Upcoming Trends and Impact of ICT On Tourism Industry of Konkan Region

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ABSTRACT:

Tourism from the ancient times has held a fascination for human and now it's the phenomenon that attracted the whole world. The goal of his paper is to analyze the upcoming trends in tourism industry and also use of ICT in tourism industry of (KR). India is a developing country and has shown prominent presence in the field of ICT. With the help of ICT tourists can book accommodation view information regarding a destination and reserves their tickets for train, bus, or flights and at the same time pay for it and all his happened in one click. The tourism is one of the major industries in India and expected to grow with recent development with the help of technologies and adaptation of ICT. Konkan Region has potential to accelerate their presence as one of the best tourist destinations of India.

Keywords: Tourism, Developing country, Konkan Region, ICT.

INTRODUCTION:

Tourism is the fast growing industry with large potential of growth and employment opportunities. In India tourism industry has tremendous growth 5.2% and this especially benefited the states offers natural tourist attractions. India has great assets for tourism development. The central and state government has formed policies and frameworks for tourism industry. Information Communication and Technologies have transformed the tourism sector worldwide, in every kind of business. First it was used as E-commerce to promote tourism on online platform, there in hotel industry it was used to manage hotels revenue and employees productivity it is used as business transaction by proving and trading the information to consumers about the products and also it help

tourism in booking and information about tourist destinations. Even in Konkan Region we got to see the impact of ICT in different ways but on tourism industry. As we have told in paper earlier that Konkan Region tourism in famous in whole India in Konkan Region many hotels and restaurants etc. Increase their income by using ICT for tourism like they make their own websites and website include all information about hotel booking, reservations, review and photos of the hotels etc. It is very easy for tourist to reach that hotel that's why the ICT has major impact on tourism industry of Konkan Region.

OBJECTIVES OF THE RESEARCH:

1. To study the upcoming trends on National and International tourism.
2. To analysis or assess the impact on tourism of Konkan Region.
3. To suggest the recommendation of tourism in Konkan Region.

LITERATURE REVIEW:

[Maria Elena Aramendia-Muneta]

January 2013]ICTs appear to offer new opportunities for business mainly relevant in 4 different aspects gaining a competitive advantage, improving productivity, developing new businesses& facilitating new way of management (Buhalis, 1998,2003; Gruescuet al.,2009; lon & Andrea, 2008; Irvine & Anderson, 2008;Shanker,2008), it seems that firms do not experience an increase in their outcome because that use them (Law & Jogartnam ,2005). As regards the influence ICT has on competitiveness in hospitality, some authors consider ICT as a key factor in competitiveness ;because it reduces transaction & operational costs (Bojnec & Kribel,2004; Buhalis & O'Connor 2005; Buhalis & Kaldis 2008). Unfortunately there is no consensus as to how effective the use of ICT. Scheldegger (2006) states that the tourism industry is one the least productive sectors in the economies of the most developed countries. Other authors maintain that there is no discernible relationship between ICT & Productivity in hospitality (Byrd & Marshall, Brynjo Ifsson, 1993; Sigala, 2003a ,2003b).

CONCEPTUAL BACKGROUND:-

IMPACT OF ICT ON TOURISM INDUSTRY:

Tourism industry is regarded a promising pathways for economic development worldwide. ICT refers as the internet and big data that gradually applied in all types of field and industries including Tourism industry. Smart technology such as mobile devices and virtual Reality and wearable devices are reconstructing the value chain of tourism industry in various aspects. By implementing ICT tourism industry provides new and additional value to tourists and visitors. (ICT) has a big impact on tourism industry in terms of the use of communication between customers, travel agents and suppliers. Now tourism industry becoming more active online and on social networks.

Most of the hotels and travel agents have their own active Website, Facebook and Twitter page and mobile application which opening 24 hour and available every day of the year with up to date information. They use the website as a communication channel to interact with customer and to promote themselves and also build a good relationship with the public. Today ICT allows customer to check in online before a flight or booking tour program from their computer because of the options that provide by online airlines ticketing traveling agents. Many companies are using the ICTs to promote their own products, make the company well-known in Global market and also using ICTs as the new distribution channel for increase the purchase of their tourism requirements.

UPCOMING TREND OF ICT ON TOURISM INDUSTRY:-

1) **Voice search and voice control:-**

Smartphone's , all assistant and smart speakers have all helped to increase the relevance of voice search as favourable technology trends in the travel and tourism industry are concerned. A growing number of travellers are using voice search to find and book airline tickets, hotels rooms and travel experience.

2) **Robots:-**

Robotics technology is one of the most exciting from of tourism industry and it is constantly improving hotels and restaurants for e.g robot have been used in various role like helping to greet guests when they arrive also provide information help in cleaning activity help in preparation of food and food services etc.

3) **Contactless payment:-**

The availability of contactless payment started as a convenience, but it emerged as they role in tourism industry. It helps tourists who have awake and nervous about spreading of Covid-19 virus. Using contactless payments it protects both the hotel and restaurant staff and themselves.

4) **Virtual Reality:-**

It has been a emerging technology that has been number of different sectors but its role in tourism industry is sufficient. After all using VR tours customers/ tourists can experience everything from virtual hotel and restaurants tours to parks and landmarks or even specific activities.

5) **Internet of things (IOT) :-**

IOT technology can be used in hotel rooms to provide customers a device that connect everything from heaters, lights, fans, air conducting controlled from one person.

METHODOLOGY OF THE STUDY:-

Sample Design:

In Sample design we select 150 respondents from different hotel, restaurants& lodge owners in that 50 respondents are Restaurant owners ,50 are lodge owners & 50 are hotel owners as per the convenience we here used sampling method.

Primary Data: We collect Information from structured questionnaire, interview & Survey.

Secondary Data: We collect various information with the help of internet, books, journals, PhD thesis etc.

DATA COLLECTION, ANALYSIS & INTERPRETATION:

Questionnaire about the use of ICT in Tourism Industry of Konkan Region

In the below table we here shows that No of respondents who agree, strongly agree ,neutral disagree & strongly disagree with the questions.

Questions	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Total
1)Do you believe you understand the concept of ICT ?	72	45	15	15	03	150
2)Do you believe that the usage of ICT will effect your business	70	35	15	20	10	150
3)Do you think Improvement in Technology with updated web site presence will increase your business	58	60	22	6	4	150
4)Do you feel that Social media is an effective medium of marketing & promotion online for your business	64	48	18	12	8	150
5)Do you think your hotel ,restaurant has an ATM in the vicinity	47	39	38	11	15	150
6)Do you provide Internet Service (wi-fi or LAN) for tourists	82	25	31	8	4	150
7)Do you store your guest records on a PC	66	36	28	12	8	150
8)Do you provide contactless payment options for your guests .	78	44	17	6	5	150
9)Do you feel your core "Target Group tourists will accept the trend of ICT	57	39	27	18	9	150
10) Do you think Virtual tourism will effect your business	52	67	19	10	2	150

DATA REPRESENTATION& INTERPRETATION:-

Furthermore, the interpretation for each question from the questionnaire are additionally addressed.

1) **Do you believe you understand the concept of ICT**.

Agree48%

Strongly Agree 30%

Neutral 10%
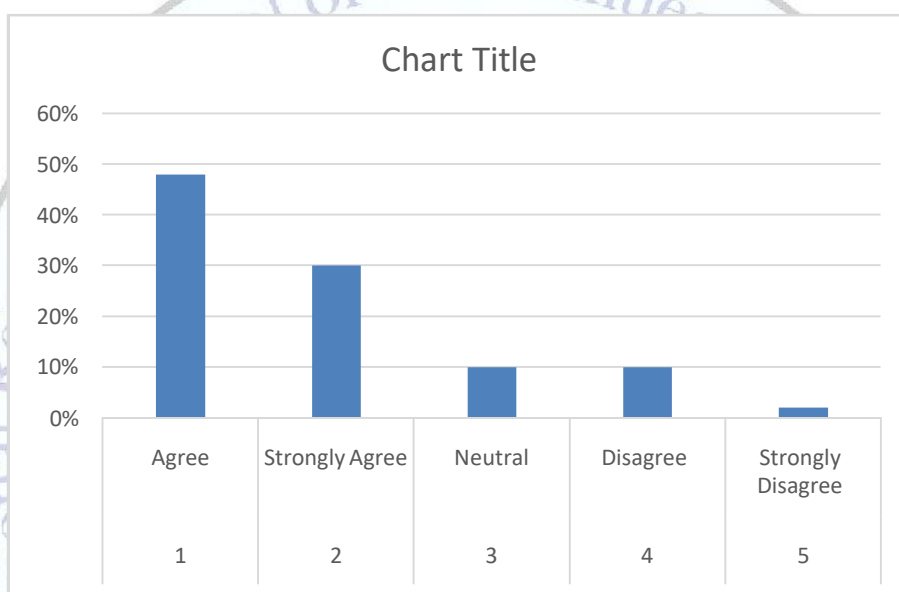
Disagree 10%

Disagree 10%

Strongly Disagree 2%

FIG.1.1 .Understanding Concept of ICT

Interpretation regarding Figure 1.1 Shows that 48% of the respondents are agree that they understand the concept of ICT but 10% of the respondents are disagree because they didn't above the concept of ICT.

2) **Do you believe that uses of ICT will effect your business**

Agree 46.6 %

Strongly Agree 23.3%

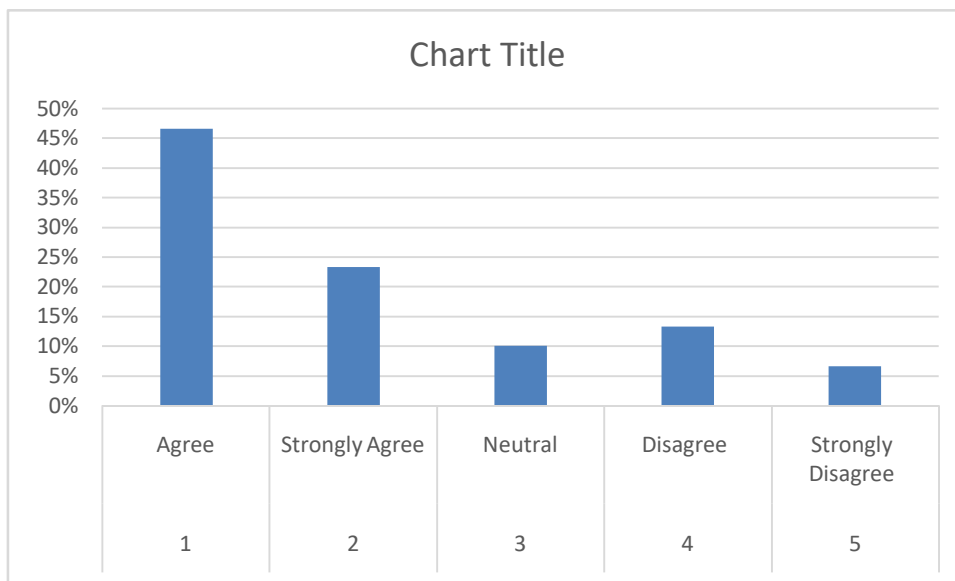Neutral 10 %

Disagree13.3%

Strongly Disagree 6.6%

FIG.1.2 Usage of ICT

Interpretation regarding Figure1.2. 70% of the respondents agree that the use of ICT affects their business in a positive way & 23.3% strongly agree but only 6.6 % of the respondents are strongly disagree about the statement.

3) Do you think improvement in technology with updated websites presence will increase your business.

Agree38.6%

Strongly Agree 40%
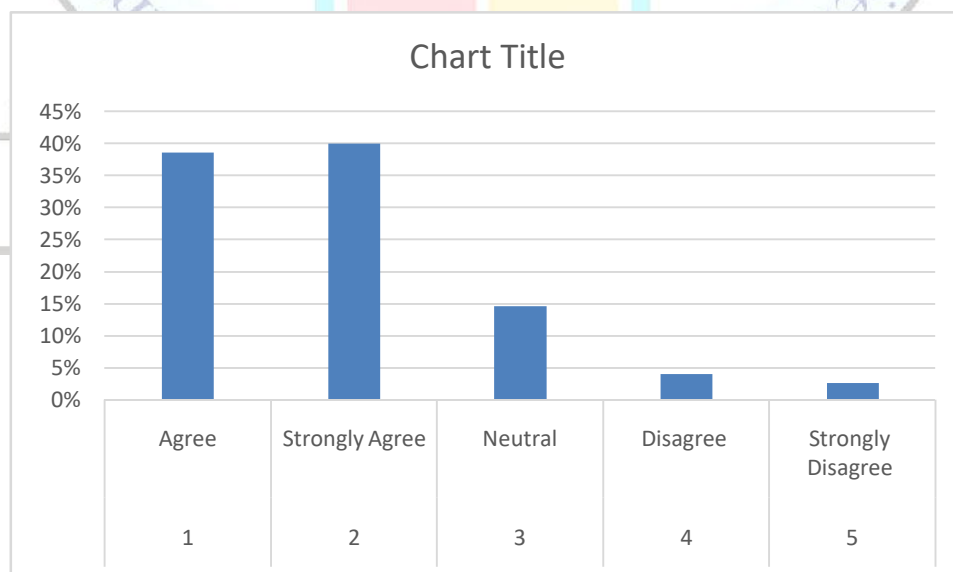
Neutral 14.6%

Disagree4%

Strongly Disagree 2.6%

FIG 1.3 Updated Website with improvement in Technology

Interpretation regarding figure 1.3 38.6% of the respondents are agree that the updated website has a vital role in the improvement of the business. Only 4% of the respondents disagree with the statement.

4) Do you feel that Social media is an effective medium of marketing and promotion online for your business.

Agree 42.6%

Strongly Agree 26%
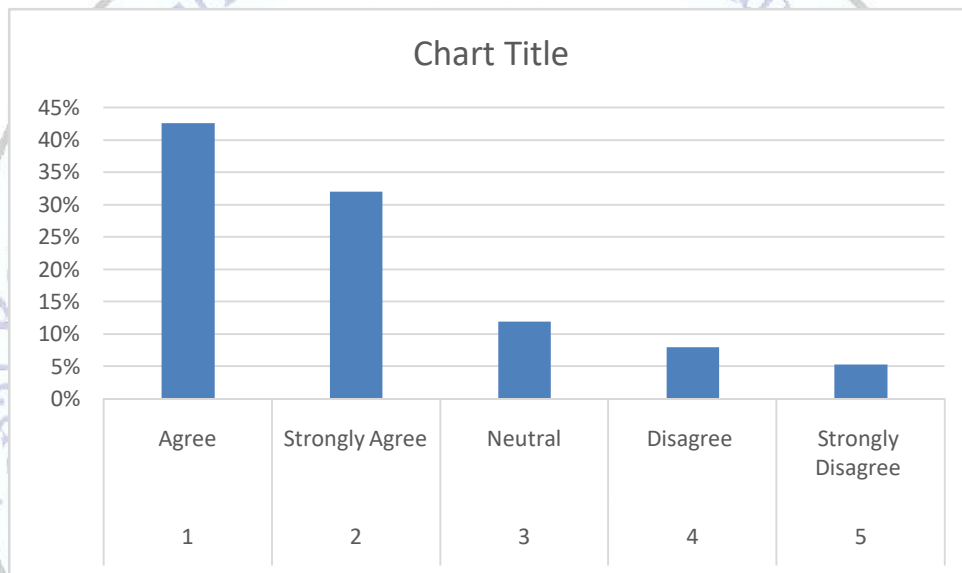
Neutral 12%

Disagree 8%

Strongly Disagree 5.3

FIG 1.4 Social Media in Marketing &Promotion

Interpretation regarding Figure.1.4. 42.6% of the respondents agree that Social media is an effective tool in marketing & promotion of the businesses. But 8% of the respondents are disagree about this statement.

5) Do you think your hotel Restaurants have an ATM in the vicinity.

Agree 31.3%

Strongly Agree 26%
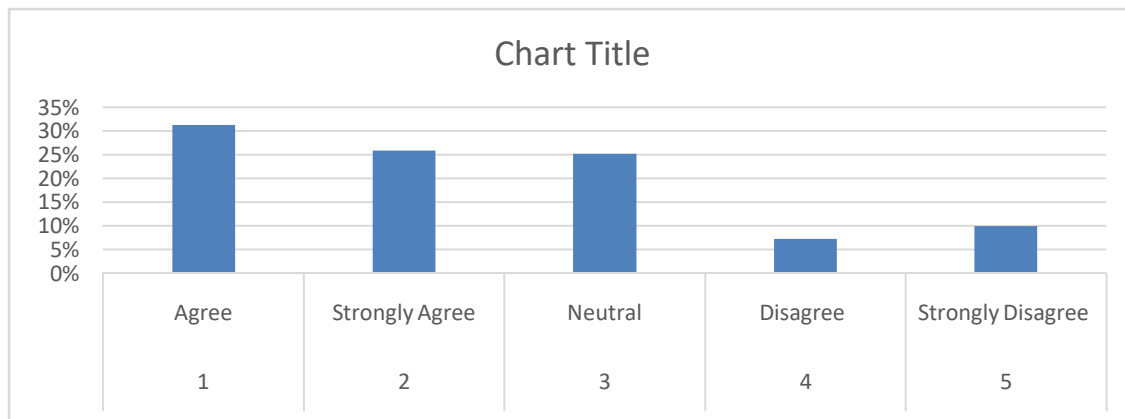
Neutral 25.3

Disagree 7.3%

Strongly Disagree 10%

FIG 1.5.Own ATM Vicinity in restaurants

Interpretation regarding Figure 1.5. 31.3% of the respondents are agree that the ATM Facility is important for the tourist but 7.3% of the respondents are disagree &10% of the respondents are strongly disagree about this statement.

6) Do you provide internet service (wifi or LAN) for tourists .

Agree 54.6%

Strongly Agree 16.6%

Neutral 20.6%

Disagree 5.3% Strongly
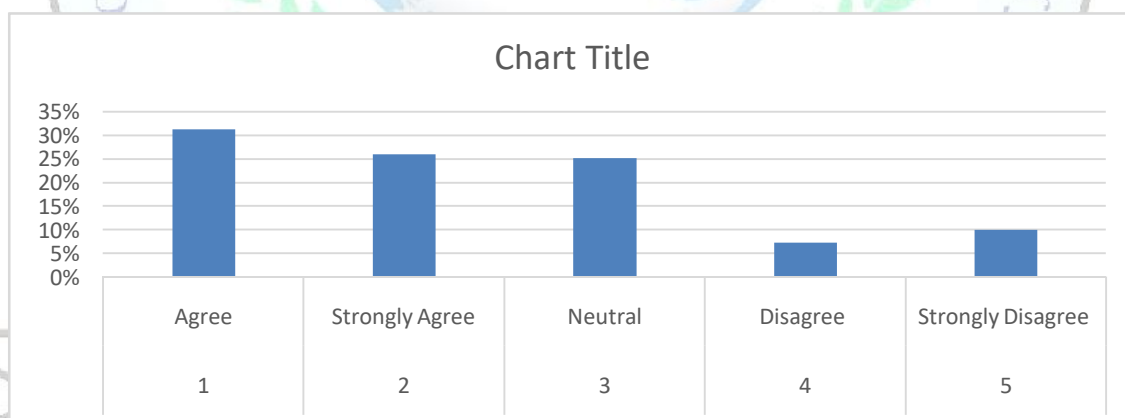
Disagree 2.6%

FIG 1.6.Provide Internet Services

Interpretation regarding Figure 1.6 54.6% of the respondents are agree that the role of internet is key for growing their business in tourism industry &16.6% of the respondents are strongly agree but only 5.3% of the respondents are disagree about this statement.

7) Do you store your guest records on a PC .

Agree44%

Strongly Agree 24%
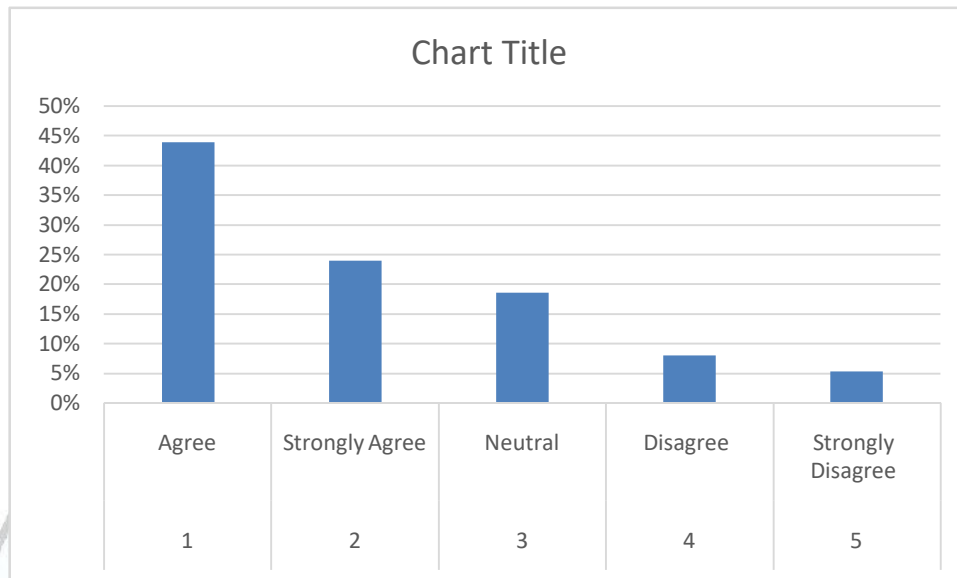
Neutral18.6%

Disagree 8%

Strongly Disagree 5.3%

FIG 1.7.Use if P.C for keeping guests record

Interpretation regarding Figure1.7.44% of the respondents are agree that they maintain guests records on P.C. only 8 % of the respondents are disagree &didn't save records of guests.

8) Do you provide contactless payment options for your guest.

Agree 52%

Strongly Agree 29.3%

Neutral 11.3%

Disagree 4%
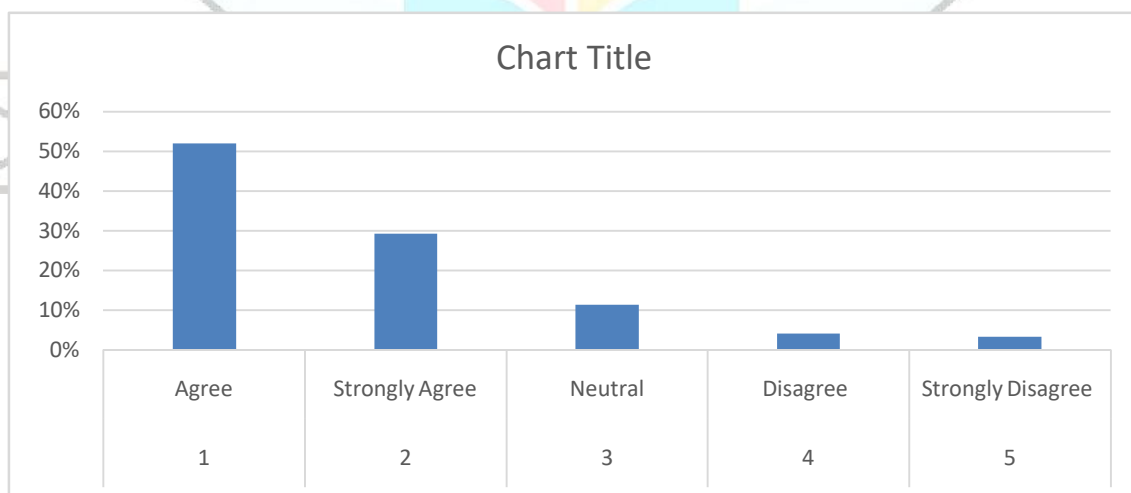
Strongly Disagree 3.3%

FIG 1.8.Contactless Payment Options

Interpretation regarding Figure 1.8. 52% of the respondents are agree & use contactless payment options in their business whereas only 4% of the respondents are doesn't use contactless payment options in their tourism business & disagree with this statement.

9) Do you feel your core "Target Group tourists "will accept the trend of ICT.

Agree 38%

   Strongly Agree 26%

  Neutral 18%

   Disagree 12%

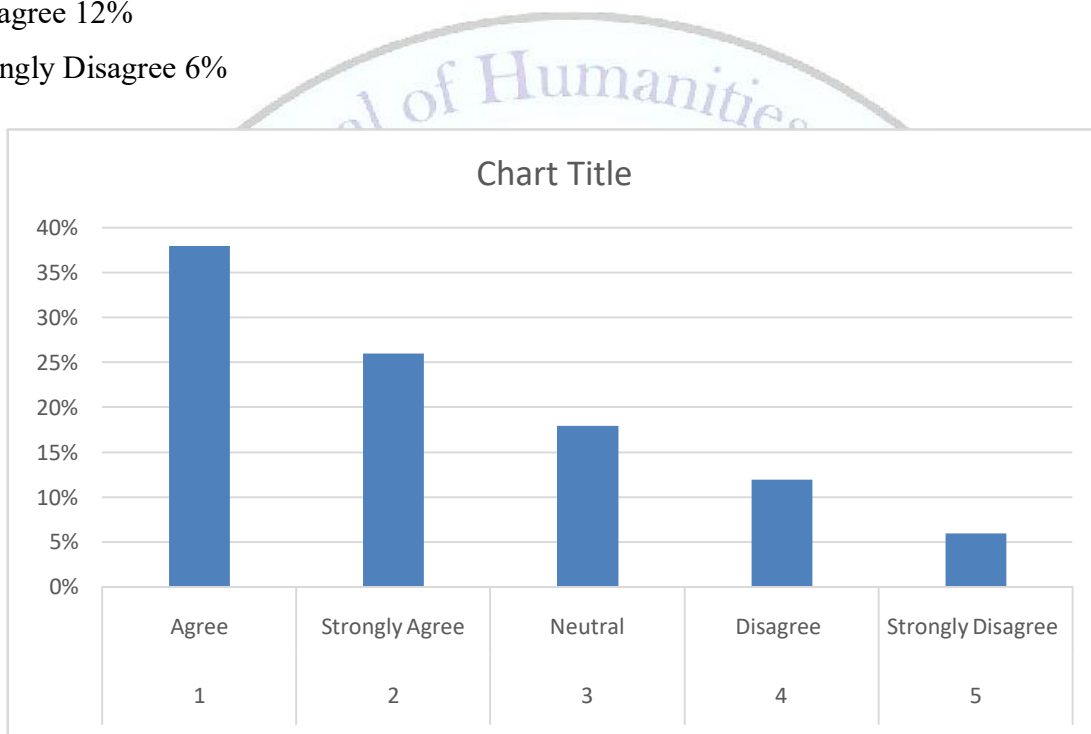Strongly Disagree 6%

Chart Title

FIG.1.9.Target Group Tourist Accepting ICT

Interpretation on Figure 1.9 .38% of the respondents agree that they will readily accept t the ICTs trend &only 6 of the respondents did not support the statement.

10) Do you think virtual tourism will effect your business.

   Agree 34.6%

   Strongly Agree 44.6%

   Neutral 12.6 %

   Disagree 6.6%

   Strongly Disagree 1.3%
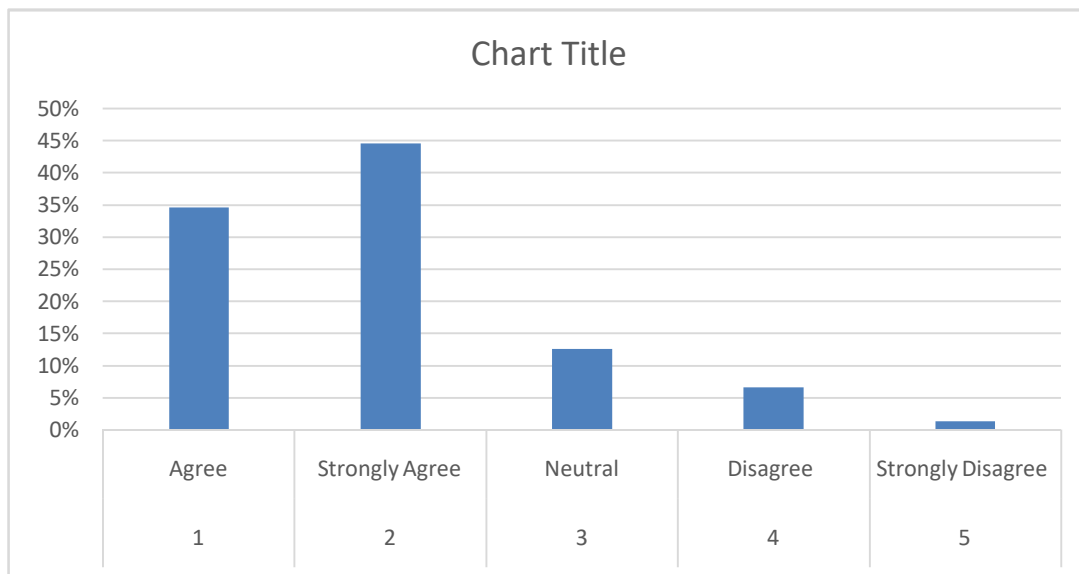
Chart Title

FIG l.10. Concept of Virtual Tourism

Interpretation regarding figure 1.10.34.6 % of the respondents are agree that they know about the concept of Virtual Tourism But 6.6 % of the respondents are not aware about the concept of Virtual Tourism. Therefore the respondents are disagree& did not support the statement.

DATA ANALYSIS:

Overall Analysis:-

From the overall analysis we may conclude that we   should increase tourism industry in Konkan region as above data shows that we need more improvement in ICT sector than it will directly impact on tourism industry .if we adapt ICT & used it properly it will directly result in improving our tourism industry & our restaurants, hotels businesses.

OBSERVATION:

We observed that in the last years, the world's economic & Social infrastructure has undergone some important changes especially because of Introduction to ICT.ICT have transformed tourism globally & offer many opportunities in tourism industry. Tourism related products could boost the globalization of the tourism industry in areas such as restaurants, hotels, tours & travel companies. ICT has potential to turn the market from local to global. Tourism Industry is also rapidly grows in kokan region. Only we need to manage it properly with the help of ICT. With the use of ICT we can reach directly with tourist or customers of our hotels and restaurants and also we provide them the best facility according to their preference and choice. we have to use ICT in proper manner so we can grow fast in tourism industry. We should make a website where we can register/enlist our hotels lodge, restaurants. Also we install contactless payment system for tourist they can easily pay to us .Also with the use of ICT we can Advertise our products etc to public and visitors.

SUGGESTED STRATEGIES:

(By Annand Bethupudi).The Enterprises websites should be upgraded and updated with the latest technologies to increase the business potentiality. The governments and enterprises should encourage and train the industry in terms of utilizing the social media. The governments should see that the high speed Internet availability and affordability to reach common man and prices of the computer systems should go down further. The awareness for the stakeholders towards Google search should be provided. Enterprises should integrate all departments through ICT. High-speed internet facilities should be provided by the government and power failures should be avoided. The government should encourage the development of mobile commerce (e.g., promotion, payments etc.,) and should be integrated within tourism industry.

CONCLUSION:

E-tourism is the adoption of information technology in field of tourism. Internet has revolutionized flexibility in both consumer service delivery process and choice. Customers have become much more sophisticated. As a result they have become demanding and requisite high-quality service, value for their time and money. However money tourism sector of Konkan region adopted new technology but remaining are still using the traditional method that are not attracting many tourists That's why this paper is based on impact of ICT tourism on Konkan region and analyzing upcoming trends of ICT. So people who are involved in tourism industry can aware about new trends of ICT that increase their income and this will result in growth of our overall economy.

From the study we conclude that the "ICT plays a important role in the development of tourism industry. Therefore it is an inevitable part of tourism industry's expansion. Most of the hotels and tourism organizations need to be upgrade with latest trend of ICT. Traveling is one of the important things in tourism so on-line reservations, particularly for accommodation, play an important role. More awareness must be done on process of information and training is needed in India for ICT at various levels of tourism, travel and hospitality enterprises. So, tourism education in India should focus on ICT trends .India should work on penetration of ICT into the masses, which are essential for its success. One may note that this is the most efficient way to do business in tourism industry. In this line, tourism organizations should provide more services to customers which are easily access to everyone in their places. The Government of India possesses huge amount of responsibility in streamlining the usage of ICT amongst stake holders (B to B) and clientele (B to C). The Tourism websites should be upgraded and updated continuously. There is a need of more facilities for B2C as well as B2B for mode of payment through mobile phones for their bookings."(Anand Bethupudi)

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