

A Study On Activities Online Travel Agencies In Development Of Tourism

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ABSTRACT

Nowadays, most of tourists prefer online travel agencies for their tour and travel activities based on various features and actions of online travel agencies. Presently, online travel agencies are the channels for selling products and services through online intensively with the higher quantum of sales and bookings. The results reveal that online travel agencies are providing instant booking, good conveyance, better accommodation services, recreational activities and guide booklet to tourists that are their activities in development of tourism. Significant difference exists amid profile of tourists and activities of online travel agencies in development of tourism. Services at lower prices, advices on tour destinations, instant booking, accommodation services and conveyance are positively and significantly influencing loyalty of tourists. Therefore, online travel agencies should offer the best advices on tour destinations to tourists and they must provide tour services at reasonable prices to tourists.

Key Words: Activities, Travel Agencies, Tourism Development, Tourists

1. INTRODUCTION

The advent and fast development of information and communication technology and its effect on tourism and travel industries have promoted the appearance of many numbers of online travel agencies (Agag and El-Masry, 2016) and acts as a modern business entity in tourism industry and they are shifting activities of traditional travel agencies in to online travel agencies (Ku and Fan, 2009). Online travel agencies are an automated intermediaries concentrating on providing tourism services and products, online reservation and booking through online platforms mostly Internet and they are also selling travel and tourism

products and services(Law et al 2004).Online travel agencies are creating a separate online market for them and they are carrying out many functions for tourists and travelers.

Nowadays, most of tourists prefer online travel agencies for their tour and travel activities based on various features and actions of online travel agencies. Easiness, security, relevancy, accuracy, information, low cost, website quality and features, safe transaction, options, flexibility and convenience are major features of online travel agencies(Ling et al 2014).Presently, online travel agencies are the channels for selling products and services through online intensively with the higher quantum of sales and bookings(Ferreira et al 2016) and their major functions are providing accommodation, transportation and communication services and information tourism services for development and promotion of tourism activities among large segment of tourists. Thus, it is important to study activities online travel agencies in development of tourism.

2. REVIEW OF RELATED LITERATURE

Katro(2011) found that online travel agents were giving information, transportation, accommodation, superior services and products, tour guidance and safe and secured services to customers and they had positive impact on their loyalty.

Shveta and Arpita(2012) concluded thatonline travel agencies provided online booking, accommodation, transportation and information services, tour guidance and plans and entertainment activities to tourists.

Chiappa(2013) revealed thatonline booking, providing information, offering good services and products, offering safe and secured transaction, keeping privacy of customers were activities performed by travel agencies,

Li and Liu(2014) indicated thatonline travel agencies offered a variety of services including accommodation, online booking, transportation, tour guidance and planning and entertainment activities to consumers and they were affecting their satisfaction.

Zhang et al (2015) found that online travel agents provided personalizedservices and products, assured and prompt services and efficient and immediate solutions for problems associated with online booking and they also offered superior quality of services to customers and they had positive impact on their satisfaction.

Gupta(2016) concluded that tour agencies were offered accurate information, variety of services and tour products, online booking, flexible and quick services and accommodation services to tourists.

Dutta et al(2017) revealed that online travel agencies gave accurate, timely and useful tour information, plans for tour, travel and accommodation services and tourism products to tourists.

Piambudi et al(2018) indicated that online travel agents gave secured and quality products, tour guidance, accommodation facilities, flexibility in bookings and availing services to consumers.

Singh and Ranjan(2019) found that offering variety of products, conveyance, accommodation, information, tour plans and online booking and convenience to tourists by travel agencies.

Bunghez(2020) concluded that provision of accommodation, transportation, reservation, recreation, tour service at reasonable prices and customer oriented services were activities performed by travel agencies.

Angeloni and Rossi (2021) revealed that online travel agencies provided accommodation, transportation, online booking, good quality of services, and information on tourism places and variety of services to tourists.

3. OBJECTIVES OF THE STUDY

- i) To examine activities of online travel agencies in development of tourism.
- ii) To inspect difference amid profile of tourists and activities of online travel agencies in development of tourism.
- iii) To study influence of activities of online travel agencies in development of tourism on loyalty of tourists.

4. METHODOLOGY

The present study is carried out in Chennai. Tourists are selected randomly and data are gathered from 240 tourists through structured questionnaire. Percentages are used to study profile of tourists. Mean and standard deviation are calculated to understand activities of online travel agencies in development of tourism. t-test and ANOVA test are carried out to inspect difference amid profile of tourists and activities of online travel agencies in development of tourism. The binary logit regression is employed to study influence of activities of online travel agencies in development of tourism on loyalty of tourists.

5. RESULTS

5.1 PROFILE OF TOURISTS

The profile of tourists is given in Table-1. The results explicate that 52.50 per cent of them are males, whilst, 47.50 per cent of them are females and 33.75 per cent of them are falling in to age group of 26 – 35 years, whilst, 17.92 per cent of them are falling in to age group of less than 25 years. The results disclose that 32.08 per cent of them are holding under graduation, whilst, 18.75 per cent of them are holding diploma and 38.33 per cent of them are earning monthly income of Rs.35,001 – Rs.45,000, whilst, 11.67 per cent of them are earning monthly income of above Rs.45,000 and 87.50 per cent of them are married, whilst, 12.50 per cent of them are unmarried.

Table-1. Profile of Tourists

Profile	Number (n=240)	%
Gender		
Male	126	52.50
Female	114	47.50
Age		
Less than 25 Years	43	17.92
26 – 35 Years	81	33.75
36– 45 Years	63	26.25
More than 45 Years	53	22.08
Education		
Higher Secondary	51	21.25
Diploma	45	18.75
Under Graduation	77	32.08
Post Graduation	67	27.92
Monthly Income		
Below Rs.25,000	41	17.08
Rs.25,001 – Rs.35,000	79	32.92
Rs.35,001 – Rs.45,000	92	38.33
Above Rs.45,000	28	11.67
Marital Status		
Married	210	87.50

Unmarried	30	12.50
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5.2. ACTIVITIES OF ONLINE TRAVEL AGENCIES IN DEVELOPMENT OF TOURISM

The activities of online travel agencies in development of tourism are given in Table-2.

Table-2. Activities of Online Travel Agencies in Development of Tourism

Activities of Online Travel Agencies in Development of Tourism	Mean	Standard Deviation
Online travel agencies are offering instant booking to tourists	3.95	0.95
Online travel agencies are providing good conveyance to tourists	3.89	1.02
Online travel agencies are giving better accommodation services to tourists	3.82	1.01
Online travel agencies are offering the best advices on tour destinations to tourists	3.34	1.02
Online travel agencies are providing recreational activities to tourists	3.76	0.99
Online travel agencies are giving guide booklet to tourists	3.73	0.99
Online travel agencies are offering tour services at lower prices to tourists	3.37	0.70

The tourists are agreed with online travel agencies are offering instant booking to tourists, online travel agencies are providing good conveyance to tourists, online travel agencies are giving better accommodation services to tourists, online travel agencies are providing recreational activities to tourists and online travel agencies are giving guide booklet to tourists, whilst, they are neutral with online travel agencies are offering the best advices on tour destinations to tourists and online travel agencies are offering tour services at lower prices to tourists.

5.3. PROFILE OF TOURISTS AND ACTIVITIES OF ONLINE TRAVEL AGENCIES IN DEVELOPMENT OF TOURISM

The difference amid profile of tourists and activities of online travel agencies in development of tourism is given in Table-3.

Table-3. Profile of Tourists and Activities of Online Travel Agencies in Development of Tourism

Profile	Number	Online Travel Agencies in Development of Tourism		t-Value / F-Value	Sig.
		Mean	SD		
Gender					
Male	126	27.96	2.26	3.685** (t-Value)	.000
Female	114	23.75	2.59		
Age					
Less than 25 Years	43	28.18	2.06	5.346** (F-Value)	.000
26 – 35 Years	81	25.78	2.61		
36 – 45 Years	63	25.84	2.44		
More than 45 Years	53	24.72	2.50		
Education					
Higher Secondary	51	25.83	2.86	5.438 ** (F-Value)	.000
Diploma	45	25.66	2.32		
Under Graduation	77	28.42	2.05		
Post Graduation	67	23.35	2.38		
Monthly Income					
Below Rs.25,000	41	23.88	2.16	5.980 ** (F-Value)	.000
Rs.25,001 – Rs.35,000	79	25.59	2.52		
Rs.35,001 – Rs.45,000	92	28.30	2.45		
Above Rs.45,000	28	25.18	2.25		
Marital Status					
Married	210	28.79	2.41	3.754** (t-Value)	.000
Unmarried	30	23.35	2.45		

** Significant in 1% level

The results show that activities of online travel agencies in development of tourism is higher for tourists in the category of male (Mean=27.96), falling in to age group of less than

25 years(Mean=28.18), holding under graduation (Mean=28.42), earning monthly income of Rs.35,001 – Rs.45,000(Mean=28.30) and married(Mean=28.79).

The t-value and F-value are indicating that there exists significant difference amid profile of tourists and activities of online travel agencies in development of tourism.

5.4. INFLUENCE OF ACTIVITIES OF ONLINE TRAVEL AGENCIES IN DEVELOPMENT OF TOURISM ON LOYALTY OF TOURISTS

The binary logit regression is employed to study influence of activities of online travel agencies in development of tourism on loyalty of tourists and the result is given in Table-4. The values of -2 Log Likelihood, Nagelkerke R Square, Cox and Snell R Square and Hosmer and Lemeshow Test reveal that binary logit regression model has good fit and it is significant.

Table-4. Influence of Activities of Online Travel Agencies in Development of Tourism on Loyalty of Tourists

Activities of Online Travel Agencies in Development of Tourism	Estimated Coefficient	Significant Level	Exp(B)
Constant	1.247**	0.000	0.098
Instant Booking	0.852**	0.000	1.825
Conveyance	0.719**	0.000	1.638
Accommodation Services	0.785**	0.000	1.713
Advices on Tour Destinations	0.874**	0.000	1.965
Recreational Activities	0.168	0.954	1.214
Guide Booklet	0.362	0.497	1.079
Services at Lower Prices	0.896**	0.000	1.982
-2 Log Likelihood	1492.438		
Nagelkerke R Square	0.189		
Cox and Snell R Square	0.137		
Hosmer and Lemeshow Test	0.736		

** Significant in 1% level

Services at lower prices, advices on tour destinations, instant booking, accommodation services and conveyance are positively and significantly influencing loyalty of

tourists. When the tourists are highly concerned with services at lower prices, the likelihood of loyalty of tourists is increasing by 1.982 times in comparison with services at higher prices. When the tourists are highly concerned with advices on tour destinations, the likelihood of loyalty of tourists is increasing by 1.965 times in comparison with poor advices on tour destinations. When the tourists are highly concerned with instant booking, the likelihood of loyalty of tourists is increasing by 1.825 times in comparison with delayed booking. When the tourists are highly concerned with accommodation services, the likelihood of loyalty of tourists is increasing by 1.713 times in comparison with poor accommodation services. When the tourists are highly concerned with conveyance, the likelihood of loyalty of tourists is increasing by 1.638 times in comparison with poor conveyance.

6. CONCLUSION

Therefore going analysis reveals that online travel agencies are providing instant booking, good conveyance, better accommodation services, recreational activities and guide booklet to tourists that are their activities in development of tourism. Significant difference exists amid profile of tourists and activities of online travel agencies in development of tourism. Services at lower prices, advices on tour destinations, instant booking, accommodation services and conveyance are positively and significantly influencing loyalty of tourists. Therefore, online travel agencies should offer the best advices on tour destinations to tourists and they must provide tour services at reasonable prices to tourists.

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