

E-Tourism: A Tourist Satisfaction of Online Travel Purchasing

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ABSTRACT- E-tourism, also known as electronic tourism, refers to the application of information and communication technologies (ICT) in the travel, tourism, and hospitality industry. It encompasses a wide range of online activities and services aimed at enhancing the efficiency, effectiveness, and overall experience of tourists and travelers. E-tourism involves the use of various digital platforms and tools to facilitate and enhance the entire spectrum of tourism activities, including trip planning, reservations, ticketing, accommodation, and destination information. Information and communication technologies play a pivotal role in e-tourism by enabling seamless communication between tourists and service providers, personalized marketing, online booking systems, virtual tours, and real-time information exchange. It encompasses a wide range of activities and services that are facilitated through online platforms and digital technologies to enhance the overall travel experience for tourists. It has significantly transformed the way people plan, book, and experience their travels.

It emphasize the increasing significance of e-tourism in the digital age and the need for continued research and development to harness its full potential for the benefit of both tourists and tourism businesses.

KEYWORDS- Online, Tourist, Travel, Purchasing.

I. INTRODUCTION

E-tourism platforms enable travelers to book flights, accommodations, car rentals, and other travel services online, providing a seamless and efficient booking process. The digital nature of e-tourism allows destinations, hotels and tour operators to market and promote their offerings to a global audience through various online channels, reaching a wider pool of potential travelers. With the proliferation of social media and instant messaging platforms, e-tourism has facilitated improved communication between tourists and service providers, allowing for quick assistance and support during travel. On their tastes and the tools for planning that will enable them to set up a vacation and a tourism recommendation system creates suggestions for tourists depending a leisure and tourism plan. Over the past few

years, the phrase "e-tourism system" has quickly evolved to reflect the increasing adoption and reliance on industries and services related to tourists through ICT Information and Communication Technologies. The essay aims to create and implement a conceptual framework for an e-tourism system by analyzing the factors and conditions that led to the creation and growth of e-tourism. It investigates the satisfaction level of tourists in using e-tourism services. This has greatly enhanced the convenience of planning and booking trips. Through the use of data analytics and personalization algorithms, e-tourism platforms can offer tailored recommendations and experiences based on individual preferences, thereby enhancing the overall travel experience. The paper consolidates insights from various research studies, providing a holistic understanding of the Tourism Management System. By examining the combination of research findings, this review aims to offer valuable insights into the evolution of these systems. While e-tourism offers numerous benefits, it also presents challenges such as cyber security concerns, data privacy issues, and the digital divide. Nevertheless, it also creates chances for creativity, teamwork, and the creation of novel travel experiences using cutting-edge technology like artificial intelligence, augmented reality, and virtual reality. The current survey will look into how satisfied travellers are with their internet shopping experiences. In order to determine the appropriate parameters for the study, the researchers employed primary data sources. Experts and frequent travellers were interviewed. The authors of the publication present a qualitative research of e-tourism, based on theoretical exploratory approach. of the secondary data with regard to the actual stage The kind and state of the secondary data in relation to the current stage at which e-tourism is taking place determine the precise technique to be used, which in turn is the initial and basic subject of research in the scarce scientific publications. In the article, the authors apply the system approach in order to determine the basic elements, constituting e-tourism system, the internal and external links between them, having great impact on the system functioning. Next a self- structured questionnaire is prepared to collect primary data from respondents. The respondents were people who bought

travel-related services online, including hotels, auto rentals, rail tickets, and airline tickets package tour at once. The data were collected from 70 respondents in order to receive feedback. They were asked about responding to their level of satisfaction towards electronic tourism purchasing by adopting five point like scale ranging from highly satisfied to highly dissatisfied. After collection of data it was tabulated and analyzed with the help of suitable statistical tools and on the basis of the result further more investigation is been done on the lack of facilities provided by the various e-traversal website due to which the rate of scaling was down towards the online booking.

Moving on the author of the publication combine and apply the following research methods:

- A thorough review of the current scientific publications in order to define the actual stage of the subject of research and to concentrate the knowledge about e-tourism;
- Systematic screening of academic journals, articles, books and conference proceedings, in order to apprehend the conditions of the environment in which e-tourism has been raised, the exact factors, that have influenced its process;
- Content analysis - to make an objective definition of the content of the academic publications and the conceptions' range, integrated in the e-tourism system. Based on the content analysis, the exact nature and several important features of e- tourism have been interpreted.

Analysis and synthesis:

defining and understanding the nature of e-tourism, pinpointing the circumstances and drivers that have fueled its expansion, and ascertaining the ramifications and impacts. Basically, some of the major limitations imposed on the research concerned the following: comparatively little quantity of e-tourism is mentioned as a direct and preliminary study subject, likely subjectivity, and language barriers in scientific papers. Despite this, the current article closes the conceptual knowledge gap on e-tourism by consolidating previously conducted research. The majority of the literature materials that were looked at were written in English and span the growth, elucidating the structure of the e-tourism system.

II. LITERATURE REVIEW

The result of the study was that out of 30 respondents 20 were male and 10 were female both male and female were enthusiastic to participate in the context among all 30 pupils in respect of age 10 were between 20-30 followed by the next ten they were between 30-50 and again followed by the next ten they were between 50-70. Basically 3 ratios of each 10 were been taken and in the analysis it has been found that youngsters(20-30) were more interested in online booking (all of them were educated) and after this those whose age is in between(30-50) were also interested and appreciating the e-travelling site but some of them were facing a little bit problems in entering details and confirm booking the packages(among all of them only some were

educated) likewise this the next 10 that lies in between(50-70) were little bit confused at each step of the process in site. The most common things among all of them was that they were appreciating the online e-travel site and they were also eager to learn more about the perfect booking of the site. After this we have analyzed to seek out the lack of facilities as well as the negative reviews of the various website that is creating the confusion and problems among the elder peoples in making the booking of the packages. For this purpose only we have analyzed three various e-travel website and seek out the reviews from each of them they are:-

- **Make My Trip:** It is one of India's leading online travel companies that offers a wide range of services including flight tickets, hotel bookings, holiday packages, bus and train tickets and car rentals but it does have some potential drawbacks:
- **Service Fees:** It charge service fees on bookings, that inc. overall cost of the trip
- **Limited Customer Support:** Some users have reported challenges in reaching customer support
- **Hidden Charges:** Users have sometimes complained about hidden charges that are not clearly mentioned during the booking process.
- **Dependency on Internet:** Since it is an online platform, users need a stable internet connection
- **Goibibo:** It is another prominent online travel booking platform, similar to Make My Trip. It is one of India's largest online travel companies, offering a wide range of services for travelers.
- **Customer Service Issues:** Some users have reported challenges in reaching Goibibo's customer support leading to frustration, especially in case of urgent issues or emergencies.
- **Cancellation Policies:** Goibibo's cancellation policies can be stringent, with varying refund amounts depending on the timing of the cancellation.
- **Technical Glitches:** Like any online platform, Goibibo is susceptible to technical issues, which can cause inconvenience for users during the booking process or while accessing their bookings.
- **Ixigo:** It is also a popular travel and hotel booking platform based in India. It allows users to compare and book flights, hotels, trains, buses and holiday packages. Users can also avail of various deals and discounts through the platform
- **Limited Coverage:** Ixigo might not cover all airlines, hotels, or travel options globally, limiting choices for users, especially those looking for specific accommodations or routes.
- **User Experience:** Some users have reported issues with the user interface and experience on the Ixigo app and website.
- **Privacy Concerns:** Users might have concerns about the privacy and security of their personal information when using any online booking platform. After analyzing and completing whole task the most common thing among

the website in respect to the lack of facilities was that None of any website have their own chatbot through which a user can make an easy & direct interface There was no such facility through which a user can make a discussions or query among them online related to some particular matter. If a user want to explore any destination deeply before making the booking confirm there was no such facility One can not able to compare the price of packages with other website.

So overall these were the total drawbacks we have analyzed so far and a major work should be get done especially upon all these drawbacks.

In the e-tourism system, digitization is employed in all processes in the travel industry. The efficiency of information sharing, interchange, communication, and transaction processing is another goal of e-tourism. Using information about their interests and travel itinerary, a tourism recommendation system (TRS) generates recommendations for travellers. to assist them in setting up a travel and leisure schedule. Two main areas of focus for the majority of current research trends in the realm of contemporary e-tourism systems are tourism marketing and TRS. Numerous studies in the field of e-tourism have been published in an effort to acquaint readers with TRS and evaluation methods, as well as their benefits and drawbacks.

The "Key concepts" of the smart tourism industry can be recognised as the foundation for in-depth research, based on the parameters of the current study. Recommender systems, social media, IoT, big data, augmented reality, real-time, theoretical contributions, cultural heritage, privacy protection, and user experience are some of these themes. Studies demonstrating significant contributions to the sector of smart tourism. Current research on the application of smart tourism destination concepts to e-tourism systems, particularly in relation to TRS papers, is presented in the literature review. The following lists these important terms with brief definitions:

Context awareness: The quality of context awareness is demonstrated by the findings of smartphone sensors, which offer an effective medium for interaction between mobile devices and the surroundings.

Systems that make recommendations: By enhancing the personal information in the systems for supporting decisions. Recommendation systems can be designed to suit user needs, interests, and preferences through a variety of ways.

Social media: Due to the vast quantity of data that can be gathered from users who upload personal information and check into and review different destinations, social media plays a critical part in smart tourism information systems.

IOT: The usability of smart tourism information systems has been deeply enhanced by connecting multiple devices using the iot technology.

User experience: By employing an effective human-computer interaction to meet user needs, user experience design aims to optimise the usability of smart tourism information systems.

Actual time: The smart tourism information systems' real-time requirements, include synchronisation and timing When thinking of these systems as ecosystems, user awareness and dependence are important factors to consider.

Augmented Reality: The phrase "augmented reality" describes the amplification of real-world data—such as photos, audio, places, videos, and other multimedia—obtained through the use of computers and smartphones. Tourists that stroll around in unfamiliar places benefit greatly from the simulation of the real world using virtual things, which also improves system use.

Big data: Referred to be large amounts of data with different and high velocities measured in units other than gigabytes .

Cultural heritage: The concepts of tourism and cultural heritage are found to be closely associated in cultural tourism, and they are important in transforming the economy and society. Many studies have been carried out in the field of smart tourism to date in order to provide comprehensive insights into this application domain and create a foundation for future research. In order to pinpoint the main problems and ongoing difficulties in the field of e-tourism, the current study has, in reality, carried out a cursory systematic examination.

III. EVOLUTION OF THE E-TOURISM

The beginnings and growth of e-tourism are inextricably linked to the travel and tourism industry's first Computer Reservation Systems, their evolution into Global Distribution Systems, the popularity of travel intermediaries' websites, and the establishment of electronic systems for destination management; the start of the 21st century's SoLoMo and hybrid era. To grasp the circumstances and requirements that gave rise to e-tourism, an overview of the development processes has been presented. The last seven decades' worth of changes have been looked at and compiled.

The airlines developed computer reservation systems, often known as central reservation systems, or CRSs, in response to a pressing need to address the issue of manual reservations.

Later, these initial airline reservation systems served as the foundation of the Global Distribution Systems (GDSs). In the history of CRSs, there have been three major phases: the transition from manual to computerised reservations (1950–1974); the automation of distribution and the creation of the actual CRSs (1974–1984); and the conversion of CRSs to GDSs (1984–1995). The salient features of the provided system software and services have been exhibited. Because they serve as the primary electronic interface between large supplier groups and the travel agent industry, CRS/GDS are significant participants in the e-tourism value chain. Travel agencies flourish and become strong intermediaries during that time due to increased competition between the aforementioned and lodging companies.

Following 1995, the Internet's rapid growth caused a

significant shift in the e-tourism environment. Disintermediation via brand websites and booking engines began to replace intermediation (GDSs) in distribution. The websites of travel middlemen function as channels of distribution for final customers. They are online vendors of goods and services that present themselves as broad middlemen in the e-tourism industry by taking advantage of the simple access to the GDS database. They are becoming known by the industry as Internet Distribution Systems (IDSs), Online Travel Agencies (OTAs), or Tourism e-Mediaries (TEMs).

A plethora of websites offering various travel-related services and information began to appear in the year 2000. Distribution in the e-tourism system is a complicated, transparent, and fiercely competitive process. A new kind of intermediation arose with the advent of search engines such as Google, and many TEMs entered the e-tourism supply chain. As a result, consumers are increasingly turning to a range of TEMs (mega-agencies), whose main selling points are price transparency on the Internet and choice in terms of offering multiple brands and a large selection of products at the lowest possible price (O'Connor, 2003). Thus, in the current dynamic e-tourism business, offering a one-stop shop for travel is a critical opportunity for online travellers. Conventional intermediaries in the tourism industry are disposed of by fresh TEMs. There is a change to a multichannel, e-service travel and tourism platform. Due to the proliferation of travel-related information and the tendency towards shorter travel service booking windows, TEMs' function and relevance in e-tourism are only growing. Hotel operators began to feel as though they had no control over TEMs' room prices. What is referred to as the information overload reduction function is offered by new intermediaries.

IV. FACTORS FOR THE DEVELOPMENT OF E-TOURISM

The development of e-tourism, or electronic tourism, is influenced by several factors that have transformed the travel and tourism industry in recent years. These factors have significantly impacted how people plan, book, and experience their travel adventures. Here are some key factors contributing to the development of e-tourism:

- **Internet Penetration and Technology :**

Increasing internet penetration globally has made it easier for travelers to research and book their trips online. Advancements in technology have led to the development of user-friendly travel websites, mobile apps, and platforms that cater to the needs of modern travelers.

- **Mobile Technology :**

The widespread use of smart phones and mobile devices has revolutionized the way people access travel information and make reservations on the go. Mobile apps offering travel guides, booking services, and real-time information have made travel planning more convenient and accessible.

- **Social Media and User-Generated Content :**

Social media platforms have become influential tools for travelers to share their experiences, seek recommendations, and research destinations. User-generated content, such as reviews and recommendations, has a significant impact on travelers' decision-making processes.

- **Online Booking and Retion Systems :**

The availability of online booking and reservation systems has simplified the process of securing accommodations, flights, tours, and other travel-related services. Travelers can compare prices, read reviews, and make bookings directly through various online platforms.

- **Virtual Reality and Augmented Reality :**

The integration of virtual reality and augmented reality technologies has enhanced the pre-travel experience by offering immersive previews of destinations, accommodations, and attractions.

- **Big Data and Personalization :**

The use of big data and analytics allows travel companies to personalize offers and recommendations based on individual preferences and behavior, enhancing the overall customer experience.

- **Environmental Sustainability and Green Tourism :**

The growing emphasis on sustainability and eco-friendly travel has led to the development of e-tourism platforms that promote responsible travel choices and environmentally conscious options.

- **Economic Factors :**

E-tourism has influenced the economic landscape of the travel industry, impacting pricing strategies, distribution channels, and the overall competitiveness of travel businesses.

- **Government Policies and Regulations :**

Government policies and regulations concerning online transactions, data privacy, and consumer protection also play a role in shaping the development of e-tourism.

V. CONCLUSION

It is not only a hypothetical future but a real possibility that the conventional travel and tourism system will be digitalized and transformed into an e-tourism system. A growing number of locations and scholars direct their attention towards e-tourism. The suggested e-tourism system model represents a paradigm shift that fundamentally alters the makeup and operations of the modern travel and tourism sector while simultaneously presenting new opportunities and services, risks, and difficulties. The expansion of e-tourism has a significant impact on travel agencies' and destinations' ability to compete. The e-tourism system needs a proactive, creative management style that fosters ongoing organizational and

technological development and integration for it to operate successfully E-tourism approach is an opportunity to fully exploit its potential and scope, a strategic purpose to maintain companies' and destinations' positions in a digital economy. Otherwise, they will suffer from adaptation difficulties and restrictions in order to keep their positions in the e-tourism system and a liability of dropping off .

The dynamics in its development requires quick and smart arrangements of all stakeholders. In the uncertain future of the e-tourism system environment, companies have to clearly define their (market) niche or tourism specialization, to know very well their needs and desires (personalisation), to highlight the exact competitive advantages and to use them effectively (differentiation). At the same time service providers need to be flexible and adapt to the changes the environment is able to provoke.

Globalization and Market Access

E-tourism has facilitated global market access for travel businesses, enabling them to reach a wider audience and cater to diverse consumer preferences.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest

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