

Technological Constraints of Internet in Indian Tourism Marketing

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Abstract: Many of the current constraints and problems of web-based businesses are caused by the Internet technology itself. In this particular paper, researcher discusses the technological constraints of internet in Indian tourism marketing and examines these constraints of Internet in Indian Tourism Marketing. Researcher has an appropriate data regarding technological constraints of internet in Indian tourism marketing and all data is analyzed by chi-square test that gave a worthy conclusion. This paper may be significant for removing some constraints of internet in tourism marketing and for provide better services to the tourists.

Keywords: Constraints, Cyber crime, Internet, Tourism marketing, World wide web.

I. INTRODUCTION

Tourism is an information-intensive industry and information is a blood of tourism industry. Internet gave a new landscape

of communication in tourism industry. The role of Internet in tourism marketing cannot be underestimated. It provided new channel of distribution, that creating a new business environment. Internet provided following facilities; (i) networking with trading partners, (ii) distribution of product services, (iii) providing information to consumers across the globe and (iv) other. The Internet has created great opportunities for tourism marketing.

Yes there is no doubt that internet has a potential impact on tourism marketing but no one can ignore its constraints in tourism marketing. Internet has lots of potential in itself but India is a developing country and level of IT education is quite low only 10% population use internet so there is lack of awareness among the people toward the internet in India. Therefore Indian tourism industry is unable to exploit full potential of internet. For the better understanding of constraints of internet in Indian tourism marketing researcher classified these constraints into four categories that are shown in Fig. 1 as below.

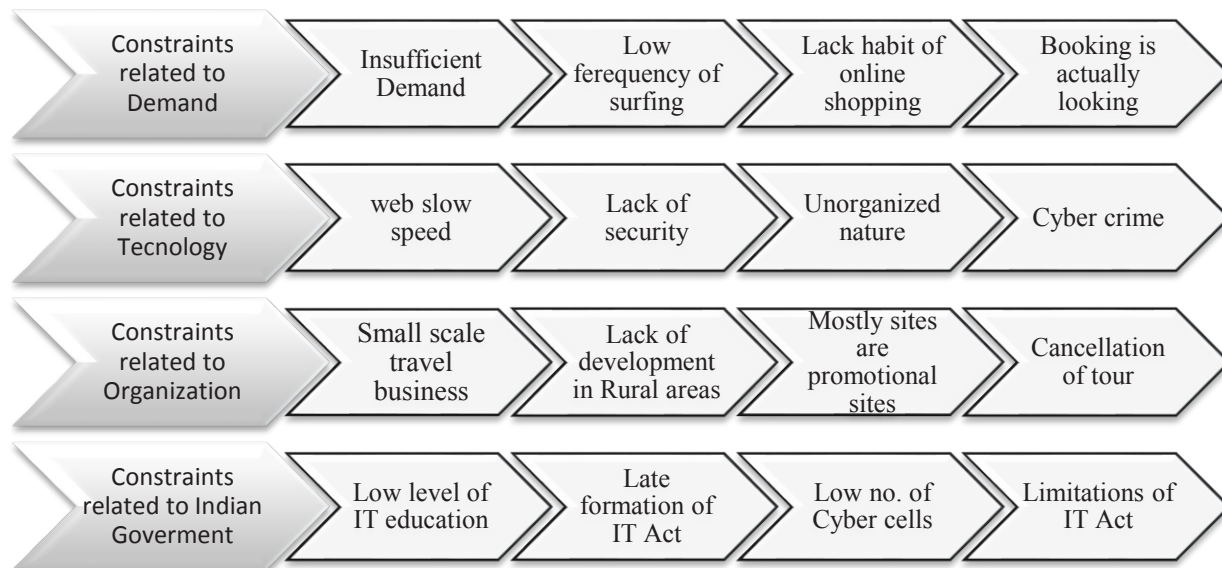


Fig. 1

II. CONSTRAINTS RELATED TO DEMAND

Consumer demand is the fundamental determinant of all forms of businesses. Consumers play the key role in deciding the scale, structure, style and speed of business development. Generally tourist arrival in India in winter season (Oct to Feb) is the peak season for Indian tourism and demand of tourism product is very high and rest of the year demand is not so high. In (May to July) there is very low demand of tourism product so erratic demand is a characteristic of Indian tourism marketing. It is quite difficult to make balance between the demand and the supply of tourism product in tourism marketing of India. Internet helps to make balance in tourism marketing but because of tourism market unable to exploit internet full potentials and due to lack of IT knowledge in India following constraints related to demand are observed during the study. Insufficient Demand, Low frequency of surfing, Lack habit of online shopping, Booking is actually looking and etc.

III. CONSTRAINTS RELATED TO ORGANIZATION

In India there are many small scale travel agencies. Mostly agents are operated this travel agencies with small capital. An average cost of making a website is 50-60 thousand rupees, it is an initial cost and maintenance charges are additional to it so website is like a white elephant for those travel agents, who operate their travel business with small capital. During the study it is observed that there are many travel agencies, they make websites but don't maintain it properly therefore they fail to avail optimize use of internet in Indian tourism industry.

IV. CONSTRAINTS RELATED TO GOVERNMENT

The characteristic of the Internet is that no one can control its structure and content but government formulates laws and standards for developing and regulating internet's commercial use. Governments across the world have been slow in realizing the potential of the Internet. Internet came to India in 1995 and after 5 years in 2000 Indian government passed the IT Act for better regulation and improved performance of internet. There is drastically need of special treatment of Internet-based business, especially in the areas of security, fraud, sabotage, and data and consumer protection. It is quite impossible to achieve sustainable growth in internet based businesses, until people have confidence and trust on internet.

V. OBJECTIVES

1. To study the technological constraints of internet in Indian tourism marketing.
2. To examine the technological constraints of internet in tourism marketing.

VI. HYPOTHESIS

H_0 = there is no significant constraints is observed in internet in Indian tourism marketing.

VII. RESEARCH METHODOLOGY

This is a fundamental research and it is based on both type of data primary and secondary.

TABLE I

Sources of Data	Questionnaire	
Selection of Sample	Tourists and Travel Agencies	
Sample Size	500 Respondents	
Sampling Method	Simple Random Sampling	
Sample Design	Tourists	Travel Agencies
	400	100
Analysis	Weighted Average and Chi-Square	

VIII. SECONDARY DATA

The secondary data would be collected from different books, magazines, news paper, journals, and annual reports, related websites etc.

IX. TECHNOLOGICAL CONSTRAINTS

Internet has great potentials for tourism marketing. India has many tourism destinations and internet plays a key role to explore many dark tourism destinations. There is no doubt that tourism industry has reached on the top in foreign exchange generation in India. Researcher does not say that it is all because of internet but researcher cannot ignore the role that internet played in success of tourism marketing of India. Tourism marketing has sustainable growth in last few years even than researcher observed that Indian tourism market unable to exploit internet's full potentials. Many of the current constraints and problems of web-based businesses are caused by the Internet technology itself. Internet technologies consist of the hardware, software and networks that enable individuals and organizations to connect with and interact with the World Wide Web. Hardware includes of the server, the client terminals, the router, the gateway, and hubs. The software includes of database servers, operating and application software, including the browsers and application software on the client side, web servers and other application servers on the server side, and network operating systems and managers on the network side. The networks include message carrier services, cables, either leased or proprietary. These are some technological constraints that researcher observed and came across while using internet in tourism marketing of India:-

A. Slow Web Speed

Constraint that came across during the study is web slow speed. Performance of internet in India is not so good. Many times many websites take so much time to display information and images. Its working speed is very slow. Speed of 2G connections are very slow and service of 3G and 4G internet is expensive. Often its slow speed dubbed as the 'world wide wait'. Due to its slow speed generally you find down server. (lenin, 2010) Lenin form UK, a customer of Cleartrip.com shared his experience of online booking of train ticket in India. He said that according to him 40% bookings failed and money wouldn't be refunded but email arrives within 10 seconds and informed that money would be refunded within 20 days. During the booking process customer will get messages "Oops. We are having a bad day." Unfortunately every day is a bad day for cleartrip.com.

B. Lack of Information Security

The other constraint came across during the study is lack of security of internet work. In India there are only 21 cyber cells and only 556 trained manpower for monitoring internet work, so due to lack of security, people don't prefer internet facility in comparison to traditional way. The main remaining barrier to maximum use of the Internet for e-commerce is the concerns for information security. The securing of information includes the protection of: (1) confidentiality in exchanging (and sometimes the storage) the data; (2) authenticity of exchanged data and identity of all concern parties (3) providing proof that the transaction actually took place.

C. Cyber Crimes

'Cyber' crimes are one of the most famous issues related to security of internet's work. Internet crimes include not only fraud and theft-related activities, which are extended form of traditional crimes into the electronic environment, but new and more advanced forms of 'cyber' crimes such as hacking and computer viruses. Web scam and online credit card fraud are also increasing rapidly.

D. Unorganized Nature of Internet

Another constraints that came across was 'unorganized' nature of internet, it makes difficult to search desired information. The Internet provides lots of information: there are now many web sites with lots of pages. However, there is no overriding structure and control over information, no single entry point to the Web, and no centralized directory of content.

E. Other Constraints

The other problems of the Web can be seen in Internet tourism marketing, are junk email, slow web sites with too many images

to load, web sites with white text that none can print, cookies, broken links, undesired ads, hard-to-read small font size text, web sites with no company's basic information, its look like a fake website, old forgotten web sites, and the server is not responding.

X. RESULT AND DISCUSSIONS

For the primary data researcher framed a questionnaire that is divided into two sections. First part includes demographic profile of respondents and second part consist some selected statements as constraints of internet in Indian tourism marketing. Here is the demographic profile of the respondents:

A. Classification of Respondents According to their Nationality

TABLE II

Country	No. of Respondents
USA	134
UK	106
Canada	72
India	46
Sri Lanka	18
Bangladesh	12
Spain	8
France	4
Total	400

India is a world tourism destination so in India tourists arrival from all corners of the world. During the survey it is observed that generally tourists arrival from these countries: USA, UK, Spain, Germany, Japan, Bangladesh, Sri Lanka and others but due to language problem researcher selected only English knowing persons and they use internet for travelling. The adjacent table shows the number of respondents belongs to different countries. In case of travel agencies, researcher selected 100 Indian travel agencies.

B. Classification of Respondents According to their Age Group

TABLE III

Age Group	Tourists	Travel Agencies
Under 20 yrs	14	-
20-30 yrs	124	10
30-40 yrs	50	22
40-50 yrs	183	42
More than 50 yrs	29	26
Total	400	100

India is also known for its natural beauty and its rich culture. India has 24 world heritage monuments and 6 natural sites (National Parks), those are full package that express the India's rich culture. Tourists of any age group arrival in India to enjoy its beauty and culture. The adjacent table shows the number

of respondents belongs to difference age groups. During the survey it is observed that mostly tourist arrival in India in 40-50 yrs and in 20-30 yrs, one reason observed regarding this, they are free in 20-30 yrs age group and in 40-50 yrs age group they wonder for calm and peace of mind from their busy routine.

C. Classification of Respondents According to their Educational Qualification

TABLE IV

Educational Qualification	Tourists	Travel Agencies
Less than 10 th	16	8
10 th + 2	146	12
Graduate	172	46
Post graduate	44	36
Others	22	
Total	400	100

Education is important for using internet facilities. Researcher observed that one should not be professional for doing work on internet but one must be literate for using internet facilities. The adjacent table shows the educational qualification of respondents. During the survey it is observed that generally tourists are literate, they are 10th +2 or graduate. In case of

travel agencies generally travel agencies owners are under graduate and post graduate. One reason observed regarding this is that department of tourism and state tourism conduct an exam for providing license to tourists guides, and eligibility for this exam is one should be graduate or have equivalent qualification. Therefore travel agencies owners are under graduate and post graduate.

TABLE V

Constraints	S.A. (5)	A (4)	M (3)	D (2)	S.D. (1)	Sum	Weighted Average	Rank
Slow Web Speed	120	288	82	10	0	500	4.036	2
Lack of Security of Work	27	205	246	22	0	500	3.474	4
Unorganized Nature of Internet	114	287	85	14	0	500	4.002	3
Sites Fail to Display all Information and Images	199	237	56	8	0	500	4.254	1

During the study researcher observed that websites fail to display all information and images, is the first constraint of internet in Indian tourism marketing. India is the third largest internet user country, internet came to India in 1995 but still IT is not well developed. There are many websites, which are failed to display information and images.

The other constraint came across during the study is web slow speed. Performance of internet in India is not good. Many times many websites take so much time to display information and images. Its working speed is very slow.

During the study researcher observed that unorganized nature of internet means it display lots of direct and indirect results related to users queries, suppose one open one webpage and

then he open other page from this page's link and continue this process after some time he feels lost himself in few web pages and lost his lots of time and even than he can't get exact information that he wants to get.

The other constraint came across during the study is lack of security of internet work. In India very few cyber cells are there for monitoring internet work so due to lack of security people don't prefer internet facility in comparison to traditional way.

Researcher frame this hypothesis (H_0 = there is no significant constraints is observed in internet in Indian tourism marketing.). Researcher uses here Chi-square test at 5% level of significant for testing hypothesis researcher uses this test in SPSS. 20 (Statistical Software).

TABLE VI: CONSTRAINTS OF INTERNET

S.No.	Statements	Mean	Chi-square	Comparison p value and table value (0.05)	H ₀ reject / Accept
10	Web slow speed is a constraint of internet.	4.028	0.00	P<0.05	R
6	Lack of security on internet work is a constraint of internet tourism marketing.	3.468	0.00	P<0.05	R
11	There are many websites, those working range is limited.	3.988	0.00	P<0.05	R
12	Sometime many websites fail to display all information and images.	4.232	0.00	P<0.05	R

Result - Hypothesis is rejected. Researcher does not surprise that hypothesis is rejected in case of all statements because “there is no rose without a throne” means everything has two face internet has potentials in Indian tourism marketing and selected statements are worked as a uses of internet in Indian tourism marketing it also has many constraints

1. The slowness of the Web is a combined result of three factors: the increasing number of Internet users, the increasing frequency of use, and the increasing richness of the information (from simple text to full color pictures and videos) being transferred over the Internet.
2. Web technology does not cause the web crimes but this is true that many consumers face this problem due to lack of security.
3. Although the development of search engines and online directories help to finding information easily, but it is still not easy to get desired information without losing precious time.

XI. CONCLUSION AND SUGGESTIONS

1. The new digital broadband service offers instant and high-speed Internet access. It does not only provide much faster Internet access but also enhance facilities like interactive digital TV and video e-mail. But still many time consumers encounter with the problem of web slow speed so there is need to develop higher-speed technology.
2. One constraint is related to security of internet work so there is an urgent need for an integrated financial transaction system that is suitable for the Internet that decide that how the consumer will pay for goods and services and how the seller will receive the payment securely over the Internet and other solution is establishing an indisputable time stamp on the sending and receiving of the message.
3. Web technology does not cause the web crimes but these cyber crimes are more difficult to prevent and detect as they are committed in a virtual space. Consumers have to either take a high risk in or stay away from Net-shopping

until the IT industry does not come with some effective solutions to the security issue of e-commerce.

4. Although the development of search engines and online directories has helped in finding information easily but it is still not easy to get desired information without wasting precious time. IT industry should come up with some higher tech search engines which provide specific information and save precious time.
5. Researcher concludes here that the perception of both tourists and travel agencies on constraints of internet is same, means a constraint create problem in providing services and using internet services.
6. In last researcher says that internet can perform better if these constraints will be removed and the consumer will use internet without any anxiety in tourism marketing.

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ANNEXURE

Questionnaire/Interview Schedule

Myself Priya Parihar, I am a researcher and my research topic is “*Technological Constraints of Internet in Indian Tourism Marketing*”. Please read these statements carefully before selecting your answer. It will help me to reaching a conclusion. It is assured that the information provided by you shall be used for my research and the information & the identity of the respondent will be kept confidential.

Name:

Name of Your Organization (for travel agency):

Email id:

Website:

Nationality:

1. Which age group you belong to?
 - a. Under 20 years
 - b. 20-30 years
 - c. 30-40 years
 - d. 40-50 years
 - e. More than 50 years
2. How qualified you are?
 - a. Less than high school
 - b. Intermediate
 - c. Graduate
 - d. Post graduate
 - e. Others

These statements are related to the travel agencies that use websites and tourists, please expressed your views on technological constraints of internet in tourism marketing by ranking your answer according to your preference.

S.R. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Web slow speed is a constraint of internet tourism marketing.					
2.	Lack of protection on internet work is a constraint of internet tourism marketing?					
3.	Do you think that Unorganized nature of information on internet is a constraint?					
4.	Do you think that some time many websites fail to display all information and images?					

Any other suggestions.....