinations these organizations offer (2005, p. 7).

The emergence of new information and communication technologies (ICTs) has transformed all areas of human life. They have modified society’s ways of organization, communication, education, teaching and learning (Aznar, Cáceres and Hinojo, 2009).

In the tourism sector, the introduction of ICTs has generated benefits and has sparked visible innovation in the industry and its structure (Flamarich, 2013, p. 206).
This reflects the infinity of electronic options for managing B2B (business to business), B2C (business to consumer) and C2C (consumer to consumer). This last model is currently forcing business strategies to pay close attention to their development and influence in the market.

Various economic and social sectors consider the application of ICTs vital, given that their cost of development has gradually reduced, while their benefit and accessibility has grown (Katsoni, 2011, p. 95). According to Oliver, the impact of ICTs in areas like tourism, leisure, education and medicine, among others, has caused drastic changes in the last three decades (2002, p.1).

According to Miralbell, Cantoni and Kalbaska, tourism, one of the world’s leading economic activities, represents 5% of the gross domestic product and employs one in every twelve people in both developed and emerging economies (2014, p. 4). However, despite the importance of the human factor which provides touristic services, little attention has been given to the training and education which this group receives. The authors conclude that this lack of attention is due to the limiting conditions that the activity itself presents such as: seasonal work, part time work and limited opportunities for study within the sector (2014, p. 4).

In the tourism sector, the Destination Market Organizations (DMOs) around the world have used ICTs with different intentions: marketing and online promotion, distribution of touristic products and, most importantly, using ICTs for education and training of the parties involved (Adukaite, Cantoni and Kalbaska, 2014, p. 28).

The tool of e-learning offers its users the possibility of organizing their time in order to access virtual classes. Similarly, Miralbell, Cantoni and Kalbaska point out that this instrument has formed a new paradigm for teaching and learning in which technology offers different mediums for learning, knowledge transfer and knowledge sharing. In the area of tourism, both schools and organizations of the industry use platforms to train and education professionals (2014, p. 4).

For Quadrini and Molina, ICTs provide versatility by offering the possibility of combining different informational tools in one learning platform (2010, p. 11). In this way, audio, video, text, data base access, discussion forums and online games, among others, make up a dynamic multimedia environment which is in constant construction and evolution.

García Portillo, Romo and Benito present that in the next decades approximately 70% of the population will be digital native. Therefore, they suggest turning to educational innovation, including new teaching learning models, and beginning with the patterns of conduct of these users (2007). Being a digital native is one who “focuses their work, learning and games in new ways: this person quickly absorbs multimedia information such as images and videos equally or even better than text information, simultaneously consumes data from various sources, expects instantaneous responses, maintains permanent communication, and creates custom content through ICTs (Portillo et al., 2007).

Along with digital natives comes the emergence of tools such as Augmented Reality, gamification,
georeferencing, and virtualization, among others, for application in the tourism sector (Xiang y Tussyadiah, 2014).

Cantoniet al., in Kalbaska and Cantoni (2014, pp. 763-775) mention the definition of four lines of application of the ICTs in the process of teaching learning in tourism: Academic, provided by educational centers; corporate, provided by private commercial businesses; institutional, provided by DMOs; and independent, offered by entities distinct from the previously mentioned.

Through whichever line e-learning is developed, gamification, known as the inclusion of game dynamics in a non-ludic environment, should be considered a key point (Deterding, Sicart, Nacke, O’Hara and Dixon, 2011). Its particular ludic character would contribute to significant learning and generate greater engagement and motivation for the services or destinations that use it and thereby become one of the tools with greatest potential in this field.

Conclusions and Future Research

Public and private sectors must review their policies and practices in relation to the use of ICTs for the processes of teaching learning. Could the use of virtual tours diminish seasonal and spatial barriers in preparation for fam trips and press trips while at the same time achieving knowledge of the destination, engagement and motivation? On the other hand, academic tourism programs should ensure that their educational plans include solid formation around ICTs. According to the sector’s tendencies, the demand for professionals with a high level of specialization and command of the field will rise. The tourism labor market values personnel with expertise in the application of ICTs in operations as well as management and analysis.

Although ICTs are practically the basis of all current touristic business, the digital divide and Internet penetration within the destinations involved need to be deeply analyzed. The reality of the levels of development and expertise in ICTs is not the same in diverse regions of the world. These levels vary based on the country’s level of development and they directly affect destination competitiveness.

In addition to the four lines of e-learning presented by Cantoniet al. (2014), the impact of social media as a tool for creating formal and informal knowledge could also be analyzed (Dabbagh, Kitsantas, 2012). Through sharing experiences, games and motivations, significant learning can be achieved. The dividing line between personal, work and student life has disappeared, marking a characteristic of digital natives through 24/7 connectedness.

References

New Information and Communication Technologies as Learning Tool in the Tourism Sector


Analysing the Potential of Social Media in Promoting Tourist Destinations: A Study of Tourists visiting Shimla

Sandeep Walia, Promila Raita & Shivani Mahajan

Abstract

Social Media has changed the way people around the globe communicate with one another like never before. The concept of social networking has evolved, much like other innovations, and is becoming increasingly sophisticated with advancements in technology. Social media has become an integral part of tourism marketing. The industry can potentially tap in this virtual technology and promote tourism by binging in new information through travel related websites, blogs and portals. Social networking interconnects the world with telling and selling concept. The present research is focused on the role of social media towards the promotion of tourism sector.

Keywords: Tourism, Promotion, Social media, Shimla.

Introduction

With the emergence of the upcoming mix of travel and technology promoting tourism industry in reaching and understanding customers in a better way, Internet has been the new rage in the evolution of marketing. The virtual world with its new inventions which is connected to the entire universe has not only changed entire genre but also has converged the process of globalization. Social Media has changed the way people around the globe communicate with one another like never before. The concept of social networking has evolved, much like other innovations, and is becoming increasingly sophisticated with advancements in technology. The new trend is the pervasive role of social media and its novel entrants in the development of web technologies and intermingling of internet connections and marketing process between the consumers and producers. Social media has become an integral part of tourism marketing.

The industry can potentially tap in this virtual technology and promote tourism by binging in new information through travel related websites, blogs and portals. Social networking interconnects the world with telling and selling concept, moreover the social networks made it to spread the information even faster and with less cost. Social media has replaced a large part of the traditional communication.

Social media is a tool which allows communication to the prospective tourists, if actively used social media can contribute to the development and management of tourism sector in wooing users of social media and tapping them through online activities. Social networks through its innovative applications such as facebook, twitter, linkedin, trip advisor, various travel websites are the real promotional mediums which makes the customers infotainment with an easy accessibility. Social media are playing an increasingly important role as information resource in tourism both for becoming the agents for the customers (i.e. the tourists), to pass on the trustworthy information in selecting the choice of destinations and services. Thus use of social media is a new source in booming the tourism sector offer new opportunities for decision-support and marketing in tourism planning. With improved understanding of the motivations of tourists and tailoring tourism service supply, decision making can be facilitated by emphasizing the strengths of tourist destinations for past and potential visitors.

Tourism businesses are using social networking sites to achieve better position in the competition and to attract tourist by way of destination marketing organizations (DMOs). A growing number of travelers are influenced by user generated content, presenting a number of challenges and opportunities to DMOs. It provides the information of the past visitors and their reviews about the destinations to potential visitors, giving discounts and services for reserving their accommodation. However, role of social media is to
Tourism Spectrum  

Socializing the people through this medium towards the promotion and understanding the right information about tourists’ perceptions and opinions to satisfy the users which depend on factors related to both the location and the services that the local industry propose, may offer valuable information in tourism planning at regional and local level.

Travel 2.0 is a term that represents the extension and customization of the concept of Web 2.0 in the tourism sector. Travel 2.0 describes a new generation of travel websites with new technologies which enable social collaboration among travelers where tourists can share their experiences with fellow travelers. This information portal wherein professional travel advice, opinions and reviews of the fellow travelers is itself a promoting tool. In 2012, almost 2/3 of travel companies planned to increase their social media budgets.

The present study was conducted in Shimla, the capital city of the Indian state of Himachal Pradesh, located in northern India. According to the Tourism Survey of Himachal Pradesh 2011-12 total number of visitors domestic and foreigners amounted to 36,08,020. Therefore it is evident that Shimla is one of the major preferred tourists’ destinations in northern India. It has a numerous places and local hangouts to visit like The Mall and The Ridge. Lakkar Bazaar, a market extending off The Ridge, is famous for souvenirs and crafts made of wood. Shimla is also home to South Asia’s only natural ice skating rink and in its arts and crafts are highly in demand by the tourists. Most of the heritage buildings in the city such as the former Viceregal Lodge, which now famously known as the Indian Institute of Advanced Study, and Wildflower Hall to name a few. Further out from the city is the Naldehra nine-hole golf course, the oldest of its kind in India. Kufri is a ski resort located 19 kilometres from the main city.

Intermix of Social Networking and Tourism

Tourists and the awareness concerns derive the tourists for travel decisions through indispensible source of information, collecting right knowledge in connection with the travel. Altering tourist’s consumer behavior trust even more in other traveler’s opinions rather than official marketing advices due to the spread of social media sites and user-generated contents. According to World Travel Market 2011 Industry Report, social media altered the travel plans of more than half of the respondents who use it and more than a third of people changed their hotels as a result of what they found on social media networks. At present social media has been used as a marketing tool for attracting potential tourists. There has been increase in the awareness of Travel options via promotion of websites, availability of better deals and packages tours on internet sites.

Influence of Social Media in DMO

According to a Neilson survey 2013, Social media has a huge influence on travel bookings. Of those who used social media to research travel plans, only 48% stuck with their original travel plans.

- 33% changed their hotel
- 10% switched resorts
- 10% changed agent/operator/website
- 7% holidayed in a different country.
- 5% switched airlines.

Trip Advisor

- 69 million monthly visitors.
- More than 60 million travel reviews and opinions from travelers around the world
- More than 90 percent of topics posted in the Trip Advisor forums are replied to within 24 hours. 82 million people have downloaded a Trip Advisor app
- 2800 new topics are posted every day to the Trip Advisor forums
- More than 150 million reviews from over 60 million members worldwide.

These informational Blogs and travelers sites provide a base to decide their choices and give their feedbacks such as to TripAdvisor.com also in the same lines it educates visitors about their entire services making them aware of new bundles of benefits. This connectivity galore of social media has reached the...
zenith new in the field of marketing in any stream. New approaches of innovative marketing practices are indeed superior to traditional promotions. To promote tourism using social media application, the connection between social media and tourism must be emphasized to deliver high value of knowledge service to the ultimate beneficiaries.

Review of Literature

Funsherpa Info graphics study reveals that social media influence on US travelers, with more than half (52%) of travelers changed their plans after referring to different social media sites. 70% of the respondents updated their Facebook status during vacation, 76% post vacation photos to a social network, 55% ‘liked’ Facebook pages in connection with a vacation and 46% of travellers post hotel reviews after their trip. Sui and Goodchild (2011) in their researched stated that the convergence of GIS and social media granted by geo-web tools further enriches the possibility of sharing the knowledge not only about the Earth surface but also about all the social and cultural phenomena there happening.

Wang Y, Quaehee Yu, Fesenmaier D opined that the core attributes of these online communities related the three fundamental needs of virtual community members in their online activities: functional, social and psychological needs; it can be witnessed as members have shared goal, interest, need, or activity that provides the primary reason for belonging to the community; Members have access to shared resources; Reciprocity of information, support, and services among members.

Objectives

- Impact of social media towards the promotion of tourists’ destination.

Research Methodology

A survey was conducted in Shimla, Capital city of Himachal Pradesh. A questionnaire of 70 tourists was filled up in order to know the contribution of social media towards attracting the tourists’ arrival in Shimla.
Analysing the Potential of Social Media in Promoting Tourist Destinations: A Study of Tourists visiting Shimla

Applications of Social media

- Facebook: 60
- YouTube: 50
- Instagram: 40
- WhatsApp: 30
- Trip Advisor: 20
- Others: 10

Fig. 4: Application of social media frequently used by the respondents

Preference of Social Media

- Yes: 36%
- Sometimes: 24%
- Never: 44%

Fig. 5: Preference of social media applications while selecting tourists destination.

Satisfaction

- Strongly Satisfied: 4
- Satisfied: 16
- Neutral: 17
- Dissatisfied: 26
- Strongly Dissatisfied: 7

Fig. 7: Satisfaction level among the respondents towards the information provided through various social media applications

Authentication

- Strongly Satisfied: 4%
- Satisfied: 9%
- Neutral: 20%
- Dissatisfied: 31%
- Strongly Dissatisfied: 36%

Fig. 8: Authenticity of information provided through social media applications.

Influence

- Social media: 25
- Article: 20
- News Paper: 15
- Market: 10
- Others: 5

Fig. 6: Medium which has influenced the respondents to visit Shimla

Influence of social media

- Strongly Yes: 20%
- Yes: 17%
- Neutral: 17%
- No: 25%
- Strongly No: 30%

Fig. 9: Influence of social media in deciding the choice of preferred destinations.
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Interpretations

- Tourism sector can promote itself through accessible social media if they channelize these effectively by understanding and fulfilling the visitors needs since majority of visitors are the regular user of social media such as whatsapp, facebook, youtube and other application of online social mediums.
- It has been suggested that social media can influence in deciding the choice of preferred destinations. Thus tourism sector needs to improvise its promotional techniques through social media.
- Social media have been an important tools used in tourism sector in providing information. Despite the use of social media and its various tools and search engine options, still there is a need to move in a more focussed manner. To manage and deal with the contents of the marketing process.
- It has been observed that the information provided by these social media has not been an authentic pool of information and respondents have faced problems due to redundant information. Thus promotion through social media should be pragmatic offering genuine and relevant information.
- It has been observed that social media is not able to tap in the tourists possibly due to failure of promotional techniques by tourism sector through medium of social services as during the survey most of the respondents have either arrived by seeking advice from acquaintances or simply due their own choices and preferences.
- Shimla being one of the hotspots in tourism industry lacks itself in innovative promotional practices in the sphere of tourism. It can encourage tourism if it intermingles with latest marketing practices using social mediums to lure the tourists by promoting its true beauty filled with natural glorifying greenery and monumental crafts and adventurism.
Information and Communication Technologies (ICTs)
in Indian Hospitality Industry

Amit K Mathur

Abstract

The World Travel and Tourism council (WTTC) describes travel and tourism as World’s largest industry. The hospitality sector of India is growing at an extremely fast pace. The country’s hospitality industry is considered as one of the highly profitable industries, contributing significant amount of foreign exchange to the economy. Hotels are extremely important component of tourism industry and they contribute to the sector by offering services and facilities of extremely high standard. The size of the hospitality sector of India is considered as a sum of market share of two segments. The first segment is revenue obtained from travel businesses while second is revenues acquired from hotel businesses. Information and communication technologies (ICTs) are necessary components of business culture. According to Connolly and Olson (2000), Information and Communications Technology is the single greatest force affecting change in the hospitality industry. Buhalís (1998) attributes this trend to both the rapid advances in technology as well as the increasing demands of the customers who look forward to flexible, specialized, accessible and interactive products and communication with principals. In today’s world using ICT is no more distinctive characteristic by itself, only an effective and efficient usage can help in obtaining a competitive advantage. A core competence is an important activity which a company performs better than other internal activities. Information and Communication Technologies (ICTs) has the potential to add substantial value to business operations and competitiveness of a business. The potential value that ICT offers needs to be exploited in order to raise corporate performance, and competitive position. The present research paper is aimed at identifying the perceived importance of applications of ICTs in Indian Hospitality Industry.

Keywords: IT, I ICTs, Indian Hospitality sector, Indian Tourism etc.

Introduction

Tourism and hospitality, a key sector of the Indian economy, plays a key role in the growth of Brand India and accounts for around 12.4 per cent of the total employment in India. Globally, tourism ranks fifth as an export category after fuels, chemicals, food and automotive products.

The tourism and hospitality sector in India is highly optimistic with a large number of hotel chains having lied up their expansion plans. The renewed sense of optimism comes on the back of a volatile economic environment for most part of 2014 and the sector hopes that initiatives announced by the new government, including those related to e-visas and specific funds for developing tourist circuits, would lead to good business. The policies and changes implemented by the Government of India have been instrumental in providing the necessary boost to the Indian tourism and hospitality industry and attracting more and more foreign tourists every year. The hospitality sector of India is growing at an extremely fast pace. The country’s hospitality industry is considered as one of the highly profitable industries, contributing significant amount of foreign exchange to the economy. Hotels are extremely important component of tourism industry and they contribute to the sector by offering services and facilities of extremely high standard. The size of the hospitality sector of India is considered as a sum of market share of two segments. The first segment is revenue obtained from travel businesses while second is revenues acquired from hotel businesses. One of the most remarkable features of the Indian hospitality sector is that it has attracted significant amount of foreign inflows in the last few years. According to statistics released by the Department of Industrial Policy and Promotion (DIPP), the amount of FDI inflow in Indian hospitality and tourism industry during the last couple of years was more than US$6000

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million. Several foreign players have established their strong presence in the country’s hospitality spaces. These foreign companies mainly include Accor, Starwood, Marriott, Premier Travel Inn (PTI), Cabana Hotels, Mandarin Oriental, Hampton Inns, Banana Tree, Satinwoods, Amanda and many more. Some reputed Indian companies leading in the hospitality sector include Asia Hotels, ITC, East India Hotels (EIH), Bharat Hotels, Hotel LeelaVenture and last but not the least, Indian Hotels Company (IHCL).

Figure-1: Evolution of Indian Tourism and Hospitality Sector

According to the data released by Planning Commission, Indian hospitality sector is the second largest employer in the country as it is capable of offering employment opportunities to a wide range of job seekers from professional to unskilled workers. The Indian tourism and hospitality sector has gone through a tremendous change, see fig. 1.

Information and Communication Technologies (ICTs)

The Information and Communication Technology (ICT) sector in India has demonstrated dramatic growth in the last one decade. India is recognized as a global leader in ICT sector by virtue of its low operation cost, availability of large talent pool and remote delivery model. ICT can be divided into two different segments; one is Information Technology (IT), while other is Communication. India boasts of a rapidly growing global IT market. The dramatic boom of the IT sector in India has played an important role in transforming the country’s image from a sluggish and bureaucratic economy to a territory of rational entrepreneurs. In recent time, e-commerce, cloud computing and online retailing have emerged as the key growth drivers in the Indian ICT sector. According to the report released by International Data Corporation, the overall market size of ICT in India is projected to reach US$40 billion by year 2014. The telecom sector has also registered a drastic growth during the last decade in India and it is considered as the second biggest telephone network in the world, after China. The ICT sector of India has been attracting significant amount of foreign investment in the last few years. Investment is being done in four key sectors which are software merchandise, information technology based services, information technology services and online businesses. With highly attractive industrial and investment policies, the ICT sector of India has become the preferred choice for Foreign (NRIs and PIOs) and domestic investors. The Public Private Partnership and several government initiatives have helped to curtail the gap between Research & Development and Infrastructure segments in ICT industry. This is also one of the vital reasons behind the SME growth in ICT sector of India. 100% FDI is allowed in Indian IT sector under automatic route.
The important fiscal incentives offered by the Indian government in this sector are Software Technology Parks (STP), Export-Oriented Units (EOUs) and Special Economic Zones (SEZ). In recent time, R&D promotion has been encouraged by the Indian government in very aggressive and efficient way. Some key highlights include encouraging start-ups which mainly focus on innovation and technology. Apart from the current scheme of financing R&D projects, the government has also put in place two more schemes – Multiplier Grants Scheme (MGS) and Support International Patent Protection in Electronics & IT (SIP-EIT).

ICTs and Hospitality

As with almost every industry, ICT applications have an enormous impact on the Tourism and Hospitality industry. From social media to smart phones and automatic check-ins, Information and Communication Technology effects even the smallest areas of the industry. ICT applications are evolving at an ever quicker pace and industries have to adapt quickly to keep ahead of the curve, or else risk falling behind the competition. In particular, social media has become a big player in a variety of industries in recent years. With the growth of Facebook and Twitter, many companies have found it an ideal way to promote and sell their wares. As it stands, it is difficult for travel related companies to utilize the likes of Facebook to its full potential. Unlike other, more physical technological advances, social media sites such as Facebook and Twitter cannot yet keep up to date with live changes in flight prices and schedules etc. Products such as iPhones and tablet computers have quickly been adapted for flight and hotel bookings, as well as getting up-to-the-minute information on many different locations. We have come a long way in the past few years in terms of the use of technology in the tourism and hospitality industry. In the past we had to queue at the airport to check in and had to hire guides or join scheduled tours to gain knowledge of museums and cities. Current advances in technology are much more intangible than advances of previous generations. Rather than something physical to be held or touched, the majority of current offerings tie in with something which was not specifically invented to aid in travel and tourism. Smartphone apps are the new wave of technological advances, allowing users to download direct to their handheld device, anything they desire. These apps vary from simple gaming apps to photo modifying apps and, of course, include travel apps. Technology now allows us to check ourselves in online before a flight and make changes to our bookings from our home computer. Many of us will be familiar with this process from booking flights with Ryanair. With Ryanair they actually require you to check-in online rather than at the airport. There are also apps available to download from different airlines which allow you to book, check-in and modify bookings from your Smartphone. When it comes to other areas of Tourism, such as guided tours for example, technology has begun to strengthen its hold. It is now possible to download a guided tour of a museum from the museums website, or app if they have it. These tours sync in to your location within the museum and give you options on what to hear about. This is a step above the old Audio tours which were available and removes the need for a personal guide, although many people still prefer to have a person leading them so tour guides are not obsolete yet. This also provides a new challenge for the industry as it is impossible to manage or filter what people are saying about your establishment on these sites. Therefore restaurants etc must ensure that their service is always to the highest standard as one bad review from the wrong person can go viral and have a massive negative effect on the company for a long time. For example, on trip advisor two reviews of Curran’s restaurant in cork have an entirely different say on the quality of the restaurant. Information and Communication Technologies (ICTs) are a necessary component of business culture. In today’s world using ICTs is no more a distinctive characteristic by itself; only an effective and efficient usage can help in obtaining a competitive advantage. When the right technology is available and it is correctly applied, a manager can obtain visible organizational benefits and is able to stimulate the growth of the company, in line with the market evolution. The hospitality industry is at the forefront of the whole tourism sector and it is especially sensitive to the ever-increasing competitive pressure and to the growing need for more effective operational and control tools. The help that can be given by ICTs is therefore much sought-after and is seen as capable of providing new opportunities for business development. The vast majority of hotels in Europe and in Italy are small or medium size companies. For many of them, the problem is to be able to have a clear framework for the adoption of
ICTs. The information and communication technologies are revolutionizing the hospitality sector over the years. There exists a large variation for the propensity for adopting ICTs in the hospitality industry.

**Review of Literature**

Parsons and Oja (2013) mentioned online reservations systems as one of the greatest impacts of ICT on tourism and hospitality sector. Major travel companies such as Expedia, Orbitz, and Thomas Cook, as well as, medium and even small sized tourism and hospitality firms have online reservation functionalities on official company website. Online reservation capabilities provide substantial cost saving opportunities for businesses in tourism and hospitality sector that otherwise would have been spent on human resources making reservations in a manual manner. Moreover, according to Mihalic and Buhalis (2013), while the majority of businesses in tourism and hospitality sector have adopted various components of ICT to certain extent, there are substantial differences between businesses in terms of extent and nature of adoption of those components. In simple terms, Mihalic and Buhalis (2013) argue that some tourism and hospitality organisations have effectively included ICT to the sources of competitive advantage, whereas opportunities offered by ICT are yet to be used by others.

Mihalic and Buhalis (2013) perceive ICT as a potential source of competitive advantage to tourism and hospitality businesses regardless of their sizes. Mihalic and Buhalis (2013) specify that ICT-based competitive advantages can be achieved by small hospitality companies through unique viral marketing campaigns, maintaining effective communication with various organisational stakeholders and in a number of other ways.

According to Bajaj and Nag (2005) a range of advanced ICT systems such as Decision Support System (DSS) can be applied to gain substantial benefits on practical levels not only by large organisations, but also by small and medium-sized business organisations as well. Bajaj and Nag (2005) argue that DSS integration by small and medium-sized organisations can assist management by generating a set of alternative solution options to management problems of various levels complexities. According to Mohapatra (2013) main barriers in increasing the level of integration of ICT with various other business processes in hospitality companies can be divided into two groups: Firstly, managers of small hospitality companies may underestimate potential contribution of ICT to the bottom line i.e. profit maximisation. It may be perceived by management small tourism and hospitality firms that investments in ICT technologies is the sole privilege of large companies with substantial amount of budgets and these managers may consider investments in ICT by small businesses due to the limited scope of operations. However, Mohapatra (2013) convincingly argues that ICT can offer substantial benefits to hospitality firms of small sizes as well, and these benefits may relate to marketing and communication practices. This opinion is also shared by Mihalic and Buhalis (2013) and Thomas (2013). Secondly, adoption of ICT in relation to various organisational processes by hospitality companies can be associated with funding difficulties. In other words, according to Mohapatra (2013), even when managers of small hospitality firms do understand substantial benefits to various business processes to be gained from ICT adoption, the implementation of ICT adoption at full scale may prove to be challenging due to financial factors.

Vermaat (2013) also acknowledges this problem and recommends small hospitality firms with severe budget restrictions gradual integration of ICT starting from basic yet effective tools such setting up social networking sites, and starting using Skype and other online communication platforms.

Manzoor (2010) stresses the role of first impression of a visitor about a website and convincingly argues that visitors make decision about browsing the website or leaving during the first six seconds of their visit. Importance of website evaluation in an appropriate manner is confirmed by a range of authors such as William and Curtis (2008), Schneider (2010) and Moutinho (2011), and the most comprehensive evaluation criteria is found on the official website of The Management Centre International Limited (2013). According to Schneider (2010) various competitions, special offers, and a wide range of freebies can be offered on the website so that the numbers of return visits can be dramatically increased. William and Curtis (2008), on the other hand, argue that in order for a website to be able to contribute to revenues of the businesses in a sustainable manner, it’s compatibility with various browsers and screen sizes needs to be ensured.
It is evident from the review of literature that a lot of work has been done in the area of ICTs and hospitality sector, but very less work has been done from the point of view of perceived importance of ICTs in hospitality sector in general and in particular to Indian hospitality sector. Keeping in view the same the present research paper was prepared with an objective to examine the perceived importance of ICTs in Indian hospitality sector.

Methodology

Sampling and data collection

Sample enterprises were identified from the highly respected directory of the Ministry of Tourism, Govt. of India and FHRAI that serves as a resource centre for business information and maintains relevant databases of hospitality firms. To initiate the sample 200 managers were contacted through mail, only 150 Managers responded, They represented a mix of industry, size, operation, and technology. A survey methodology was chosen because it was deemed to be the most efficient way of reaching a large number of respondents, whereas the data required facilitated the use of a mail-administered questionnaire with close-ended questions.

Research instruments

Applications of Information and Communication Technologies measured on a Likert-type 5-point scale ranging from 1=never 5=very often in case of usage and 3-point scale (1=not important, 2=moderately important, 3= important) for importance.

Results and Discussions

Table 1 presents the distribution of the sample organisations according to the controls used in the study. The vast majority of the sample was Travel Agencies and Tour Operators (40.00%) of the sample hospitality establishments, followed by Hotels, Resorts and Restaurants (33.33%). With respect to the size

| Table 1: Distribution of sample according to demographic characteristics (N=150) |
|--------------------------------------------------|------------------|------------------|
| **Category of enterprise**                       | **Number**       | **Percentage**   |
| Travel agency/Tour Operator                      | 60               | 40.00            |
| Hotels./Resorts/Restaurants                       | 50               | 33.33            |
| Airlines                                         | 25               | 16.66            |
| Transport operators                              | 15               | 10.00            |
| **Years of Existence**                           |                  |                  |
| d” 5                                            | 40               | 26.66            |
| 6 – 10                                          | 30               | 20.00            |
| 11 – 15                                         | 40               | 26.66            |
| 16 – 20                                         | 25               | 16.66            |
| e” 21                                           | 15               | 10.00            |
| **Capital (in million Rs)**                      |                  |                  |
| d” 50                                           | 50               | 33.33            |
| 51 – 100                                        | 40               | 26.66            |
| 101 – 200                                       | 35               | 23.33            |
| 201 – 300                                       | 15               | 10.00            |
| e” 301                                          | 10               | 06.66            |
| **Employees (numbers)**                          |                  |                  |
| d” 50                                           | 55               | 36.66            |
| 51 – 100                                        | 45               | 30.00            |
| 101 – 200                                       | 30               | 20.00            |
| 201 – 300                                       | 10               | 06.66            |
| e” 301                                          | 10               | 06.66            |
of the organisations, 33.33% of the sample organisations were rather medium organisations with less than 50 million Rs in operating capital, and 36.66% of the sample hospitality enterprises were small organisations with less than 100 employees. Out of the sample hospitality enterprises 26.66% are of 11-15 years old. Finally, nearly 60.00% of the sample hospitality enterprises were individual in nature of ownership.

To find out the extent to which Indian hospitality enterprises applied information and communication technologies to provide more accurate data, respondents were asked to indicate perceived importance and usage of applications of ICTs. Further to structure the discussion of the findings we ranked the 17 applications of ICTs according to their usage and importance in table 2.

Ranking these applications high in terms of their importance and adoption, “computerized reservation system” ranked first out of 17 applications. While, this variable ranked third in case of adoption, indicating that hospitality industry is using ICTs to boost the business and to cater to the needs of the customers. Importance to global distribution system is ranked 2nd where as personalization software accorded 3rd place. On looking the usages attraction features and GIS applications in tourism planning ranked 1st and 2nd place respectively. Looking first for the extreme position apparent from the table 2, it is found that Indian hospitality industry gave importance (according to first five ranks) to computerized reservation system, global distribution system, Personalization software, Collaborative filtering and GIS application in Tourism planning. On the other side industry adopted (according

<table>
<thead>
<tr>
<th>Applications of ICTs</th>
<th>Importance*</th>
<th>Usage**</th>
</tr>
</thead>
<tbody>
<tr>
<td>GIS application in Tourism planning</td>
<td>3.26</td>
<td>2.86</td>
</tr>
<tr>
<td>Destination management System (DMS)</td>
<td>3.16</td>
<td>2.60</td>
</tr>
<tr>
<td>E-payment</td>
<td>3.25</td>
<td>2.59</td>
</tr>
<tr>
<td>Knowledge- based software</td>
<td>2.19</td>
<td>2.12</td>
</tr>
<tr>
<td>Collaborative filtering</td>
<td>3.29</td>
<td>2.07</td>
</tr>
<tr>
<td>Computerised reservation system (CRS)</td>
<td>3.56</td>
<td>2.82</td>
</tr>
<tr>
<td>Online word of mouth (WOM) monitoring</td>
<td>3.13</td>
<td>2.57</td>
</tr>
<tr>
<td>Virtual reality web casting</td>
<td>3.14</td>
<td>2.08</td>
</tr>
<tr>
<td>Personalization software</td>
<td>3.31</td>
<td>2.04</td>
</tr>
<tr>
<td>Video-conferencing</td>
<td>3.09</td>
<td>2.09</td>
</tr>
<tr>
<td>Global distribution system (GDS)</td>
<td>3.48</td>
<td>2.15</td>
</tr>
<tr>
<td>Attraction Features</td>
<td>2.40</td>
<td>2.96</td>
</tr>
<tr>
<td>E-Marketing</td>
<td>2.71</td>
<td>2.67</td>
</tr>
<tr>
<td>Electronic Travel Authority System</td>
<td>3.12</td>
<td>2.75</td>
</tr>
<tr>
<td>The Internet and Cultural Tourism</td>
<td>2.10</td>
<td>2.42</td>
</tr>
<tr>
<td>Internet Forums</td>
<td>2.11</td>
<td>2.61</td>
</tr>
<tr>
<td>Web casting</td>
<td>2.91</td>
<td>2.63</td>
</tr>
</tbody>
</table>

* Based on 3-point scale (1= not important, 2=moderately important, 3= important)** Based on 5-point scale (1=never, 2=rarely, 3=sometimes, 4=often, 5=very often)
to first five ranks) Attraction features, GIS application in Tourism planning, Computerized reservation system, Electronic travel authority system and E-marketing. Results reveal that there is less uniformity between usage and importance of applications of ICTs in Indian hospitality industry, thus indicating that Indian hospitality industry is fragmented and it gave low priority to applications of ICTs.

Conclusion

Information communication technologies (ICTs) have been transforming hospitality and tourism globally. The tourism industry can be seen as one of the first business sector where business functions are almost exclusively using information and communications technologies (ICT) (Garzotto et al, 2004). Information Technology (IT) and ICT has played an important role in the development of tourism. Computerized Reservation System (CRS) were among the first applications of IT worldwide. In fact ICTs have contributed to the massive growth of tourism and the increased volume of supply and demand. ICTs have been changing the way in which tourism companies conduct their business. E-Tourism therefore emerged as a term describing the entire range of applications of ICTs on tourism industry. The ICT driven re-engineering has gradually generated a new paradigm shift, altering the industry structure and developing a whole range of opportunities and threats. ICTs empower consumers to identify, customize and purchase hospitality and tourism products and support the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. Increasingly ICTs play a critical role for the competitiveness of hospitality and tourism organizations and destinations. ICTs are becoming a key determinant of organizational competitiveness. Based on the results of the study it can be concluded that, It is essential that the current information and communications technologies should be updated, upgraded and seamless integration both internally and externally should be done to improve the hospitality and tourism business operations. The integration of ICTs in hospitality and tourism would benefit both, service providers and customers bringing together other stakeholders as well, on a common platform. The selection of right information communications technology tool is crucial to match the customer requirements with service applications. The proliferation of technology throughout hospitality and tourism distribution channels and professionals use the new tools in order to retrieve information, identify suitable products and perform reservations. ICTs integration provides a powerful tool that brings advantage in promoting and strengthening hospitality and tourism industry. In this paper, many of the prominent mediums and uses of ICT in the tourism industry were analyzed. As can be seen they have enormous contribution to tourism business worldwide. It is noted also that, because of the special characteristics of tourism products, the use of ICT is more pronounced in this industry. The impact of using information technology on tourism industry is also discussed. The paper discussed the various technologies available to enhance the existing infrastructure. The technologies mentioned are mostly applicable in advertising and attraction sectors. Using the modern technologies, the present situation of tourism in whole can be improved tremendously. At the end, the problems relating to application of ICTs in tourism industry is also discussed. To conclude this, we can say, that the development of tourism industry cannot be achieved without keeping pace with development of information technology and without proper adoption and utilization of Information and Communication Technologies.

References

7. Cooper, C., Fletcher, J., Gilbert, D and Wanhill, S (1998) Tourism Principles and Practice, Pearson,
A Comparative Study of Selected Websites of Tourism through Web Analytics

Shyju P.J

Abstract
The new millennium has witnessed the information technology to reach even remote places in earth. It also facilitated the communication made easy and simple, which is widely used by people across the world. According to internetworldstats.com (2012), there are 2405.5 million internet users worldwide in the year 2012. Among the continents, Asia has the highest number of internet users followed by Europe and North America. India has shown a boom in the telecommunication sector since 1992. The number of internet users would reach a figure of 335 million by 2015 (McKinsey, 2012). From a static medium to just retrieve information the Web has moved in to a fully interactive medium. Tourism has been grossly benefitted by the advancements in technology and websites are used as the platform for promotion of tourist attractions and tourism services. According to the Internet and Mobile Association of India, it is expected that the number of internet users India would reach a figure of 243 million by June 2014 (PTI, 2014).

Introduction
Marketing is defined as the activity, set of institutions and process for creating, communicating, delivering and exchanging offering that have value for customers, clients, partners and society at large (AMA). Marketing focuses on the fundamental aspects of any business, which include identifying customer needs and conducting research on their preferences, perceptions and factors influencing purchase decisions and finding ways to satisfy the needs (CIM, 2009). Building customer networks, make them stay connected with the organisation and giving a unique experience to every single customer are identified as the latest trends in the marketing world (silverpop.com, 2014).

In traditional marketing approach, promotion mainly meant advertising, public relation and sales promotion. But in the present context, internet has been used as an effective medium to do promotion of any kind of business. Marketing Promotion has seen tremendous changes and specially digital marketing is concerned instead of passive act, it has become more interactive so that the customers are engaged with the whole process of marketing. Internet is world of networking, whereas the world wide web is a means to smoothen the connection between different sites. Internet is also found to be an effective medium for narrowcasting in which the content is shared among the recipients who are potential users (Barasch & Berger, 2014).

In order to market a product through online it is important to know the time spent by the customer
and their online behavior. The following are the main purposes of digital marketing. Reach international market, build brand and reputation, communicate directly to past, present and future customers, respond to customer queries (Failte Ireland, 2012).

Website is the medium through which an organization or firm communicate to the world. Though the main purpose of the Universal Resource Locator (URL) is to provide the location of the address it also informs us about the nature of organization (for example .com at the end of the site means commercial, .org means organization etc. The URL also exhibits the innovation and outlook of the organization. The website contains a lot of information related to the organization or connected to the organization. The site map is the key to know the distribution of information and the navigation methods. Images and graphics catches the eye attention, and the sound tracks adds the attraction of the site. Flickers, banners, pop ups, forms, feeds etc. are some of the commonly found in the sites.

4 second rule Studies say that it takes only 4 seconds, for a customer to decide to stay in a website or not. This shows the importance of the home page. It is very important to know how a website appears in a smart phone as majority of people who owns smart phone which also has internet connection spend quality time in mobile phones through social networking or information search. The presentation of the site is always important as per the 4 second rule, viewers decision to use a site is highly influenced by how the information is useful for them.

The following diagram indicates the need of mobile friendly websites

Figure 1
Application of Mobile Tactics,2012 % of Global Marketers

Modified from Meher, J. (2014)
Tourism Spectrum

Destination Marketing–Role of websites

Destination marketing is a complex task. Selling experiences and promises, also matters with the destination’s attractiveness to the visitor. Online campaigns can augment the marketing prospect of a destination. Concentrate on a key web pages or categories, and giving educational content would attract the customers (Mc Donald, L. 2014). Web tracking can help in identifying the user behaviour, and actionable data attract the customer to stay back in the site (Valentine, E, 2014). Location marketing is going to change the business strategy as it can direct a customer to the store, guiding a customer to the right product in a store and help the customer in making final decisions (Walters, D. 2014).

Web 2.0 has created ample opportunities to showcase innovative practice of communication and it resulted very effectively in marketing practices especially in tourism. Considering the reach and use of social sites, promotion of any product in interactive ways through social sites draw attention of people around the world. Chakaravarty et.al. (2013) conducted traffic analysis and explained in detail the data security and how the infiltrators enter in between the user and a server. The website is the single most valuable asset for any organization. Web site basics include keeping content fresh and accurate, ensuring the site is user-friendly, easy to search, navigate and book. Web 2.0 tools have enabled consumer-to-consumer communication and community-building, online tools have also created unique new opportunities for Web marketers to build brands and, cultivate lifetime loyalty (HSMAI Foundation). Three subsets in Web mining namely: (i) Web usage mining (Massegglia et al., 1999) (ii) Web content mining and (iii) Web structure mining. Web analysis relies on three general sets of information given: (i) past usage patterns (ii) degree of shared content (Boley et al., 1999) and (iii) inter-memory associative link structures (Wang et.al. 2005). Depth of visit, visits, new visitor percentage, content depth are the four key Performance Indicators for content or media sites (Web Side Analysis, 2004). Moore and Zuev used Bayesian Analysis to study the internet traffic classification methods.

Objectives

1. To compare the features of selected websites through Website Analytics
2. To review the unique features that act as key elements of tourism promotion through virtual tools.

Methodology

This study is based on secondary data analysis. Descriptive research design is followed to complete the research. The study is conducted in the period of January–February 2015. Websites of Government organizations were selected based on mainly foreign tourist arrivals are Delhi, Maharashtra, Tamil Nadu, Uttar Pradesh and Rajasthan. The web site of Kerala

Table No. 1: Modern communication methods and its output in Marketing

<table>
<thead>
<tr>
<th>Device</th>
<th>Means</th>
<th>Method</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart Phones/</td>
<td>Apps</td>
<td>Banners and ads in games or apps.,</td>
<td>Mass coverage at low cost</td>
</tr>
<tr>
<td>Tablets</td>
<td></td>
<td>Access of the customer email or</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>mobile data</td>
<td></td>
</tr>
<tr>
<td>Social Networking Site (SNS)</td>
<td></td>
<td>(Promotional Tools) Advertising through banners</td>
<td>Things going viral, along with the actual information the marketing message also becoming viral</td>
</tr>
<tr>
<td>Video streaming</td>
<td></td>
<td>Promotional Tools Advertising /Messages in various forms</td>
<td>Reach mass market</td>
</tr>
<tr>
<td>Apps works parallel with Mobile Communication Network Voice Chat, SMS Chat, Sticker sharing</td>
<td>Eg. Line in, Whatsapp Viber etc.</td>
<td>Target population: Youth</td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled by the researcher.
won international recognitions and has been consistently receiving National Tourism Awards, and hence it has been selected. Andhra Pradesh attracts the highest number of domestic tourists in the country hence the website has been taken for the study. The website of Incredible India is also taken up for comparison in order to understand the difference in performance of the selected states against the national tourism body.

During the period of study website analytical sites (www.alaxa.com, www.webstatscan.com, www.w3snoops.com) have been consistently observed. Since the website visitors vary every day and the volatility of data, information collected on a particular date at a specified time. Apart from this first four pages of the websites of the selected sites have been studied individually to check and verify the information provided with the selected parameters. Conclusions are drawn from the cross tabulation of the selected data for observation.

**Rationale of the Study**

In the present digital world, every individual is highly influenced by the devices that they have and the magnanimity of the decision depends on how much they depend on these devices. As mentioned in the previous paragraphs, India is one of the strong market for digital world and the market trends show that the target population is highly depend on the virtual world which is opened by Smart Mobile Phones, Tablets and Portable Computers. The world of digital information, images and data better can be termed as infographics have an important role in tourism promotion, where every customer is keen to have a first hand authentic information which is available without spending much time and energy. Websites, microsites, social networking sites, professional information sharing sites and discussion forums emerged as the most preferred choice of the educated customer group in the present day’s world. The swift up-gradation of technology pauses many challenges to traditional governments as competition is the rule of the day. Especially tourism is concerned, every government bodies is vested with the task of providing the best experience to the visitor who spends very little time to browse the information. Drawing the attention of a potential customer and ensuring that they spend considerable time in the website in order to get the required information or help.

Staying connected with the digital world not only ensures facing the competition, but also understand the strength and weakness of the tools, promotional mechanism and strategies, hence every information in the digital world can be easily tracked and also be analysed easily in comparison to other means of promotion. The choice of the customer can easily be understood and this will enable the decision makers to understand the changing customer demands. Changing the traditional path of learning from direct market review, it is imperative to know that the effectiveness of online campaigns to reach the mass. The finding of the present study enables the policymakers to realize the areas where they should focus and attention to be given. The present study explains in detail about the website features analytics, the content evaluation and examines the content focus and distinction.

**Findings and Discussions**


The results of the study is presented through the comparison of Daily visitors, monthly visitors, comparison of core features of websites and the details of the web page resources.

**Figure No. 2**

(Source: Data compiled from www.w3snoop.com on 03.03.2015)

The above diagramme indicates the traffic to various websites as per the analytics of www.w3snoop.com, which indicates higher traffic movements to the official websites of Kerala tourism, Delhi Tourism, Maharashtra Tourism and Incredible India respectively.
Data compiled, shows that high traffic to Kerala Tourism, Delhi Tourism, Maharashtra Tourism, and Incredible India site.

Above table depicts the key features of the selected sites and some selected features from www.alexa.com. Alexa.com is widely considered as a web analytics site and the information available shows the features of states such as Delhi Tourism: DL, Rajasthan Tourism: RJ, Maharasthra Tourism: MH, Goa Tourism: GA, Andhra Pradesh Tourism: AP, Kerala Tourism: KL and Tamil Nadu Tourism: TN). Global Ranking www.keralatourism.org is ahead of the other states, whereas the official site of Delhi Tourism is ahead in ranking in India. The bounce rate is less, while browsing Andhra Pradesh Tourism’s website, more time is spend by visitors in Andhra Pradesh Tourism’s Website. Information regarding the search traffic leads to the sites, the site Kerala stands ahead, whereas it also takes less time to load. In case of total sites linking, Incredible India site is ahead of other sites as it has 1954 sites linked to it. Alexa provides only two major information on www.uptourism.gov.in i.e. Global Rank is 3088291 and Daily Page Views per visitor is 3.

Table No. 2: Comparison of Selected Features

<table>
<thead>
<tr>
<th>Features</th>
<th>India</th>
<th>DL</th>
<th>RJ</th>
<th>MH</th>
<th>GA</th>
<th>AP</th>
<th>KL</th>
<th>TN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Rank</td>
<td>75844</td>
<td>57794</td>
<td>166101</td>
<td>71852</td>
<td>129029</td>
<td>1384565</td>
<td>52500</td>
<td>137767</td>
</tr>
<tr>
<td>Rank in India</td>
<td>10672</td>
<td>5795</td>
<td>23710</td>
<td>8624</td>
<td>15690</td>
<td></td>
<td>7748</td>
<td>14457</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>30.20%</td>
<td>48.90%</td>
<td>45.80%</td>
<td>49%</td>
<td>59.20%</td>
<td>25%</td>
<td>43.7</td>
<td>38.20%</td>
</tr>
<tr>
<td>Daily page views</td>
<td>2.4</td>
<td>2.5</td>
<td>2.4</td>
<td>3</td>
<td>1.7</td>
<td>5</td>
<td>3.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Daily time Spent</td>
<td>2.31</td>
<td>2.47</td>
<td>1.57</td>
<td>3.01</td>
<td>1.5</td>
<td>5.33</td>
<td>2.48</td>
<td>3.09</td>
</tr>
<tr>
<td>Search Traffic</td>
<td>22%</td>
<td>26%</td>
<td>20.10%</td>
<td>24.60%</td>
<td>16.70%</td>
<td>26.70%</td>
<td>25.60%</td>
<td></td>
</tr>
<tr>
<td>Total sites linking</td>
<td>1954</td>
<td>457</td>
<td>504</td>
<td>742</td>
<td>280</td>
<td>24</td>
<td>951</td>
<td>465</td>
</tr>
<tr>
<td>Time taking to load page</td>
<td>2.158</td>
<td></td>
<td></td>
<td>1.517</td>
<td>1.767</td>
<td></td>
<td>1.067</td>
<td>1.521</td>
</tr>
<tr>
<td></td>
<td>Sec</td>
<td></td>
<td></td>
<td>Sec</td>
<td>Sec</td>
<td></td>
<td>Sec</td>
<td></td>
</tr>
</tbody>
</table>

Source: www.alexa.com, data compiled on 03.03.2015

Table No. 3: Comparison of Selected Features

<table>
<thead>
<tr>
<th>Features</th>
<th>India</th>
<th>DL</th>
<th>RJ</th>
<th>UP</th>
<th>GA</th>
<th>AP</th>
<th>KL</th>
<th>TN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating</td>
<td>4.32</td>
<td>3.32</td>
<td>3.48</td>
<td>1.68</td>
<td>3.3</td>
<td>1.92</td>
<td>3.58</td>
<td>3.38</td>
</tr>
<tr>
<td>Registered in years</td>
<td>12 years</td>
<td>10 years</td>
<td>11 years</td>
<td>3 months</td>
<td>6 years</td>
<td>9 years</td>
<td>11 years</td>
<td>13 years</td>
</tr>
<tr>
<td>Google Page Rank</td>
<td>8 of 10</td>
<td>5 of 10</td>
<td>5 of 10</td>
<td>5 of 10</td>
<td>5 of 10</td>
<td>5 of 10</td>
<td>6 of 10</td>
<td></td>
</tr>
<tr>
<td>Daily visitors</td>
<td>12986</td>
<td>16166</td>
<td>5380</td>
<td>7080</td>
<td>347</td>
<td>18666</td>
<td>6601</td>
<td></td>
</tr>
<tr>
<td>Daily page views</td>
<td>77916</td>
<td>96996</td>
<td>26900</td>
<td>35400</td>
<td>694</td>
<td>111996</td>
<td>33005</td>
<td></td>
</tr>
<tr>
<td>Google indexed page</td>
<td>15200</td>
<td>1500</td>
<td>1930</td>
<td>221</td>
<td>681</td>
<td>450</td>
<td>1460000</td>
<td>4270</td>
</tr>
<tr>
<td>Page speed</td>
<td>71</td>
<td>63</td>
<td>63</td>
<td>28</td>
<td>53</td>
<td>61</td>
<td>90</td>
<td>57</td>
</tr>
</tbody>
</table>

Source: Data compile from www.webstatscan.com
The above table indicates that Incredible India site is ahead of other states sites in terms of rating, and Google Page Rank according to www.webstatscan.com. It is registered 12 years ago, whereas the official site of www.uptourism.gov.in is a recently registered site. In terms of daily visitors, daily page views, google indexed pages and page speed www.keralatourism.org stands ahead of other official tourism sites of states of India or even www.incredibleindia.org.

### Table No. 4: Comparison of page resources

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>DL</th>
<th>RJ</th>
<th>UP</th>
<th>GA</th>
<th>AP</th>
<th>KL</th>
<th>TN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Images</td>
<td>1.65 mb</td>
<td>418.8 kb</td>
<td>64.1 kb</td>
<td><strong>9.15 mb</strong></td>
<td>1.87 mb</td>
<td>884.4 kb</td>
<td>683.1 kb</td>
<td>1.46 mb</td>
</tr>
<tr>
<td>Javascript</td>
<td>449 kb</td>
<td>138.2 kb</td>
<td>139.1 kb</td>
<td><strong>2.07 mb</strong></td>
<td>546.4 kb</td>
<td>669 kb</td>
<td>144.3 kb</td>
<td>304.9 kb</td>
</tr>
<tr>
<td>HTML</td>
<td>14.6 kb</td>
<td>39.7 kb</td>
<td>12.8 kb</td>
<td><strong>154.1 kb</strong></td>
<td>25.1 kb</td>
<td>216.8 kb</td>
<td>19.7 kb</td>
<td>32.2 kb</td>
</tr>
<tr>
<td>CSS</td>
<td>70 kb</td>
<td>31.1 kb</td>
<td>144.4 kb</td>
<td><strong>755.8 kb</strong></td>
<td>45.6 kb</td>
<td>216.8 kb</td>
<td>46.2 kb</td>
<td>58.4 kb</td>
</tr>
<tr>
<td>Others</td>
<td>1.3 kb</td>
<td>1.2 kb</td>
<td>1.7 kb</td>
<td><strong>1438 kb</strong></td>
<td>98.6 kb</td>
<td>56.8 kb</td>
<td>42.2 kb</td>
<td>1.4 kb</td>
</tr>
<tr>
<td>Flash</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>150.5 kb</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Data compile from www.webstatscan.com

The above table indicates the comparison of pages according to the analytics of www.webstatscan.com. The websites of www.uptourism.gov.in has higher resources comparing to other states.

**Conclusion**

Websites are the face of any organization which is virtually present all over the globe. Hence the comparison of traffic to websites indicates how popular the site is and how frequently the site is checked by people from various countries. The intangible nature of tourism products acts here constructively to create a firsthand knowledge of the destination. The marketing of destinations of India are mainly done through Government agencies and states play a key role. In the study we can find that Kerala, Tamil Nadu had launched their websites a decade ago. The site www.incredibleindia.org was also instrumental in marketing India’s destinations, which also stands consistently in the virtual world.

There is a considerable increase in the registration of domain names and launching of new sites which might be similar to attract the tourists’ attention. This sometimes diverts the actual webtraffic, but even the sites of government have greater credibility than other sites. The web presence also shows how much attention has been paid by the governments to capitalize the web world and present its products in the virtual world.

Website is a virtual guide and a gatekeeper to a potential tourist, who goes through the websites to search the content, images and videos before finalizing a trip to a destination. Hence it becomes imperative to understand the attraction of the site decides the amount of time spend by the users to check the products. Core features decides the attraction of website are easy navigation, pictures and videos, less time to load the content, its link to social networking sites. Social networking sites sometimes act as lead to the websites where the detailed information is available. Virtual presence now has a wide range of meaning like mobile apps, presence in all major social networking sites and forums, blogs, links to the GPS devices etc.

In order to effectively plan marketing campaigns, it is important to know the browsing behavior of the clients, geographical location of the internet users, who browse sites, and analyse global trends. As technology is a user support that helps innovation and the new generation is techno savvy, to conduct effective marketing research web analytics mechanism would be highly useful. The analysis also suggests that we still lag in tourism promotion in the virtual world as most of our websites are scored five out of ten in Google Ranking of sites. Here the role of use of website design tools should be used in order to compete globally.

**Acknowledgement**

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ICT: A Key of Global Transformation of Travel & Tourism Industry

Sharad Kumar Kulshreshtha

“How new technologies are changing society and shaping the tourism sector, shifting power from governments and companies to citizens and consumers. He recalled that with power comes responsibility and highlighted tourism’s capacity to overcome prejudice in an often divided world.”

- Taleb Rifai, UNWTO Secretary-General,
In his ITB 2015 opening address (ITB Berlin, Germany, 3 March 2015).

Abstract

Information and communication technology is the needs of hour globally. In this new age of globalization where the whole world is considered ‘global village economy’. In this scenario ICT has created a platform for global borderless connectivity. Therefore, this revolution has forced to all business houses to change the traditional trade practices and motivate to come with new synergy of ICT. Now it is time to redesign the business as per market need and rapid global change. Due to advent of internet the e-commerce play very vital role this case. Travel and tourism trade appreciate this change and try to innovate their business model as per global demand. Online travel booking for hotel, air ticket, tour packages, FOREX money transfer is on boom now days. E-tourism is buzzword for everyone those who can access the internet facility easily. This result can be seen by rapidly emergence many online travel companies/agents in last one decade i.e. yatra.com, makemytrip.com, expedia.com, cleartrip.com etc. According to The Travel & Tourism Competitiveness Report 2013 has mentioned some indicators that T&T Competitive sub index 9th pillar of ICT infrastructure, the indicator extent of business Internet use has been replaced by two more specific indicators. These are ICT use for business-to-business transactions and ICT use for business-to-consumer transactions, and are based on the Executive Opinion Survey. Also, an indicator measuring Mobile broadband subscriptions has been added to this pillar. These changes reflect the growing importance of ICTs for the tourism industry’s operations as well as their role as tools for travelers. The ICT infrastructure pillar is increasingly dominated by Asian economies. Korea and Hong Kong are the leaders, with Sweden in 3rd place, with high penetration rates of ICTs and a good use of the Internet for business transactions. Japan and Singapore are another two Asian economies in the top 10. The availability of strong ICT infrastructure is becoming more and more important for the general economy as well as for the T&T industries in these economies, which have become increasingly dependent on such tools for reservations, marketing, and distribution. This paper will focus on ICT and its transformation on travel & tourism trade in India and other part of the world, How Indian travel & tourism & hospitality business is changing in this cutting edge ICT.

Key words: ICT, Travel & Tourism Industry.

Introduction

The information and communication technology (ICT) has revolutionized the face of 21st century globally. This technology has removed all kind of hurdles in the information communication and creates real time utility for everyone in this globe who is directly and indirectly getting maximum advantages through this recent innovation mankind. Information and communications technology (ICT) is synonym for information technology (IT) in general day to day discussion. Initially, it emphasizes on the idea of global connectivity among the common people, organizations, institutions, government etc (Cantoni, L. et al. 2013). The significant role of optical fiber cables which are used by many telecommunications and networking companies to transmit their telephone and cable
television signals, Internet data. The information transmitted is mainly digital information generated by computers system, telephone systems, and cable network television companies. The ICT is also refers to the convergence of audio-video and telephone networks which connect with computer networks through a cable and link system. There are many economic advantages of ICT i.e., cost cutting and cost effectiveness, creation of new business niches and new kind of jobs, strengthening of ICT-oriented products and customer oriented services on demand. The ICT plays a very vibrant role in the of modern tourism growth globally (Buhalis, D. 2003). Now days the customers obtain all kinds of travel information by internet and accordingly they act upon trip and design best itinerary. The potential tourists can have a virtual view of their destination accommodation, transportation and all types’ of essential travel needs. Instantly they can also book their air tickets, hotel rooms, make their full payment through online transaction (Primo Braga, et al. 2000). ICT facilitates to travel & tourism business by providing such important support of computerized reservation system, electronic fund transfer facility, teleconferencing and video-conferencing, e-brochures, virtual tour and videos of destinations, and other things. The customers can know about the ratings of destinations, hotel & transport service sector before traveling that place. They access very brief information about basic facts, weather conditions connectivity, transport facility, maps, people and culture, festivals, markets, travel agencies, tourist information centres, emergency services and travelling tips of their aspiring places with the help of travel tourism websites of tourism organizations, emerging social media like Facebook, Twitter, etc. All such information assists the traveler during their travel of respective locations and accordingly they can convey their desire to the suppliers very efficiently (Benckendorff et al. 2014). The new generation travel consumers empowered with broadband 3G connection 24/7. They can easily access internet anytime through their 3G smartphone and search all relevant travel & holiday related information. The ICT create a unique platform for business to business (B2B), business to consumer (B2C) (Buhalis, D. 2003). . World Wide Web (www) plays significant role in this online synonymous term e-commerce, e-marketing, e-tourism, e-booking, e-ticketing, e-hoteling, e-holiday packages and e-visa etc. Here ‘e’ alphabet refers to ‘electronic’. Travel technology includes virtual tourism in the form of virtual tour technologies. The recent travel & tourism information communication technology is to be referred to as e-travel or e-tourism means “electronic travel” or “electronic tourism”.

**Objectives**

i) To identify the potential of ICT in tourism & hospitality industry;

ii) To find ICT transformation in tourism industry in India and abroad;

iii) To evaluate changing Spectrums of tourism industry in this cutting edge ICT.

**Methodology**

The researches in the field of ICT is very dynamic due changes of technology. In this consideration here is try emphasis the study of recent changes in the field of tourism and hotel industry. Research create cause and effect relationship among the variables (Khan, J.A. (2008). The research paper is based on secondary data which is collected from ICT and travel, tourism and hospitality related academic books, national & international journals, major reports, concerned magazines, important websites, national newspapers and some informal interactions with employees working in the travel & tourism, hotel & restaurants, transport companies. The purpose of this research paper is to conduct a wide overview on ICT and to contribute study material to supplement the core studies of the Ministry of Communication & Information Technology, Ministry of Commerce and National Informatics Centre (NIC) The National Association of Software and Services Companies (NASSCOM), Euro monitor International, Report of the Working Group on Information Technology Sector Twelfth Five Year Plan (2012 – 17) Government of India Ministry of Communications & Information Technology Department of Information Technology, United Nations-World Tourism Organization report. The analysis contained in this paper is based on a review of the relevant research literature. In spite of this, the researcher has visited some travel agencies, tour operators and hotel for try to extract the quality information by discussion and observation.

**Review of Literature**

The acronym ICT is often used in many different contexts. For example, people refer to the ICT industry,
ICT sector, ICT companies, ICT law, the ICT BEE Charter, ICT governance and ICT legislation (Giles, J, 2009). ICT boosts the globalization of industry by providing efficient tools for vendors to develop, operate and globally distribute their offer (Buhalis, 2003). New digital platforms directly connecting consumers with companies and destinations are additional game changers (Rifai.T, 2015). The ICT categories four kind of services i.e., websites, Mobile network, smart card with microchip, Management Information System/ Customer Relation Management(Gupta, D.D, 2011).ICT also empowers its users to construct their own artefacts, be they digital photos, audio recordings, video, simulations or spreadsheet models, which embody something of their perception of the world around them, partly clarifying their understanding of the world but also allowing more meaning to be attached to observations and experiences ( Berry. M,2007).Travel agents have to adapt their websites and online bookings to the overall “experience” and expectations of tourists; moreover, future travel agents will have to keep up with competing destinations that offer user friendly activities, values and conveniences. (Mamaghani,2009). When translated into the travel and tourism content, Web 2.0 is commonly referred to as Travel 2.0 (Merritt, 2006).latest technology adoption and learning are essential business survival to understand the market (Jonassen, David H. et al. 2007). The young minds or professionals are aggressively to accept this technological advancement globally (Papert, S.1980). ICT has revolutionize the face of travel trade to customize the need and comfort of customer (Bethapudi. A 2013).Digital age brings dynamics in and transformation to tourism & hotel sector. (Atkinson, R. D. &McKay, A. 2007). Information technology increase the human efficiency and bring more rationalization in the organization (Bartel, A., Ichniowski, C. & Shaw, K. 2007). Networking always be a good approach for obtaining quality information and creating more and more business value among the customer, if it is support by ICT (Castells, M. 2000). Information communication technology is the third industrial revolution in 21 century (Greenwood, J. 1999). Telecommunication is to be considering a tool to deliver services to poor now they can access the all relevant information of their welfare. (Navaset al.2002). ICT is the key for achieving the MDGs which bridge the gap of traditional and modern development (Nishimoto, S. &Lal, R. 2005). The networking revolution has bring power to masses for Developing Countries(Primo Bragaet al.2000). ICTs have enhanced the marketing potential of remote and peripheral regions as tourist destinations. Hoe ICT impacts of the new economy, enabled by ICTs, on tourism marketing for regional development (Stratigea, A. et al 2008). The networking revolution has bring lots of changes in the field of travel trade and create many opportunities for developing Countries (Primo et al. 2000). The economic growth of developing countries can possible through ICT (Souter, D. 2004). The key role of ICT is to create multi-Spectrumal approach to look after the problems and try to find best solution of this for welfare of common man of the country (UNCTAD Report. 2006). Tourism Information Technology is tool to transformed offers to B2B, B2C, and C2C (Benckendorff, J. et al.2014). E-tourism is technological innovation for tourism trade (Buhalis, D.2003). E-tourism initially focused to online customer to relax them by better service experience (Egger, R; et al. 2008). Internet for the retail travel Industry is the boom of small medium tourism enterprises (Maurer, 2003). Hospitality information systems and e-commerce is good connectivity between people and profit which is based business model (Tesone, 2005). Information technology in tourism play a vital role to strengthen relationship customers (Werthner, H; and Klein, S. 1999). E-commerce and information technology in hospitality and tourism is two sided sharpen sword (Zhou, 2004). Online marketing is strategic service marketing decision (Amason, A. 2011). E-commerce is online platform for invisible buyer and seller t: The Cutting Edge of Business transfer goods and services(Bajaj and Nag, 2005)This is era of ICT which is very much contemporary to all marketing practices ( Boone& Kurtz, 2013). Now marketing of tourist destinations have done by effective ICT strategies to attract more and more tourists in this competitive edge (Kozak &Baloglu,2011).

Emergence of Information & Communication Technology

“IT abbreviation for information and communication technology: the use of computers and other electronic equipment and systems to collect, store, use, and send data electronically ICT can improve transparency and accountability in government & private sector operations.”
ICT represents Information and Communication Technology. This combination of manufacturing and services industries that capture, transmit and display data and information electronically (OECD 2002: 18; SAITIS 2000: 3) has emerged as an important economic growth driver of job creation in developing countries like India. Now it is to be considered an engine for economic growth and skill development in India and other developing countries. To cater to the need of demographic dividend of the country and skill development, ICT is best option to channelize their energy and efficiency in growth and development of the nation.

**Key Aspect of ICT Revolution**

- **Digital Revolution:** It brought changes by computing and communication technology.
- **Information Revolution:** It is massive economic, social, and technological changes after digital revolution
- **Globalization:** Global Village Economy
- **Competitive Advantages**
- **Cost Reduction of Business Operations**
- **Real Time Advantages:** Time saving
- **Automation & Data Storage**
- **Universal Access**
- **Customer Oriented Service**

**Benefits of ICT**

Information technology simplifies our life in many ways:

- Increase comfort & leisure
- Helpful for quick decision making

**Exclusive ICT Devices**

| 1. Internet | 12. Geographic Information System (GIS) |
| 2. USB Data Card | 13. Mobile Phone |
| 3. WiFi Dongle | 14. Smartphones |
| 4. Router | 15. Tablets |
| 5. Modem | 16. i-phone |
| 6. Bluetooth Device | 17. i-pad |
| 7. Infrared Device | 18. Digital Camera |
| 8. Wireless Application-WiFi, WiMan | 19. Web Camera |
| 11. Global Positioning System (GPS) | 22. Smart Card |

**Source:** Self Prepared

- Enhance multi-tasking abilities
- Global networking & connectivity
- Develop large Social Network
- Maximum output at Minimum cost

**Traditional Approach of Online Intermediaries**

- **Global Distribution Systems (GDS)** that provide access to databases for tourism service providers. Both buyers i.e., travel agents, tour operators, retailers, franchisee, and seller i.e., airlines, hotels & restaurants, car rental agencies, railway, bus coach, cruise liners etc. This is based on business to business (B2B) approach. Amadeus, Sabre, Galileo, & Apollo, Worldspan are some prominent GD in this regard.

- **Central Reservation Systems (CRS)** connect tourism services providers with Global Distribution System. Online Railways booking through IRCTC manage by CRIS of Indian Railway is the best example for it. This is based on business to business (B2B) and business to customer (B2C) approach.

- **Internet Distribution Systems (IDS) / Online Travel Agents** connect the tourism & hotel service provider to the customer. This is purely based on business to customer (B2C) approach.
Makemytrip.com, Yatra.com, Expedia.com, cleartrip.com are some important OTAs.

**Modern Approach Online Intermediaries**

- **E-Tourism**: E-Tourism emphases on, system design, implementation of IT applications by e-commerce solutions in the travel & tourism industry; as well as market structures and customer relationship management.

- **Meta Search Engines** are comparison sites that search all engines or browsers, but that do not have their own database.

- **Optimize Search Engine/ User Generated Content Marketing**.

- **Social Channels** are websites that offers, special discounts on different services or products, including tourism offers.

**ICT and Tourism in Global Context**

It is estimated that there are 1.8 billion internet users worldwide. There has been substantial growth in all world regions, with regions like Africa and the Middle east both recording growth of over 1,600% in the last 9 years. Asia and the Pacific remain in the top position with over 760 million, representing over 40% of the total worldwide online population (Source: Highlights from Policy and Practice for Global Tourism, the new guide to the major themes in world tourism today from the World Tourism Organization).

**UNESCO Chair in ICT**: The UNESCO Chair in ICT has established to develop and promote sustainable tourism in the World Heritage Sites (WHS). This chair is dedicated to research and teaching work on ICT. With emphasis on internet empower to develop and promote sustainable tourism at the World Heritage Sites (WHSs) globally, Southern hemisphere is the main focus for this initiative. It will cover the following areas - tourism, e-learning, and ICT4D (ICT for Development). This chair will facilitate best practices and state-of-the-art information among World Heritage Sites (Source: http://www.unescochair.usi.ch/)

**Tourism Expansion in Africa through ICT**: The United Nations World Tourism Organization (UNWTO) and Microsoft Corporation are collaborating to develop ICT systems that will help countries with emerging tourism markets to improve their export competitiveness, product quality and support skills. Africa will be the primary focus of this partnership, which was announced in July 2006. Microsoft says that it wants to play a hands-on role in helping countries and entire regions to develop knowledge-based economies, create jobs, spur growth and enable innovation. The method to achieve this will be through providing easy and affordable access to ICT and helping local partners to build robust software businesses. The strategy is to alleviate poverty through developing sustainable tourism.

‘Venice Connect’, managing the city’s tourism online: ‘Venice Connected’ has been presented as a comprehensive management tool to monitor tourist flows in the city. It is a reliable and innovative online tool for both visitors and local businesses that keeps the prices of public services at low levels and reduces the negative effects of seasonal peaks.

**Success Story: India is Global ICT Exporter & Market**

India is leading in field of software development and a favorite country for IT-enabled services (ITES). Indian IT companies like Hindustan Computer Limited (HCL) Tata Consultancy Services (TCS), Wipro, Infosys, and Tech Mahindra Ltd are some renowned name globally. Multinationals giants like Apple, Google, HP, Sony, Samsung, Motorola, Microsoft, GE, IBM, and others are focusing on outsourcing strategy and keeping ahead of their competitors. Due to this competitive advantage India is able to attract more investment into this field.. US$ 300 billion market potential is showing success story of this industry. India is realizing the potential of IT-ITES sector, and working towards creating a quality and world class infrastructure and facilities for this vibrant sector. Recently, e-commerce, online retailing, cloud computing are significant growth drivers in this sector (Chandraserkar, 2010). According to International Data Corporation (IDC), the market size of information technology sector in India is expected to touch US$ 44.8 billion in 2014 as compared to US$ 35.1 billion in 2012. India have some world class IT cities centre i.e., New Delhi, Noida, Greater Noida, Gurgaon, Chandigarh, Jaipur, Kolkata, Mumbai, Pune, Hyderabad Bangalore, and Chennai. The new avatar of Incredible India website http://www.incredibleindia.org/en/isvery informative and attractive which highlights key features like, itinerary planner, book a tour package, plan yourself, virtual walking tour, free audio tour, Indian visa online, tourists visa on arrival-enabled ETA, book an air ticket, book hotel, book a bus ticket, book a rail ticket. Includes various other features like 360
Tourism Spectrum

Degree Panoramic Views ‘WALK THROUGHGS’ of monuments and temples and world heritage sites, weather advisory, Information link of Maharaja Train and Mahaparinivan Buddhist train and the films on ‘The Incredible Indian Himalayas-The Greatest Show on Earth’, ‘Coming India has Never been so Easy-tourists visa on arrival-enabled ETA etc. Hotels.com is a brand name for arrange all kinds of hotels globally. This site offers online booking through its service network like local websites and call centers. The travelers have option to select property as per their choice on the net, including major hotels chain and self-catering in over 240,000 accommodations in the worldwide. This site offers one-stop shopping point for hotel pricing, services etc.

Top 20 players in IT Services

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tata Consultancy Services Ltd</td>
<td>MindTree Ltd</td>
</tr>
<tr>
<td>Infosys Ltd</td>
<td>KPIT Technologies Ltd</td>
</tr>
<tr>
<td>Wipro Ltd</td>
<td>Zensar Technologies Ltd</td>
</tr>
<tr>
<td>HCL Technologies Ltd</td>
<td>Hexaware Technologies Ltd</td>
</tr>
<tr>
<td>Tech Mahindra Ltd</td>
<td>Cyient</td>
</tr>
<tr>
<td>L&amp;T Infotech</td>
<td>NIIT Technologies Ltd</td>
</tr>
<tr>
<td>Syntel Ltd</td>
<td>infinite Computer Solutions (India) Ltd</td>
</tr>
<tr>
<td>Mphasis Ltd</td>
<td>Persistent Systems</td>
</tr>
<tr>
<td>Genpact India Pvt. Ltd</td>
<td>Geometric Ltd.</td>
</tr>
<tr>
<td>iGate</td>
<td>MASTEK Ltd</td>
</tr>
</tbody>
</table>

Source: National Association of Software and Services Companies (NASSCOM) India

Interactive Table

<table>
<thead>
<tr>
<th>Country</th>
<th>ICT Development Index</th>
<th>ICT Development Ranking</th>
<th>Access sub-index</th>
<th>Use sub-index</th>
<th>Skills sub-index</th>
<th>I C T Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>121</td>
<td>2.21</td>
<td>122</td>
<td>121</td>
<td>117</td>
<td>122</td>
</tr>
<tr>
<td>China</td>
<td>78</td>
<td>4.18</td>
<td>80</td>
<td>66</td>
<td>93</td>
<td>80</td>
</tr>
<tr>
<td>Pakistan</td>
<td>129</td>
<td>1.83</td>
<td>119</td>
<td>132</td>
<td>143</td>
<td>119</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>135</td>
<td>1.73</td>
<td>133</td>
<td>139</td>
<td>127</td>
<td>133</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>107</td>
<td>3.06</td>
<td>104</td>
<td>115</td>
<td>90</td>
<td>104</td>
</tr>
<tr>
<td>US</td>
<td>17</td>
<td>7.53</td>
<td>29</td>
<td>14</td>
<td>3</td>
<td>29</td>
</tr>
<tr>
<td>Brazil</td>
<td>62</td>
<td>5</td>
<td>67</td>
<td>57</td>
<td>72</td>
<td>67</td>
</tr>
<tr>
<td>Korea*</td>
<td>1</td>
<td>8.57</td>
<td>11</td>
<td>2</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Sweden</td>
<td>2</td>
<td>8.45</td>
<td>7</td>
<td>1</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Iceland</td>
<td>3</td>
<td>8.36</td>
<td>3</td>
<td>7</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Niger**</td>
<td>157</td>
<td>0.99</td>
<td>148</td>
<td>152</td>
<td>157</td>
<td>157</td>
</tr>
</tbody>
</table>

Source: Measuring the Information Society 2013, *At the top of the table, **Ranked last

India has been ranked 121st among 157 countries in terms of progress in the realm of information and communication technology (ICT) in a newly-released report of the International Telecommunication Union (ITU), which makes an annual assessment based on a wide range of parameters and data. The ranking has been made on the basis of an ICT Development Index (IDI), a benchmark made up of 11 indicators (Source: Measuring the Information Society 2013.)

Travel Technology: World Key Performance Indicators 2012-2014

<table>
<thead>
<tr>
<th>Internet value % Growth (US$)</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Rental</td>
<td>4.9</td>
<td>9.6</td>
<td>7.8</td>
</tr>
<tr>
<td>Air Transport</td>
<td>8.0</td>
<td>12.3</td>
<td>8.7</td>
</tr>
<tr>
<td>Other Transportation</td>
<td>6.4</td>
<td>12.7</td>
<td>9.1</td>
</tr>
<tr>
<td>Hotels</td>
<td>10.5</td>
<td>13.0</td>
<td>9.9</td>
</tr>
<tr>
<td>Travel Retail Products</td>
<td>8.2</td>
<td>12.1</td>
<td>9.7</td>
</tr>
</tbody>
</table>

Source: Euro monitor International.
Transformation of Indian Travel & Tourism Industry Via ICT

“Leads through social media have risen from nil about two years ago to about 20% now.”

- Arjun Sharma, Managing Director, TUI India

“Social media gives the power to the customer; that is a clear-cut advantage over traditional media. Social media engagement with the customer is now imperative for any business that wishes to be seen as modern and new age.”

- Pratik Mazumder, Head of Marketing, Yatra.com

According to the Annual Economic Impact Report of World Travel and Tourism Council (WTTC) India’s travel and tourism market is expected to grow by 7.3 per cent in 2014. India is third largest internet users after China and the US and third largest Facebook users after the US and Brazil. All travel arrangements have become more convenient now due to this online travel technology. Asia-Pacific Region is the emerging online travel market worldwide. Online travel market has reached $91 billion in 2013 and the market’s value is expected to touch $126.6 billion by 2015 in this region. China and Japan is one of prominent the online travel market in this region with the growth of 30% between 2013 and 2014. India is the second fastest growing market in the region with the growth of 24.8. Due to advance technology, smartphone and tablet penetration and the improvement of internet facility, online sales are expecting to increase further in the Asia Pacific Region. Globally online travel markets are growing and will reach US$830 billion by 2017. The growth of online travel market is on boom in emerging BRICS economies like Brazil Russia India China and South Africa. Online travel agencies are growing rapidly to tap the potential of travel market. In this consideration, Expedia, Priceline, Ctrip, Booking.com, yatra.com, makemytrip.com, irctc.co.in some leading brand name this market. These online companies are gaining more and more profit through online bubble. Travel bookings through mobile are becoming significant globally, touching double-digit shares of online sales. Some key online travel agencies and hotels are in these categories. Western Europe is the second online travel market in the world after North America. Italy and Spain have the most important online travel sales growth per annum, with 18.3% and 13.8% respectively in 2014. Euromonitor International forecasts global smartphone volume sales will post a 17% CAGR over 2012-2017, while sales of tablets are forecast at 14% CAGR. By 2017, the mobile channel is expected to account for over 30% of online travel value sales.

Major Online Travel Companies

<table>
<thead>
<tr>
<th>Companies</th>
<th>Established</th>
<th>Corporate Office</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>MakeMyTrip</td>
<td>2000</td>
<td>Gurgaon (Haryana)</td>
<td><a href="http://www.makemytrip.com">www.makemytrip.com</a></td>
</tr>
<tr>
<td>Yatra.com</td>
<td>2006</td>
<td>Gurgaon (Haryana)</td>
<td><a href="http://www.yatra.com">www.yatra.com</a></td>
</tr>
<tr>
<td>Travel Guru</td>
<td>2005</td>
<td>Mumbai (Maharastra)</td>
<td><a href="http://www.travelguru.com">www.travelguru.com</a></td>
</tr>
<tr>
<td>Cleartrip</td>
<td>2006</td>
<td>Mumbai (Maharastra)</td>
<td><a href="http://www.cleartrip.com">www.cleartrip.com</a></td>
</tr>
<tr>
<td>Expedia</td>
<td>1996</td>
<td>Bellevue, Washington, U.S.</td>
<td><a href="http://www.expedia.co.in">www.expedia.co.in</a></td>
</tr>
<tr>
<td>Goibibo</td>
<td>2009</td>
<td>Gurgaon</td>
<td><a href="http://www.goibibo.com">www.goibibo.com</a></td>
</tr>
</tbody>
</table>

Cutting Edge of ICT and Changing Tourism & Hospitality Business Scenario

- Role of Meta Search Engine: The Meta Search Engines (MSE) is playing dynamic role in online travel market. These MSE players assist to online users give a fair competitive edge to suppliers with good reviews and better services. This is an innovative process that improves the overall experience of consumers. There are many meta search engines like trivago.in and kayak.co.in are the most familiar meta search engine now days.

- User Generated Content: The new generations of ‘Web 2.0’ or ‘User-Generated Content (UGC)’ sites are very popular especially in young travelers now days which helps to guide the travel behavior during the journey. Such content as posts, pins, blogs, discussion forums, pins, audio video files, which was created by users of an online, mostly made available via social media. With the rising popularity of sites that contain content submitted by real travelers (e.g. Trip Advisor, Lonely Planet, and social networking sites such as MySpace, Twitter, Face book and
The ways that travelers search for, view and evaluate travel information is potentially changing. Those who have a interest of the tourism, travel and hospitality industry in understanding the impacts of user generated content on the consumer’s travel decision making behaviors (Carmen Cox. et al. 2008).

- **Social Media Changing the Travel Scene:** India is predicting about 300 million internet users by the end of 2017. More than 75% internet users are actively involved on these social media sites. The online travel sales in India are forecast US$14.7 billion in 2017. The smartphones and tablets have become popular among tourists; due to this reason mobile booking is expected to grow recently in Indian market. Make my trip saw over 1 million downloads of its mobile travel app by May 2013. The Indian Ministry of Tourism recently started using social media to promote tourism sites throughout the country. The leading 4- and 5-star hotels, budgeted hotels, restaurants and airlines are available on social media at the centre of its strategic marketing.

- **The Mobile Concierge/Apps:** Internet facility on mobile has changed approach for the travel companies which increased customer services and expectations. The customers expect real-time satisfaction and a quality of services wherever they are and at any time, before, during and after the trip. Mobile concierge services are very much suit for travelers to improve their holiday experience. The ministry of tourism has launched the ‘Incredible India’ mobile application that will assist international and domestic tourists to access information about ministry recognized tourism service providers namely approved inbound tour operators, adventure tour operators, domestic tour operators, tourist transport operators, travel agents, regional level guides, classified hotels available in respective cities / tourist centers. The official Android application for Incredible India’s unique tour planning and discovery platform: Tripigator.com. IRCTC Connect mobile app, makes life a little bit easier, by letting you search, book and cancel tickets. Most apps launch first on the iPhone, but IRCTC Connect is available only on Android for now. TUI Travel’s has offer a Digital Assistant app to their customers to advice prior to their departure, during their holiday and on their return. Your Singapore Guide app by the Singapore Tourism Board enables visitors to enjoy their personalized Singapore experience. InterContinental Hotels’ Concierge Insider Guides app offers concierges in its 127 world locations.

- **Cloud Destination:** Cloud technology enables businesses global restructuring in order to focus resources and efforts on improving the customer life cycle. Thus “Cloud Destination” is presented as a new business model for the tourism sector since cloud services can add significant added value. The main objective of the project is to create a global platform for tourism to generate information and provide cloud services to the industry value chain, to tourist destinations - both emerging and mature - and companies while generating knowledge about tourists and their behavior.

- **24/7 Customer Relationship:** ICT is consider the key of customer service tool in the travel industry. The areas expected to grow most within mobile concierge services include personalised advice and customer assistance requests and feedback. Key Competitive Tool. Travel players will need to quickly adopt mobile concierge services in the next few years to answer the growing need of their customers and not to lose out on business. Hotels are expected to use a mix of on-site and mobile concierge services in the future. Personalised services will be increasingly offered based on customer stored preferences. Airlines’ customer service through mobile apps is expected to develop to offer personal assistance 24/7 throughout the entire trip from planning and logistics to emergency assistance.

- **Review of Travel Site.** Trip Advisor which is to be considered world’s most popular travel website. Google Places is the Yellow Pages of the digital age meaning that business listings also show up on iPhone searches as well as on Google Maps. Monitor Yelp, Trip Advisor and Google Places reviews and alert management of any low reviews twice a week, comment on glowing reviews to thank them, comment on low reviews and how the property
intends to handle future situations.

- **E-Books:** The Union Ministry of Tourism, Government of India has launched a e-book. This e-book has contained detailed and valuable information about initiatives and achievements of Ministry of Tourism. Online users can access all such information related to travel & tourism, foreign tourist arrival in India, foreign exchange, various schemes, etc in this e-book.

- **E-Visa:** Indian Government has allowed to 42 countries to apply for online visa to travel in India by using their new Electronic Travel Authority for electronic travel visa. All travelers those who travel to India are legally required to hold a valid visa and this system will be easier to be obtained visa. All such travelers can visit to India with an Electronic Travel Authority (ETA) for tourism. It is an electronically-stored authority for tourist to travel to India for a short-term visit. The Indian ETA promotes of international tourists to visit in India for tourism, sight-seeing, recreation, visit friends or relatives, etc.

## Conclusion

Liberalization, privatization and globalization have given new shape to Indian economy which was major cause of effect to robust of the Indian information technology industry. Internet revolution has come with hope of new changes and possibilities to each sector of economy i.e., e-governance, e-banking, e-agriculture e-panchayat, e-health, e-education, e-tourism, etc. This change can be realize when e-filing Income tax returns online, online money transfer, applying for passports and visa online, e-booking of railway ticketing, etc is matter of seconds. Now India is to be considering IT potential country globally. Recent technological changes have given a new synergy to travel and tourism sector of India. Online bubble is a remarkable evidence of it. Internet has accessed every sphere of life. Therefore, tourism service provider to middleman and potential customer in the grip if IT. It is now considered as global key of every business. ICT has transformed tourism and hotel industry with advent of new technology platform, 3G and 4G broadband services make possible video calling, social media, e-conferencing, e-destination and online travel booking with fund transfer facility. SMTEs are equipped with this technology to explore new market possibility in this cutting edge completion. IT companies are reaping the benefits to this travel trade boom by proving quality online technological solutions and support to excel in the market. Now people have power of technology in their hands which enhance their expectations to the delivery quality service in this cost cutting edge. No doubt information communication technology is very high-tech but not so much high touch.

## References


**Web Links**


### APPENDIX-I

**Traffic Comparison of World’s Top Online Travel Booking Sites**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Site</th>
<th>Estimated Visits in Jan. '14</th>
<th>Time on Site (HR/MINS/SEC)</th>
<th>Pageviews (HR/MINS/SEC)</th>
<th>Leading Country</th>
<th>Leading Country Share</th>
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<td>1</td>
<td>Booking.com</td>
<td>166 Million</td>
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<td>United States</td>
<td>15.36%</td>
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<td>n/a</td>
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<td>TripAdvisor.com</td>
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<td>3.7</td>
<td>United States</td>
<td>75.18%</td>
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<td>United Kingdom</td>
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<td>4.48</td>
<td>Italy</td>
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<td>4.06</td>
<td>Canada</td>
<td>88.34%</td>
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7th International Indian Tourism & Hospitality Conference on “Inclusive Growth and Sustainable Development: Agenda for Tourism and Hospitality Industry”
6th-8th February 2015, Kullu-Manali (Himachal Pradesh)
Shalki Manhas

The Indian Tourism and Hospitality Congress (ITHC) organised its 7th International Conference titled “Inclusive Growth and Sustainable Development: Agenda for Tourism and Hospitality Industry. This proved to be a platform to bring together eminent academicians, industry experts, researchers and students who showcased the contemporary trends and emerging issues of the tourism and hospitality industry. The conference was a big success and it posed as another milestone in the history of tourism was believed to have contributed dedicatedly to the vast ocean of knowledge of tourism and hospitality industry and give rise to new models and theories. The delegates from different parts of the world as well as various corners of India enthralled the conference with their provoking thoughts and concepts. This was the first time when the venue of this conference was planned to be in India and it was decided that none other place can be more suitable for the conference other than the valley of gods, The Unforgettable Himachal. The venue was the Morpheus Valley Resort, Raison, Kullu-Manali.

The inaugural session of the 7th ITHC International Tourism Conference commenced with the auspicious ceremony of lighting the lamp by the dignitaries on the dais.

Prof. S.P. Bansal, Secretary General, ITHC, delivered the welcome address in the inaugural session where he welcomed Major Vijay Singh Mankotia, the Chief Guest of the conference, Prof. Sandeep Kulshreshtha, President ITHC, Prof. Deepak Raj Gupta, Vice President, ITHC and the keynote speakers Prof. Asad Mosin, Victoria University of Wellington and Prof. Arvind Alok, Chairman, Buddhist Monuments Development.

He highlighted the issue of decrease in inbound tourism in India compared to the outbound tourism. He said inbound tourism cannot be ignored as it has the major contribution in the Indian economy and overall development. He also showed his concern about upgrading the transportation, accommodation and especially the airport. He expressed his happiness to have introduced the concept of Tourism Police by Major Mankotia. He also expressed the initiation of theme based tourism in Himachal Pradesh.

The occasion was the platform for the release of International Journal ‘Tourism Innovations’ by Major Vijay Singh Mankotia which was followed by honouring the guests.

Prof. Asad Mosin from Victoria University of Wellington stressed on the key words Sustainable Development and Inclusive Growth and how it can be achieved. Sustainable development cannot be done until we find ways to measure it. He expressed the need of a good Tourism research institute and a good international journal in India. Sustainable Development, he said, has become a mere label that translates into big business yet it does not lead us to a better business.

Prof. Arvind Alok was the keynote speaker in the occasion. He emphasized that we need to be preserved what we have if we want a sustainable development. India needs to concentrate in its own cultural promotion than promoting and providing luxuries to the inbound tourists. He mentioned that if development needs to be maintained participation of the local people is must. He also said there is no need for a large scale development in India in terms of tourism but only to enhance the traditional values and culture for the outside world.

Shalki Manhas, Research Scholar, School of Tourism & Hospitality, Central University, Jammu, E-mail: shalkicool@gmail.com
Tourism Spectrum

Prof. Sandeep Kulshreshtha, President, ITHC mentioned and appreciated the work of Prof. Bansal and announced to praise him with a lifetime achievement award. He talked about the secularity of the country and used the term ‘Dehsatan’ in place of ‘Paryatan’. He said that the sustainable development is incomplete without the development of the hospitality industry. He also said that Himachal is one of the leading tourism industries in India but it needs to emphasize on the human resource and also to manage the natural calamity problem and promised to provide training programs and all type of assistance to the Himachal government.

Major Vijay Singh Mankotia delivered the presidential address. He mentioned that tourism is all about passion and dedication. He mentioned Tourism industry is the fastest growing industry and job generating industry in the world. Along with praising the natural beauty of Himachal he also talked about the various untumed dimensions of tourism. He also emphasized for promoting film tourism in Himachal. He also suggested for the initiation of Himalayan triangle as the country promotes golden triangle. He mentioned that conflict zones in tourism now are the preservation and conservation of environment and ecology on one side and other side, promotion and development of tourism. He suggested stopping the modernisation of the traditional architecture and sticking to the age old heritage, culture and custom.

Prof. Deepak Raj Gupta, Vice President, ITHC, proposed the formal vote of thanks where he emphasized on self sensitizing for promoting a clean country for the national and international visitors.

Along with the inaugural session a photo exhibition themed ‘The World is My Studio’ by Mr. Sandeep Bhardwaj was show cased where the totally unseen and incredible Himachal was portrait in his lively photographs. Other than Himachal the photographs reflected his beautiful experience of more than 70 countries, around 555 and more destinations and 6 continents.

The inaugural session and the photo exhibition were followed by sightseeing of the Naggar village and the Naggar fort which was converted into a heritage hotel. The architecture and beauty of the Naggar Fort mesmerised the delegates.

A total of four technical sessions were held where the researchers and academicians from different parts of the world delivered their presentations and shared their unique ideas with the other delegates and the resource persons. Two technical sessions ran on the first day where around 28 papers were presented, more than 40 delegates had their paper in this session which was chaired by Prof. Rajendra Kshetri and Co-chaired by Prof. S. Kumaran. The session key speaker was Dr. C. M. Parsheera which was moderated by Prof. E. Bijoykumar Singh. The theme of the session was ‘Tourism Industry and Business Practices’. Parallel ran the second technical session of the day themed ‘Contemporary Issues and Trends in Tourism Development.’ This session had around 23 papers which was a contribution from 32 academicians. This technical session was chaired and co-chaired by Prof. Deepak Raj Gupta and Dr. Pawan Gupta respectively where the session key speaker and the moderator were Prof. S. K. Gupta and Prof. Zimik.

With the end of the two technical sessions, the delegates enjoyed the evening bonfire where a beautiful traditional dance by the local community of nearby Naggar village was performed. This showed that the conference was not only a platform for sharing the thoughts between different academicians but also reflected the practical side of tourism by showcasing the beautiful local culture and tradition. The day was ended with a gala dinner.

The second day again after having breakfasts the two parallel technical sessions commenced which was followed by lunch and sightseeing of Solang valley where delegates enjoyed the various adventurous activities. The resort also gave the delegates the facility to enjoy adventure activities during the stay like river crossing by the professional trainers of Himalayan Vegabond. The third technical session of the conference was themed ‘Tourism Marketing and Human Resource Development’ chaired by Prof. P. K. Yadav and co-chaired by Dr. Luvkush Mishra, where session key speaker was Dr. Prateek Agrawal and moderator was Dr. Mandeep Kaur. This session had 32 papers contributed by more than 40 delegates. The fourth technical session running parallel to the third had around 20 papers which were presented by 28 researchers and academicians. This session was themed as ‘Sustainable Tourism Development’ chaired by Dr. Meinam Binota, co-chaired by Dr. T. Milton, the session key speaker was Dr. Reyaz Qureshi and moderator was Prof. G.P. Prasain. The technical sessions came out with many new ideas and concepts of tourism by different delegates of the country and abroad which contributed to the already existing wide
knowledge of tourism in an efficient manner.

In the Valedictory Session Prof. Sandeep Kulshreshta, President, ITHC, in his address thanked the 65 institutions which had come over from 22 states of India and abroad for attending the 7th conference. He also conveyed that the next international conference will be conducted in Nepal. He also appreciated the organising committee to have provided the best and conducted a successful conference.

The address was followed by the release of the book ‘Inclusive Growth and Sustainable Development’. The conference was graced by the presence of Mr. Rohit Rathour, SDM, Kullu where he addressed the gathering appreciating the beauty and culture of Kullu Manali.

The occasion also witnessed the presence of Kunwar Danvendra Singh. The conference report in the valedictory session was presented by Dr. Abhishek Giri.

All the delegates who presented their paper were felicitated in the valedictory session. The conference was a benchmark for the forthcoming conferences and contributed authentic research topics to the academic ocean of tourism and hospitality not only in India but in the world.
Village is the place where our civilizations originated. It is where our roots exist. Villages are the spatial locations which though small have bounty of culture, heritage, customs, and traditions. It also has the natural characteristics such as open green fields, flora, fauna which further provide rich and spellbound aspects of the human civilization. But, it’s equally important to sustain these little economies. The book on tourist shopping villages written by Laurie Murphy, Pierre Benckendorff, Gianna Moscardo and Philip L. Pearce; is a beautifully crafted book which views shopping in small villages. It sees this activity from two perspectives, firstly seeing the shopping activity as a tool to revitalize the local economies in villages by giving economic benefits to local community. And secondly, inspecting the present-day village shopping exercises and studying them in a broader range of leisure and entertainment settings. A number of cases and illustrations given in the entire book represent the core ideas of shopping in tourist villages. The aim of the book is twofold i.e. to examine tourist shopping villages critically and through this context examine in more detail the key elements of tourist experiences. This book seeks to examine in detail the phenomenon of Tourist Shopping Villages (TSV’s). There are ten chapters in the book.

Chapter 1
This chapter gives an overview of the tourist shopping villages (TSV’s). It also gives importance of shopping as a tourist activity and about the types of tourist shopping. The Spectrums of tourist shopping have been covered in temporal, spatial and psychological aspects. And based on these Spectrums, tourist shopping suggests six basic types of tourist shopping.

Chapter 2
The second chapter seeks to augment the approach of tourist shopping in a more detailed way. The approach in this chapter is magnanimous, descriptive and essential to sustainability and quality of life concerns. Moscardo, here also argues that often the concept of sustainability is taken from perspective of tourism industry then to the quality of life of the all involved. Other view points of researchers have too been mentioned in the chapter. Also, case studies have been taken from United States of America and Australia to depict the various perspectives of the stakeholders.

Chapter 3
The third chapter offers a summary of both recreational and tourist shopping and recognizes a number of concepts and theories that could be used to comprehend this phenomenon. The chapter reviews key matters and results to leisure shopping with particular consideration given to rural and tourist shopping research. It further gives a TSV Visitor Experience Model.

Chapter 4
This chapter bring into light the detailed analyses of the defining features of TSV’s and the TSV shopping experience. It considers location, types of attractions and the role of entrepreneurs, all of which shape the moral fibre of tourist shopping villages. All these factors have been considered but their interface and amalgamation have also been suggested as equally important. The various examples of villages have been taken in the chapter to explain the importance of location, anchor attractions and entrepreneurs.

Chapter 5
Chapter 5 further explores the TSV experience in terms of physical and social attributes. Landscape, streetscape and servicescape are the three interacting

Amit Katoch, Assistant Professor, University Institute of Hotel and Tourism Management, Panjab University, Chandigarh.
spatial settings which form the environment. These settings give logic of place in which the postmodern consumption of tourist shopping villages occurs. The chapter further explains that the manner in which visitors react to these environmental cues depends on the personal attributes. Also, these social interactions between hosts and guests in environment are controlled by reaction of the individuals. And further these interactions strengthens the visitor’s responses i.e. length of stay, satisfaction and expenditure. This chapter also explains the concepts by showcasing case-studies of shopping village environments in North America, United Kingdom and Australia.

Chapter 6

This chapter explores the importance of themes in the TSV experience. The themes help in linking or connecting to the tourists by stimulating their interests, identity and motives. These themes and presentation are vital factors in persuading the mindfulness. The chapter critically evaluates the roles, presentation and development of themes in TSV’s.

Chapter 7

The chapter describes the interactive shopping village experience, a key factor of the TSV visitor Experience model. The chapter focusses on the design and planning of the visitor experiences whose starting point is his motivation. Also, some studies on market segmentation and visitor motivation has been discussed and reviewing some of the processes and opportunities to involve tourists and style their experiences.

Chapter 8

This chapter highlights the interfaces between TSV shopping and the prerequisite of support services and facilities. The chapter clearly articulates that amenities at the destination such as information services, accommodation, transport, parking, restrooms and public spaces are important and their presence/absence or quality greatly influence the satisfaction level of tourists. These amenities are regarded as “hygiene factors” and greatly affect the TSV visitor experience.

Chapter 9

Chapter 9 sees the challenges associated with the sustainable growth of the tourist shopping villages. It explores the challenges and barriers faced by villagers at different phases of development. This chapter highlights the immense scope for researchers, planners and policy makers to explore, present, improve and implement the understanding of this form of tourism though research.

Chapter 10

The chapter attempts to consider the contextual, emic and dynamic nature of tourism settings by using rich and new methods as well as appearing theoretical schemes. The chapter also brings vital global tourism trends of significance to the prospects of tourist shopping villages drawn from the concerns expressed by industry bodies, organisations, institutions, academicians and futurists.

The book is a research voyage initiated by the authors who have a thirst to find the various aspects of TSV and to integrate & benefit all the stakeholders in a sustainable manner. The authors and their companions have visited a number of TSV’s, so that the actual things are identified, so that every stakeholder works in a sustainable framework. The book is a beautiful but a purposeful journey and a must read for every inquisitive mind who want to know about the tourist shopping village.
Call for Papers: Tourism Spectrum

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TOURISM SPECTRUM is a social sciences journal focusing upon the academic perspectives of tourism. While striving for a balance of theory and application, Tourism Spectrums seeks to develop theoretical constructs. To enrich the discipline of tourism it encourages offerings from various disciplines; to serve as a forum through which these may interact; and thus to expand Spectrums of knowledge in and contribute to the literature on tourism social science. In this role, Tourism Spectrums both structures and is structured by the research efforts of a multidisciplinary community of scholars.

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The journal has the condition for publication that manuscripts submitted to this journal should not have been published or will not be simultaneously published elsewhere.

The editors reserve the right to edit the contributions or send them back to the authors for alteration. Thereafter the publication of the papers will be subject to the final approval of the editorial board comprising members from within and outside of India.

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TOURISM SPECTRUM publishes manuscripts dealing with various aspects of tourism phenomenon. Emphasizing an integrated approach to tourism in terms of tourism being an inter-disciplinary field, the journal focuses on various aspects of tourism like anthropological, business, economic, educational, environmental, geographic, historical, political, psychological, philosophical, religious, sociological, inter alia, aspects of tourism (including conceptual essays, case studies, and industry-oriented expositions). Papers on any aspect related to tourism are encouraged for this journal. Being a broad social science journal its readership is diverse. So specialist technical (e.g. economics, management, hospitality) papers must also be intelligible to a broad social science audience. Research papers should be in English, unpublished and sent as soft copy initially and later a hard copy needs to be submitted post acceptance. It should be typed in double space, with margins on both sides with an approximately word length of 6000 words including abstract and references. A single paper is allowed to have a maximum of three illustrations. Illustrations should be accompanied by suitable captions. The word limit for abstract is 500 words. Notes may be carried at the end of the main text. References within text should mention surname(s) of the author(s) referred, year of publication and page number within parentheses, e.g., (MacCannell 1990):

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Examples


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