

Project Report On
(THE IMPACT OF INTERNET ON TOURISM INDUSTRY)

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Certificate

This is to certify that (**SANIKA SHIRISH JOSHI**) has worked and duly completed his/her Project Work for the degree of Master in Commerce under the Faculty of Commerce in the subject of (**TOURISM MANAGEMNT**) and his/her project is entitled, (**THE IMPACT OF INTERNET ON TOURISM INDUSTRY**) under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

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I, the undersigned (**SANIKA SHIRISH JOSHI**) declare that the work embodied in this project work hereby, titled (**THE IMPACT OF INTERNET ON TOURISM INDUSTRY**), forms my own contribution to the research work carried out under the guidance of (**PROF.DIPIKA GUPTA**) is a result of my own research work and has not been previously submitted to any other University for any other Degree to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

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Acknowledgment

To list who all have helped me is difficult because they are so numerous and the depth is so enormous.

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Signature of the Student

(SANIKA SHIRISH JOSHI)

Abstract

This study investigated “The Impact of Internet on Tourism of Maharashtra”. Specifically, to gain the knowledge and to examine the role of Internet and its impact for the promotion, challenges, advantage and disadvantage on tourism of Maharashtra. As in current COVID -19 scenario internet is the only way to promote tourism especially in the state which has been cherished with cultural and historical heritage on large scale and to study the future role of internet to suggest ways and plans with safety for the tourism in Maharashtra.

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CHAPTER I – PREAMBLE

1. INTRODUCTION

1.1 History of Tourism and Tourism Management

Travel is as old as mankind on the earth. The man at the beginning of his existence roamed about the surface of the earth in the search of food, shelter, securities, and better habitat. However, in course of time, such movements were transformed into wanderlust.

About five thousand year ago, changes in climate, dwindling food and shelter conditions hostile invaders made the people leave their homes to seek refuge elsewhere like the Aryans left their homes in Central Asia due to climate changes. Perhaps, this leads to the development of commerce, trade, and industry. During Hindu and Chinese civilization a movement of religion, education and culture began. Christian missionaries, Buddhist monks and other traveled far and wide carrying religious messages and returned with fantastic images and opinions about alien people. For centuries movement of people continued to grow due to the efficiency of transport and the assistance and safety which the people could travel. By the end of the 15th century, Italy had become the intellectual and cultural center of Europe. It represented the classical heritage both for the intelligentsia and the aristocracy.

During the 16th Century, travel come to be considered as an essential part of the education of every young Englishman. Travel thus became a mean of self – development, and education in its broadest sense. The educational travel was known as ‘Grand Tour’. The industrial revolution brought about significant changes in the pattern and structure of British society. Thus, the economy of Britain was greatly responsible for the beginning of modern tourism. It also created a large and prosperous middle class and because of great improvement in transportation systems in latter half of the 18th century and the first quarter of the 19th century, an increasing number of people began to travel for pleasure

Travel was originally inspired by the need for surviving (food, shelter, and security), the desire to expand trade and quest to conquer. As the transportation system improved the curiosity for transforming the vast and virgin world into a close neighborhood created a new industry i.e. Travel and Tourism. However, the developments of rails, roads, steamships, automobiles, and airplanes helped to spread technology across the globe. Earlier travel was a privilege only for wealthy people but with the industrial revolution, the scenario altogether changed. Transportation, as well as accommodation, became affordable to middle and working-class citizens.

Essentially, with the development of jet travel, communication, new technology, tourism, and travel became the world’s largest and fastest-growing industry. Travel and tourism, recently have emerged as a dominant economic force on the global scene accounting for more than 12% of total world trade and growing at the rate of 8 percent annuals.

World tourism is considered as a significant factor in the economy of many nations. Today tourism related infrastructure in various parts of the country has improved the quality of life of the local people and helped to promote local arts and crafts.

Tourism has contributed to increase awareness about conservation of the environment and the

cultural heritage. Tourism is the fastest growing industry in modern world. People have always travelled to distant parts of the world to see monuments, arts and culture, taste new cuisine etc. The term tourist was firstly used as official term in 1937 by the League of Nations. Tourism was defined as people travelling abroad for period of over 24 hours. The word tour gained acceptance in the 18th century, when the Grand Tour of Europe became part of the upbringing of the educated and wealthy British noblemen.

Tourism is a service industry, consisting of transportation, accommodation and hospitality. The term tourism and travel are often used interchangeably though literally there is a difference. A person who indulges in tourism is known as tourist. Tourism is multifaceted phenomenon which involves movement to and stay in destination outside the normal place of residence. Tourism is composed of three basic elements

- a) A dynamic element which involves travel to a selected destination or destinations.
- b) A static element which involves the stay in the destination.
- c) A consequential element resulting from the two preceding elements, which is concerned with effect on the economic, physical and social subsystems with which the tourist is directly or indirectly in contact.

22 Swiss Professor Walter Hunziker and Kurt Krapf (1994), describe the concept of tourism “Tourism is the sum of phenomena and relationship arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity” As per the International Union of Official Travel Organization (IUOTO), now called as World Tourism Organization (WTO), has defined tourist as a temporary visitor staying for at least 24 hours in a country visited when the purpose of the journey can be classified under one of the following headings – a) Leisure:- recreation, holiday, health, study of religion and sports or b) Business, family, mission meetings.

Tourism 2021 vision is the World Tourism Organization long – term forecast and assessment of the development of tourism up to the first 20 years of the new millennium. An essential outcome of the Tourism 2021 vision is quantitative forecasts covering a 25 years period, with 1995 as base year and forecasts for 2001 and 2021. Tourism 2021 vision calls these motivating factors the three E’s – Entertainment, Excitement and Education. Attraction, accommodation, supporting facilities, and infrastructure are the basic elements of tourism. For the better development of tourism, these facilities should be developed in respective areas and for this public as well as private sector should take a lead. The flow of domestic tourists will depend on the location of tourist spot and population density of an area. Accessibility is an essential factor for better development of tourism.

1.2 Tourism of India

India's glorious traditions and rich cultural heritage are closely related with the development of tourism. Its magnificent monuments attract a large number of tourists from all over the world. The natural surroundings, the architectural masterpieces, the music, dance, paintings, customs and languages all these go to make India as tourist paradise. In ancient India, there were no travel formalities for travelling in the period of Chandragupta – II, and that time the famous Chinese pilgrim Fa Hien travelled between A.D. 401 and 410 without a passport. But in the 3rd century B.C. a passport or mudra was essential, according to 27 Kautilya's Arthashastra, for all travelers. During the Vedic period, the tourists were accommodated at „dhams“ or holy place of the country.

There was a remarkable increase in the traveler coming to India, as a result of the discovery of the new sea route by Vasco – de – Gama. When Alexander the Great reached in India, he found well maintained roads lined with trees and wells, and rest houses. Along with the royal highway which is 1920 km long and 19 meters wide, men travelled in Chariots, palanquins, bullock- carts, on donkeys, horses, camels and elephants.

During the British period, tourism in India becomes more organized. They built Dak Bungalows on the road side for the convenience of dak traveler. The finest of India's cuisines is as rich and diverse as its civilization. In Sanskrit literature the three famous words “Aththi Devo Bhava” means „the guest is truly god“ are a dictum of hospitality in India. India is a storehouse of art, paintings; crafts appeared on pots found in the Indus valley civilization as early as the 3rd century B.C. The cave paintings of Ajanta and Ellora date back to the 1st to 5th century A.D. The British setup the Archaeological survey of India in the 19th century to document the wealth of material available in the country. Viewing Indian art and culture as an integral part of the century's heritage.

India, a land of geographical diversity, blessed with a long history of rich civilization and culture. It is a potential tourism paradise with a wide variety of attractions ranging from beautiful beaches, hill stations, scenery, forts, monuments, fairs, festivals, art, crafts, culture, forest, wildlife, and religious centers etc.

India has one of the world's richest natural heritage: 65,000 species of fauna including 350 of mammals 28 (7.6 per cent of the world's total), 408 of reptiles (6.2 per cent), 197 of amphibians (4.4 per cent), 1244 of birds (12.6 per cent), 2546 of fishes (11.7 per cent) and as well as 15000 species of flora (6 per cent) attract the tourists for the development of tourism. India's forest, rivers, streams are bursting with rich wildlife. In India, there are 80 national parks and 441 sanctuaries. The largest wildlife sanctuaries in Asia viz. Kanha National Park –Madhya Pradesh (Tiger project), Jim Corbett National Park (Utter Pradesh) Gir (Gujarat) (Lion), Ranthambor (Rajasthan) (Peacock), Kaziranga (Assam) (Rihnosours) , Bandipore (Karnataka) etc. The temples trails in India like Gurudwara in Amritsar, Tripati Balaji, Mathura, Ayodhya, Badrinath, Haridwara and Rishikesh. The hill stations like Simla, Kulu, Manali, and Massoorie in the north, Shilling and Darjeeling in the east, Ooty, Kodaicanal, and Munnar in the south and Mahabaleshwar, Matheran, Chikaldara, and Amboli in the central. All these tourist places are most popular, which attract large number of tourists. The tourist organization of India had its beginning from the year 1945. A committee was appointed in 1945 under the Chairmanship of Sir John Sargent, Educational Advisor, and Government of India. The Sargent Committee submitted their interim report in October 1946, but implication of the suggestions given by this committee was implemented after independence. As per the report of Sargent Committee, Tourist Traffic Committee was appointed in 1948. On the recommendation a Tourist Traffic Branch

was setup in 1949 with regional offices at Kolkata and Chennai. The tourist traffic branch was further expanded in 1955-56 from one branch to four branches and hand over a function to them viz 1) Tourist Traffic 2) Tourist Administration 3) Tourist Advertisements 4) Distribution Section.

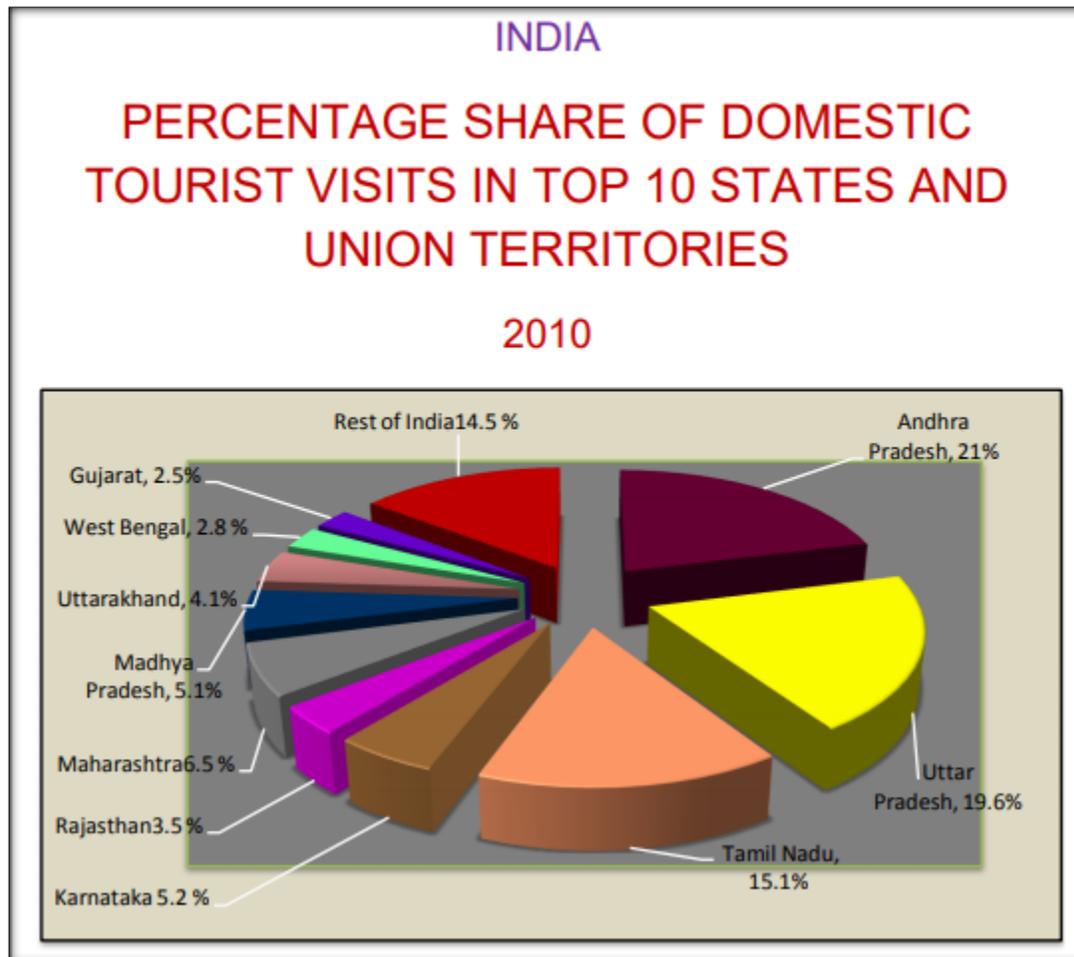


Figure 1.2.1 Percentage Share of Domestic tourist visits in top 10 States and Union Territories in India, 2019

Figure 1.2 reveals that the top 10 States and Union Territories in the country in terms of domestic tourist visits during 2019 were the same as in 2018, except some changes in relative ranks of these States. During 2019, the top 3 States (Andhra Pradesh, Uttar Pradesh and Tamil nadu) in terms of domestic tourist visits are same as in 2018 and for the rest 7 States the ranks have either marginally improved or declined like Karnataka, Rajasthan, Maharashtra, Madhya Pradesh, Uttarkhand, West Bengal and Gujarat.

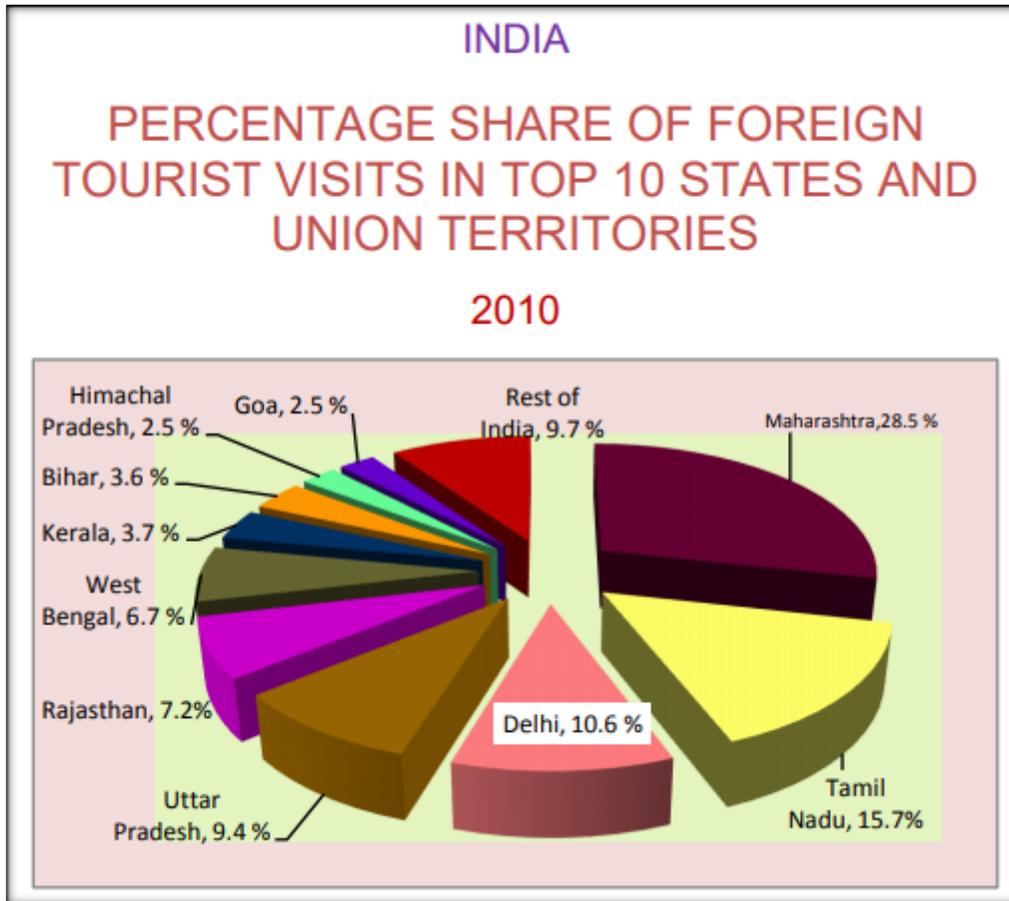


Figure 1.2.2 Percentage Share of Foreign tourist visits in top 10 States and Union Territories in India, 2019

It may be seen from Figure 1.2.2 shows that, most of States and Union Territories have generally observed increase in the foreign visits during 2019. The States which experienced decline in foreign tourists visit during 2019 over 2018 were Uttar Pradesh, Rajasthan, West Bengal, Kerala, Bihar and Himachal Pradesh, Goa and States of Union Territories. The top ten States and Union Territories in terms of foreign tourist visits during 2019 were the same as in 2018 (Maharashtra, Tamil nadu and Delhi) , with marginal changes in relative ranks of states except that the state of Goa has been replaced by Andhra Pradesh.

1.3 Tourism in Maharashtra

Maharashtra has recognized tourism as a major thrust area for economic growth in the state because Sahyadri Mountain is the backbone of Maharashtra. Maharashtra is a land of rich culture, tradition and festivals and is a major trade and tourist destination of India, attracting thousands of tourists from across the world every year. As a result Maharashtra is the first state to declare "Tourism District" for the tourism development. Marathi is the language of Maharashtra.

Maharashtrian take great pride in their language and history, particularly the Maratha Empire; its founder Shivaji is considered a folk hero across India. There are many temples in Maharashtra, some of them being hundreds of years old, and are constructed in a fusion of architectural styles borrowed from North and South India, The temples also blend themes from Hindu, Buddhist and Jain cultures. The temple of Lord Vitthal at Pandharpur is the most important temple for the Varkari devotees of God. Other important religious places are the Ashtavinayaka temples of Lord Ganesh; Shirdi is famous for Shri Sai Baba, Bhimashankar which is one of the twelve Jyotirlingas (Lord Shiva temples).

Ajanta, Ellora caves near Aurangabad and Elephanta caves near Mumbai are UNESCO World Heritage Sites and famous tourists' attractions. Mughal architecture can be seen in the tomb of the wife of Aurangzeb, called Bibi Ka Maqbara situated at Aurangabad. Maharaja Ranjit Singh's endowment saw the construction of a beautiful Gurudwara at Nanded around 1835 A.D. The Gurudwara features an imposing golden dome with intricate carving and a breath taking Gurudwara. Maharashtra, like other states of India, has its own folk music. The folk musical programme like Gondhal, Lavani, Bharud, Powada stands popular especially in rural areas.

The state has a separate department for tourism, set up in 1969, but the Maharashtra State Tourism Development Corporation (MTDC), a government body to promote tourism was established in 1975. The offices of the MTDC's are located in most of the major cities of the state, and also outside state as in New Delhi, Goa and other places. There is opportunity to develop tourism industry on large scale in Maharashtra. The government of Maharashtra has shown keen interest to promote tourism activities in all over Maharashtra since 1989. Under the aegis of the corporation a number of tourist homes, resorts, and hotels operate from several tourist sites to accommodate visitors and provide information and also arrange guided tours. The corporation also organizes numerous festivals at some of the well-known tourist places like the culture and traditional performances, dance, and music providing visitors an opportunity to experience the land, its heritage, its people and their customs. Some of these festivals are the Ellora festival, The Pune Ganesh festival, The Gharapuri festival, Paryatan Mahotsav in Murud (Raigad) and others. Maharashtra contains a 45 number of sites of historical importance. Of these, some monuments also figure in the list of World Heritage Sites recognized by UNESCO. These sites are Ajanta, Ellora and Elephanta, providing support to the state's tourism initiatives; the Central Government has promised ` 50 crore worth of aid in Vidarbha for developing ecotourism and ` 25 crore to develop the tourism sector in Aurangabad. The construction of airport, Tourist Information Centers and other basic amenities are also in full swing.

Maharashtra Tourism Development Corporation (MTDC), a company setup by the Government of Maharashtra in 1975, with an 12arious12on share capital of Rs.25 Crores. The objective of this Government Body is to double tourist traffic into the state in the next 5 years. Apart from acting as the nodal agency of the state for promotion and development of tourism, MTDC also projects and enhances its historical, physical and cultural heritage. A State Tourism Board, MTDC has been playing a pivotal role in projecting the multi-faceted culture and heritage of Maharashtra among visitors from all over the country and the world. The main role of this Government body is to act as the nodal agency for the development of tourism in the state, run holiday resorts, hotels, motels,

restaurants, and produce publicity and promotional material for tourists. It also 13arious13o festivals at the heritage sites and places of historical and tourist attractions in the state, such as Banganga, Kala Ghoda, Pune etc. It gets the support from Corporates and other sponsors for such initiatives. Years of diligent efforts, MTDC have seen the much-needed development of a wide network of MTDC resorts and tourist information centres across the state. At present MTDC has 55 units at various tourist destinations in the state, which are being monitored through the regional offices established at Aurangabad, Pune, Nagpur, Amravati, Nashik, Ratnagiri and Sindhudurg. Apart from this there are as many as 17 information and reservation counters located strategically in the state. MTDC has undertaken various initiatives to promote tourism in the state of Maharashtra and change its image from a favourable tourist destination to a premier tourist destination. The detailed objectives of MTDC are available in the Memorandum & Articles of Association, which is a public document.

At the state level, with the active support of Hon. Chhagan Bhujbal, the Minister of Tourism, there has been an all round increase in the resource funding, the implementation of people friendly and employment generating projects has been made possible. In another forward looking endeavor, in October 2004-05; MTDC joined hands with Indian Railways and launched the ` 32 crore luxury trains, Deccan Odyssey, to promote Maharashtra's history, culture and cuisine. The luxury train travels the Konkan coast on a week-long journey through Maharashtra and Goa. On a 720 kms long strip between the Western Ghats and the Arabian Sea, lie a host of hidden beaches and creeks. Only a few of them are known to the regular beach hopper. These solitary beaches, alongside the wild and verdant Western Ghats, are a quiet alternative to the more boisterous goan counterpart. During a drive between Mumbai, Ratnagiri, and Goa, one can spot dozens of unexplored beaches with white sands, turquoise blue sea and calm and cooperative people. There is no dearth of beautiful things to buy in Maharashtra: Kolhapuri-Saaj and Chappals, Paithani-Sari, Solapuri-Chaddar, IrkaliSari, Sawantwadi-toys, Warli- Paintings etc.

Maharashtra is the third state of India, both in area and population, located on the western coast of India with a 720 km long coastline along the lush green Konkan region. Nestled in the Western Ghats and the Sahyadri mountain range are several hill stations and water reservoirs with semi-evergreen and deciduous forests. The Vidarbha region of Maharashtra, with its dense forest, is home to several wildlife sanctuaries and nature parks. Thus all three regions of Maharashtra offer considerable tourism potential. Maharashtra abounds in numerous tourist attractions ranging from ancient cave temples, unspoiled beaches, ancient historical forts and monuments, forests and wildlife, unique hill stations, pilgrimage centers, and a rich tradition of fairs and festival, art and culture. So, the campaign slogan for Maharashtra Tourism is "MAHARASHTRA UNLIMITED!"

The View from the Future” [Peter O’Connor, Wolfram Höpken, The ENTER 2008 conference papers cover a wide range of cutting edge topics currently driving research and development activities in the field of IT and travel and tourism such as online communities, user generated content, recommender systems, mobile technology, platforms and tools, website optimization, electronic marketing, ICT and tourism destinations and technology acceptance Gretzel et. Al. address advances in mobile tourism services, online destination marketing, GPS-based tracking of tourist behaviours, decision support tools, website design and evaluation, online travel distribution, ICT adoption in tourism and hospitality businesses, virtual experiences, online information search, Web 2.0, social media marketing, and the role of ICTs in sustainable tourism development. It shows a high diversity in disciplinary approaches and methodologies used to explore the intersection of tourism and technology

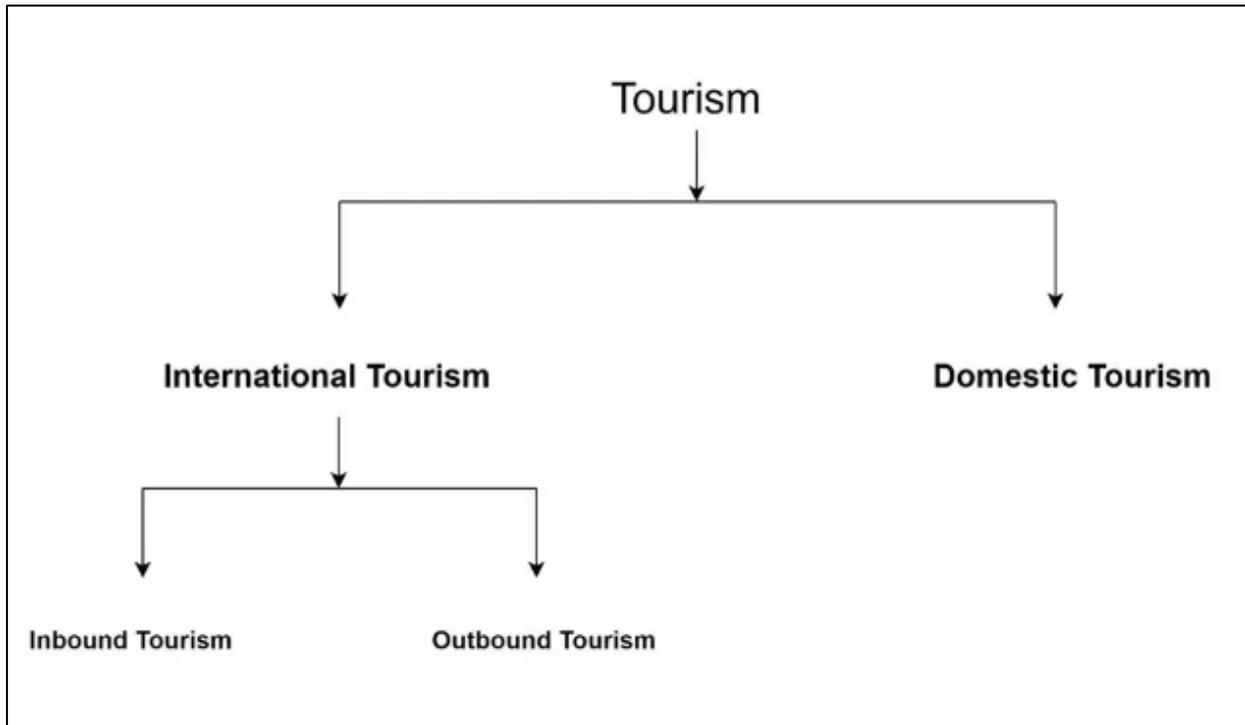
Paul et. Al. the researchers argue that small and medium sized enterprises (SMEs) play a pivotal role in national and regional economies. These companies play a major part in sustaining domestic and regional economic growth and are important agents for alleviating poverty in developing countries. It has been suggested that the use of Information Communication Technologies (ICT) increases richness, reach and the ability of local SMEs to participate in the digital economy.

The use of Technology in the hospitality and tourism industry has helped speed up operations and helped the traveling process much more enjoyable and efficient. Technology not only helps large chain hotels, but can also be useful to B and B’s and other smaller companies in the industry.

1.5 Types and Forms of Tourism

Types:

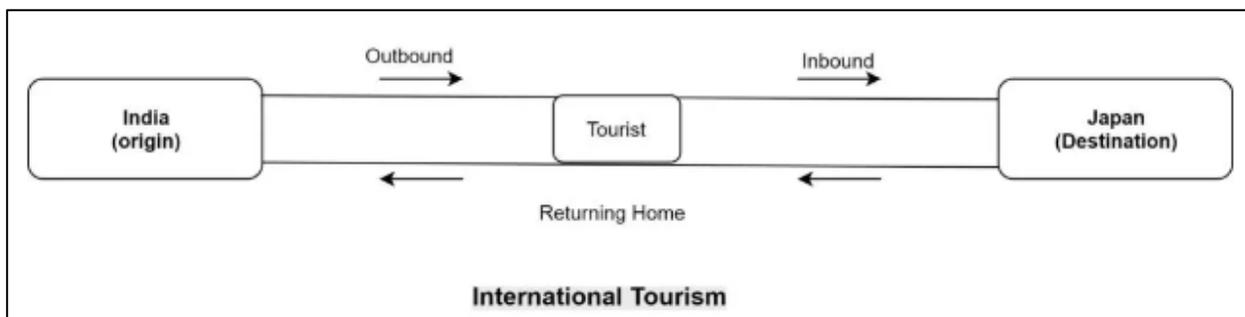
Tourism has two types and many forms on the bases of the purpose of visit and alternative forms of tourism. Tourism can be categorized as international and domestic tourism.



Tourism has two types and various forms. On the basis of the movement of people tourism categorized into two types. These are following as:

1. International Tourism

When people visit a foreign country, it is referred to as **International Tourism**. In order to travel to a foreign country, one needs a valid passport, visa, health documents, foreign exchange, etc.



International tourism further divides into two types; **Inbound Tourism & Outbound Tourism**.

(a) Inbound Tourism

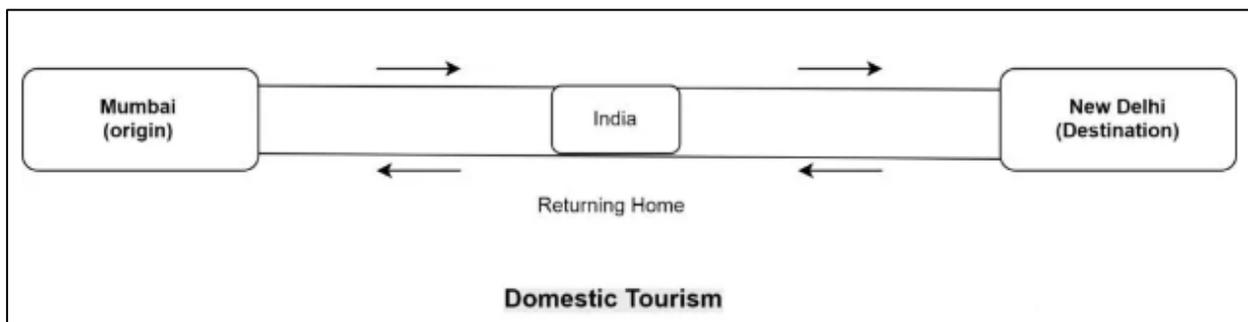
This refers to tourists of outside origin entering a particular country. When people travel outside their host/native country to another country, then it is called inbound tourism for that country where he/she is traveling. For example when a tourist from Indian origin travels to Japan then it is. Inbound tourism for Japan because foreign tourist comes to Japan.

(b) Outbound Tourism

This refers to tourists traveling from the country of their origin to another country. When tourists travel a foreign region than it is outbound tourism for his own country because he/she is going outside their country. For example when a tourist from India travel to Japan then it is outbound tourism for India and Inbound tourism for Japan.

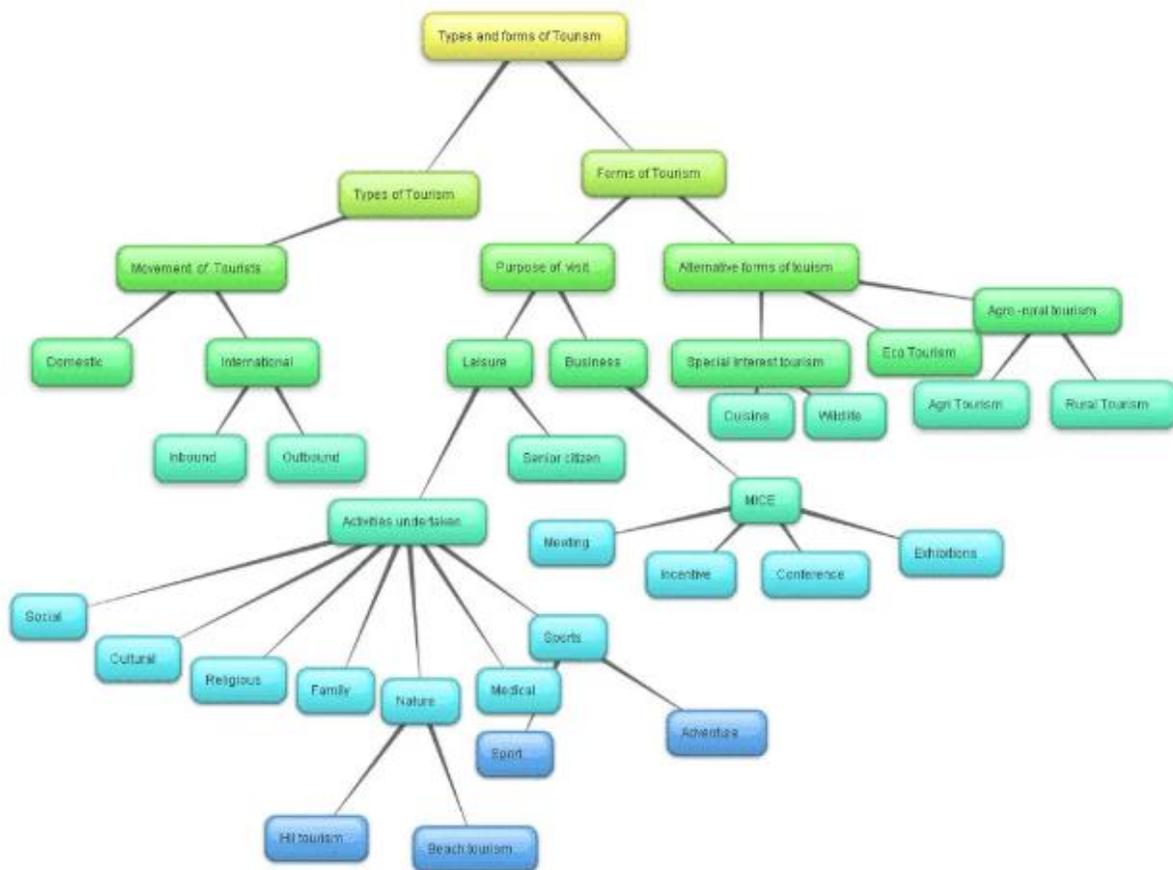
2. Domestic Tourism

The tourism activity of the people within their own country is known as **domestic tourism**. Traveling within the same country is easier because it does not require formal travel documents and tedious formalities like compulsory health checks and foreign exchange. In domestic tourism, a traveler generally does not face many language problems or currency exchange issues.



Forms of Tourism:

Tourism has various forms on the basis of the purpose of visit and alternative forms. These are further divided into many types according to their nature. Forms of tourism are following as :



Some most important forms of tourism are following as:

- Adventure Tourism
- Atomic Tourism
- Bicycle Tours
- Beach Tourism
- Cultural Tourism
- Eco Tourism
- Geo Tourism
- Industrial Tourism
- Medical Tourism
- Religious Tourism
- Rural Tourism
- Sex Tourism
- Space tourism
- Sports Tourism
- Sustainable Tourism
- Virtual Tourism
- War Tourism
- Wildlife Tourism

2. OBJECTIVES

- 1) To study the sudden use of internet in the tourism industry.
- 2) To study the positive impact of internet on tourism of Maharashtra.
- 3) To study the negative impact of internet on tourism of Maharashtra.
- 4) To study the ways to promote the tourism in Maharashtra through internet for the economic development as well as foreign currency earnings.
- 5) To increase the employment in tourism industry with the help of internet.
- 6) To promote tourism in Maharashtra and to encourage the use of tourism for the cultural and economic exchange.
- 7) To increase social development and to support local conservation of the region in Maharashtra.
- 8) To study the opportunity and limitations of the internet to provide the quality tourism experience.

3. HYPOTHESIS

- 1) Positive impact of internet significantly contributing to the promotion of Maharashtra tourism in this Covid- 19 crisis.
- 2) Internet significantly contributing for the promotion, development and the growth of tourism in Maharashtra.
- 3) Social promotion through internet majorly contributing for the economic growth and foreign currency earnings.
- 4) To encourage the use of tourism for the cultural and economic exchange.
- 5) Increase social development and to support local conservation of the region in Maharashtra.

4. IMPORTANTS AND SCOPE OF STUDIES

Tourism and hospitality, which are inextricably linked to each other, are among the major revenue-earning enterprises in the world. They happen to be among the top employers too. There has been an upmarket trend in tourism over the last few decades as travel has become quite common. People travel for business, vacation, pleasure, adventure or even medical treatments.

With several business-related activities associated with tourism, the industry has a tremendous potential of generating employment as well as earning foreign exchange. There are many countries in the world, such as Mauritius, Malaysia, Singapore, Fiji, and the Caribbean, whose economies are primarily driven by tourism. Tourism can contribute to the economic growth of a country in the followings ways:

The Tourism and Hospitality industry is one of the largest service industries in India. Tourism is an integral pillar of the Make in India programme. Tourism plays a role of significant economic multiplier and becomes critical since India has to grow at rapid rates and create jobs. Travel and Tourism being the largest service industry in India was worth \$234 bn in 2018.

The industry has become the third-largest Foreign Exchange Earner in India with a 17.9% growth in Foreign Exchange Earnings (in rupee terms) in March 2019 over March 2020. During April 2029 total of 2,01,137 tourist arrived on e-Tourist Visa as compared to 1,57,094 during the month of April 2020 registering a growth of 28.0%. Further to this, during January- April 2019, a total of 11,08,665 tourist arrived on e-Tourist Visa as compared to 9,18,792 during January-April 2018, registering a growth of 20.7%.

India is the 8th largest country in terms of contribution to travel & tourism GDP. The Tourism industry in India generated USD 247.3 In showing a growth of 6.7% during the year 2018, accounting for 9.2% of the total economy. The sector is expected to reach USD 492.21 in 2028. It is also the third largest foreign exchange earner (FEE) for India. India has a diverse portfolio of niche tourism products which includes cruises, adventure, medical, wellness, sports such as Golf and Polo, MICE (meetings, incentives, conferencing, and exhibitions), eco-tourism, and film, rural and religious tourism.

The Tourism and Hospitality Industry has been one of the earliest industries using Integrated Marketing Communication to promote their products and services. Internet plays a big role in their strategy since it has been covered to every corner of the world. Because the HT industry mostly provides intangible products, such as services and comfort, the internet has become a good way to deliver their messages, in touch with customers and promote their branding. Internet can be maximum exploited in the tourism industry for different types of marketing or promotional activities. Internet helps the tourism industry to expand and transfer its data which helps the industry to increase the turnover ratio and internet is the most suitable way to make direct relationship with customers. Tourism industry can achieve many advantages if internet is used wisely.

Since internet connection is a wide communication network, tourism agencies can make a direct relation with the public. Product distribution and services of agencies cannot depend on quantity of printed papers anymore and information about them can reach millions of the internet users. Advantages of using internet in Tourism industry:

- i) In the modern world travel agencies can use internet as a profitable medium of tourism promotion and sales.
- ii) Good quality of promotional visualization of tourism services and products through internet

- can create a better impression in the people than brochures and catalogues.
- iii) The internet represents an efficient and useful distribution channel for collecting clients and it helps to identify their desires.
 - iv) Internet allows the improvement of efficiency of travel agencies by speeding up communication and providing all the necessary information.
 - v) Contemporary business in tourism market is characterized by the implementation of various booking systems in to business systems of travel agencies, hotel chains, airlines etc.
 - vi) The internet allows high quality and effective market research and industrial espionage.
 - vii) By the entry of internet in tourism industry promotional tools such as TV, radio, newspapers, catalogs and posters are improved to text, drawings, photographs or 3D photographs etc.
 - viii) Unlimited database and unlimited capacity of digital media allows instant access to the tourist market free products to every potential tourist.

While many industries can benefit from Internet technology, the travel and tourism sector is particularly well-placed to reap the rewards, because the Internet of Things can enable further automation, more personalization, and a greater customer experience. It can also streamline day-to-day tasks that go into running a hotel or travel company.

The use of smart devices can help to optimize the physical state of a hotel and its rooms, and can reduce energy costs. On planes, sensors could even be used to alert staff when someone's anxiety levels elevate above a certain level. Meanwhile, the Internet can provide tourists with greater control and access to information via their phone.

The increasing competitiveness in the global tourism market encourages tourism operators to investment more in promotion, resources, knowledge and quality in order to achieve satisfactory growth. Therefore, it is extremely important to be in touch with the latest technological trends and have the knowledge required to effectively respond to the challenges of global competition. Internet technology provides high-quality and efficient operations in all economic sectors, including the tourism industry. In this paper, the changes in tourism industry caused by the introduction of Internet technology and advantages and disadvantages of using the Internet in contemporary business travel agencies were analyzed. Through this work, the impact of the Internet technology on marketing activities of contemporary travel agencies was also analyzed.

There is no doubt that technology plays an important role in tourism and travel. Most of us are now used to booking our airline reservations online, dealing with telephone trees and other cost-saving devices. These technological advances have allowed corporations to save on manpower while at the same time empowering customers to make their own decisions.

On the other side of the equation, travelers use more technology than ever before and often the tourism industry has taken advantage of this desire (need) to stay in touch with its clientele. Most of us are now used to being almost harassed with on-line surveys or computer-driven telephone calls. Now we have entered into the world of e-marketing, a system that may be called an advanced form of "spam."

Although many hotels do provide free internet services, many of the "better" hotels have added

additional charges for local calls, for internet access and a per-page fee to receive a fax. These additional charges combined with less personalized service often means that travelers have the idea that technology has become a one-way street. Technology is used to provide less personalized service and at the same time to generate additional revenue at hotels, on airplanes, and at transportation hubs.

Despite the misuse of technology, tourism and travel are highly dependent on technology and its use has made life a whole lot easier. There is no doubt that the cell phone has become a major part of our lives. And although technology etiquette may lag behind technology machinery the inconvenience of someone speaking too loud on a cell phone is more than outweighed by the safety, security and convenience that cell phones bring to most of us. On the other hand, technology's growth has allowed worldwide terrorism to attack the tourism industry. Cell phones can save lives or detonate bombs; air conditioning units serve to make life bearable in hot climates, but also pollute the atmosphere and can be carriers of the disease. The dawn of the computer age permits us to know weather forecasts around the world, allows business travelers to stay in touch with their offices and to supersede the problem of cross time zones negotiation, but can be used to destroy air travel.

Technology then has become a mixed bag for the tourism industry. It creates plenty of conveniences while at the same time has been used as a way to increase revenues and to lessen customer service. The world of technology has made air travel safe and abundant but has also brought about the need to go through long security lines and daily hassles.

Certainly, some parts of the industry have begun to use technology prudently. When used ethically, technology can be a great help in increasing our communication and security. If on the other hand technology is used for selfish or destructive purposes than it can become a nemesis within the travel and tourism industry. Hamlet's question "to be or not to be" has never seemed more poignant in its relationship to travel and tourism.

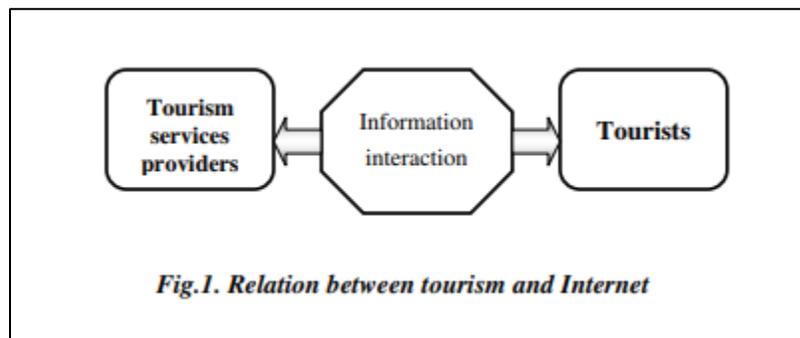
The Hospitality and Tourism industry was one of the earliest to go online. Since travel had few geographical boundaries, and, thanks to the widespread adoption of e-tickets, which airlines aggressively pushed, the airlines faced none of the logistical issues of online product retailers such as shipping and variable tax-collection schemes, the travel industry was uniquely suited for the Web. As the travel industry took off in the late 1970s and early 1980s, five major components came to comprise what this report will call the travel supply chain: Providers, Distributors, Travel Agents, Charge Card companies, and Travelers.

1. **Providers** – airlines, hotels and transportation companies; these entities invested in products (planes, properties, vehicles) and services for traveler.
2. **Distributors** – Computer Reservations Systems⁵ (CRSs); technology companies that consolidated supplier information, inventory and pricing data, and provided a way to electronically search, book and issue tickets and documents.
3. **Travel Agents** — Using CRSs, provided leisure and business travelers with one-stop shopping guidance and pricing and schedule advice to make reservations, issue tickets and provide ancillary services such as passport processing or currency conversion.
4. **Charge Card companies** – Played a role by making purchasing more convenient and secure for consumers, and by providing corporate buyers consolidated transaction data about their company's activities, which helped them with purchasing decisions and policy tracking.
5. **Travelers** — The end-user or customer, who may be leisure and/or corporate traveler, or

a travel planner who books trips for an employee to take.

In addition, there are many matters involved in the selection and organization of a holiday: gathering tour information, preparing the holiday package, confirming holiday information, actually having the holiday (including shopping for things and paying for them – not always easy in a foreign country), and sharing the holiday experience with other people during the holiday and once arriving back home.

Thus, it might be very difficult to manage all the people and matters precisely, and much of this potential complexity is about interaction through or using information; information management becomes an important consideration (figure 1). One can deduce that information management will be important in the tourism industry, especially when one anticipates the consequences of the Internet – the most recent innovation in conveying information and sharing information between different parties.



We consider that it is necessary to combine the world of business and the world of technology in the tourism industry. In particular, information is interacting between tourism service providers and tourists.

- **The online travel market**

Use of the Internet by travelers to plan and book their trips continues to grow at a rapid rate. In the United States, according to the Travel Industry Association (TIA 2007), more than 75 million online travelers used the Internet in 2006 to get information on destinations or to check prices and schedules. From 1999 to 2006, online booking showed a remarkable double-digit growth for four consecutive years, with a spectacular 58% growth in 2001, followed by a 25% growth in 2002. While growth of the online traveler market has slowed, the number of online travelers who actually use the Internet to plan trips has remained relatively stable. A majority (67%) of online travelers say they consult the Internet to get information on destinations or to check prices or schedules. Not surprisingly, nearly all online travel planners say that some of the trips planned on the Internet in the past year were for pleasure, vacation, or personal purposes.

Three in ten say some of the trips planned on the Internet were for business or convention purposes. For online travel planning, online travel agency websites (such as Microsoft Expedia, Travelocity, or Priceline), search engine websites, and companyowned websites (airlines, hotels, etc.) are the most popular types of websites used. A majority of online travel planners also use destination websites [3]. Online travel planners do a variety of trip

planning activities on the Internet. The most popular are searching for searching for airfares/schedules, maps or driving directions, and looking for places to stay. While the growth in the number of Americans planning trips online has remained relatively stable, there has been strong growth in online travel booking. Indeed, four in ten (41%) online travelers are booking or making travel reservations online. This may include booking an airline ticket, hotel room, rental car or package tour online. Nearly all of those who make travel reservations online say they made reservations for pleasure, vacation, or personal purposes. About three in ten say they made reservations for business or convention purposes. Among those who have booked travel online, the most popular item to purchase online is airline tickets.

A majority of online travel bookers have reserved overnight lodging accommodations, and over one-third have made rental car reservations. The most popular types of websites used to book travel are online travel agency sites such as Microsoft Expedia, Travelocity or Priceline and company websites, such as airline, hotel, or rental car companies that sell directly to consumers. More than one-third of online travel bookers pay for or make their reservations There is another important aspect and it is concerning the use of Internet While Traveling. Portable electronic communication devices such as cell phones, laptops, and personal digital assistants help people stay connected while away from home or office. In fact, large majorities of business travelers and pleasure travelers said that they brought cellular telephones with them on a trip taken in the past year. One in four business travelers brought a laptop computer with them on a trip, but only about one-tenth of pleasure travelers did so. With the advent of wireless technology, portable devices are now being used to access the Internet for information, including travel information. Whether using a computer, cell phone, or PDA, four in ten business travelers say they have gone online while away from home. One in five pleasure travelers also claim to have accessed the Internet while on a past-year pleasure trip.

- **Computer Reservation System (CRS) – Global Distribution System (GDS)**
Deregulation meant that airlines that had previously operated under government-set fares which ensured they at least broke even now needed to improve operational efficiency to compete in a free market. While there were many aspects to this, one of the earliest changes was the development of the Airline Reservations System (ARS), its evolution into and proliferation of the Computer Reservations System (CRS), and then into Global Distribution System (GDS). There are a few issues about the use of CRS, like [4]: – CRS are expensive for small and medium agencies to maintain and so Internet booking may be a more cost-effective medium; – CRS do not always provide agents with improved business levels unless used to their full; – The airlines have to pay fees to have a presence in CRS; – There are new forms of technology that are overtaking CRS in some market segments (e-travel agencies).

The GDS took the place of CRS by the end of 1990s. The GDS operators collaborated with a variety of travel service providers such as airlines, cruise operators, hotels, railway companies and car rental companies, in addition to accepting special meal requests, managing seat allocation and performing back office accounting functions for travel agents. There are about a dozen major GDSs worldwide. Amadeus had become the world leader after merging with System One, achieving a 27 percent market share; Galileo and Sabre followed, each with 22 percent. After these came World span, formed by Delta, Northwest and TWA, with a 10 percent share, and Abacus and In fini, the dominant CRSs in Asia, with a combined share of 9 percent. The GDS technology developed with four functional components that, while integrated and interdependent, would later serve as

points of differentiation when Internet providers entered the market and pulled apart the links of the supply chain. They were: inventory management and display; pricing- and fare-search engines; ticketing and document generators; and database reporting engines.

- **Use of the Internet by the travel agencies**

Many travel agencies have developed an Internet presence by posting a website, with detailed travel information. Full travel booking sites are often complex, and require the assistance of outside travel technology solutions providers such as Travelocity. More and more tourists use the Internet websites to book and/or get useful information's (fig.2). These companies use travel service distribution companies who operate Global Distribution Systems (GDS), such as Sabre Holdings, Amadeus, Galileo and World span, to provide up to the minute, detailed information on tens of thousands of flight, hotel, and car rental vacancies. Some online travel sites allow visitors to compare hotel and flight rates with multiple companies for free. They often allow visitors to sort the travel packages by amenities, price, and or proximity to a city or landmark



Travel agents have applied dynamic packaging tools to provide fully bonded (full financial protection) travel at prices equal to or lower than a member of the public can book online. As such, the agencies' financial assets are protected in addition to professional travel agency advice. All travel sites that sell hotels online work together with numerous outside travel agents. Once the travel site sells a hotel, one of the supplying travel agents is contacted and will try to get a confirmation for this hotel. Once confirmed or not, the customer is contacted with the result. This means, that booking a hotel on a travel website will not get you an instant answer. Only some of the hotels on a travel website can be confirmed instantly (which is normally marked as such on each site). As different travel websites work with different suppliers together, each site has different hotels that it can confirm instantly. Some examples of such online travel websites that sell hotel rooms are Expedia, or bitz and Trip advisor. There are also Internet travel agencies. These are Web sites that expand traditional agents' offerings. In addition to selling regular travel services such as air tickets and hotel rooms, they also offer travel tips, destination information and other services. Many large traditional agencies such as American Express and Liberty Travel have extended their shops to the virtual marketplace. Portal travel sites such as AOL and Yahoo! Link customers looking for travel services to sites that may appear on their portals, but generally are powered by one of the big Internet travel agencies listed below. The last category for Internet travel agencies is bidding sites, such as Priceline. There, deep discount travel is available, but the travel provider's brand (usually an airline) is hidden until the purchase is complete

The travel category lists those sites which are related to travel and the travel industry, including publications, travel agencies, and transport services/people carriers, airports, destinations, resorts, travel and locality guides and accommodation. The rise of online retail travel is taking place at a time when the distribution function in tourism is changing in many ways. It is growing rapidly and will undoubtedly develop and change greatly in the future. It has provided an opportunity for non-tourism organizations such as Microsoft to enter the tourism market, and in doing so, to create competition for traditional high street travel agents.

Future Scope of Internet in Tourism duto COVID-19

As reliant as the world had already become on technology pre-pandemic, from the onset, the COVID-19 crisis forced us, as a global population, to lean even more heavily on the digi-sphere to work, play, socialize and transact remotely while trapped in lockdowns.

Global mobile WiFi provider Skyroam knows better than most just how crucial a fast, reliable internet connection is in the modern era, to both businesses and individuals.

For the travel industry, the innovation of new touch less technologies to compensate for social distancing requirements and accommodate pandemic-era hygiene considerations has been essential just to remain in business. Even once a real recovery for the sector has begun, operations will surely have been permanently morphed by the experience.



Skyroam recently sought to examine the various technologies that COVID-19 has inspired the travel and hospitality industries (and travelers themselves) to adopt, which promise to continue well into the future, and what they bring to the guest experience. Since it's the company's area of expertise, portable WiFi access tops the list, especially given the legions of workers that have transitioned to working remotely during the pandemic.

1. Contactless Check-In

Hospitality and transportation providers have really ramped up capabilities for contactless and mobile check-in during the pandemic—something that helps to instill guests'

confidence across the board by minimizing shared touchpoints and interpersonal interactions. Hotels, theme parks, airports, train stations, etc., have created dedicated mobile apps that enable customers to check-in, order and pay for services, all on their own device. It is also increasingly common for businesses to integrate customer-service chat functions into such apps, enabling guests to get answers to their questions without having to call or come face-to-face with a representative.

2. Multi-Capable Hotspots

Skyroam's portable, self-contained 4G LTE WiFi hotspot gadgets enable travelers to work and play online from anywhere, with coverage throughout the U.S. and even outside the country. The Skyroam Solis X WiFi Smartspot provides fast, secure internet connections, sharable on up to ten devices, with VPNs and no-contract, flexible service plans. It also has other useful travel features, such as remote camera and smart assistant capabilities, and is chargeable and able to act as a power bank for your phone.

For businesses, integrating take-anywhere internet technology can make customers' travel experience more convenient and enjoyable, and offer them an edge over competitors who don't offer such comprehensive service options. Imagine the advantage of having a reliable, multi-capable hotspot installed in campers and RVs for customers who are keen to take a long-distance roadtrip, and potentially taking their work with them.

3. Digital Workforce

Skyroam predicts that, as the general public resumes traveling once COVID-19 restrictions are lifted, customers will have a ton of questions about safety measures and various other queries, both while booking and when on location. To handle the influx of communications, having a 'digital workforce' in place (which many providers already do) becomes most helpful. An in-app chatbot function is capable of fielding many FAQs and providing predetermined answers to guests' most-asked questions, freeing up live agents to handle more complicated and high-level tasks.

4. Digital Keys

The Hilton Hotels' Digital Key feature is an example of another ideal, contactless solution to keeping customers safe from viral spread by cutting down on as many touchpoints as possible. In Hilton's case, guests must join the Hilton Honors Program to access this in-app feature that enables them to unlock their hotel room just by tapping their phone. While this technology was available pre-pandemic, the COVID-19 crisis has encouraged wider adoption and promotion of the keyless entry option across the industry.

5. Thermal Technology

Thermal video screening technology has been another innovation to move to the forefront amid the pandemic, being utilized particularly in airports to detect passengers with elevated temperatures—one of the initial symptoms of COVID-19. Installing this technology more broadly may help the travel industry to better protect guests and employees from infected individuals by identifying and isolating them early on.

The COVID-19 pandemic has caused significant disruptions in the global economy. By the end of the first quarter of 2020, the COVID-19 pandemic had brought international travel to an abrupt halt and significantly impacted the tourism industry. For many developed and developing countries, the tourism sector is a major source of employment, government revenue and foreign exchange earnings. Without this vital lifeline, many countries may experience a dramatic contraction in GDP and a rise in unemployment. Using a computable general equilibrium model (GTAP), we assess the implications of the COVID-19 crisis on the tourism sector. Depending on the duration of the global lockdown, the paper estimates the direct and indirect costs of the shutdown for 65 individual countries and regions and 65 sectors, covering the global economy. In some countries, unemployment could rise by more than 20 percentage points and some sectors could nearly be wiped out if the duration of the tourism standstill is up to one year. Further the paper puts forward policy recommendations for governments to avert the worst effects and facilitate recovery.

CHAPTER II – THE PROBLEM

1. ADVANTAGES AND DISADVANTAGES OF INTERNET IN TOURISM INDUSTRY

Technology has transformed the lives of many people based on the way it has changed their way of doing things. Hospitality and tourism industry is one of the sectors that have witnessed greater changes brought about by technology.

It is not surprising that this industry is ranked among the best performing industry around the world. Technology has contributed a lot towards this success.

Technology is paramount in the success of Hospitality and tourism industry regardless of having some flaws as evidenced in the paper. Tourism industry is one of the best performing industry, both at regional/domestic and international level. According to the Tourism World Council (2020), the tourism industry contributes to around 10% of GDP in the world.

This rate is expected to increase by the year 2026 (World Travel and Tourism Council 2020). The force behind this rapid growth is the adoption of information technology in its management and operations.

Many businesses in hospitality and tourism incorporate information technology in their businesses thus standing a good chance of reaping huge returns of the same

Before the advancement of technology, it was very difficult for the tourist and hospitality industry to market its services to its customers. It was also very expensive because customers are always physically apart, miles away, for instance.

However, the coming of information technology has eased the transaction of business besides boosting the customer base. The fact that people are able to communicate and interact with one another in different regions has made it easier and cheap to market their products and services.

The emergence of global distribution systems allowed easy connection and communication across borders. This allowed fast transfer of information that helped to boost the industry in terms of the number of bookings.

Global distribution was a form of inter-organizational system that emerged from computer reservation systems that helped to integrate information from the airline. These integrations boosted the tourism industry since customers were able to make their reservations at one common marketplace.

Businesses market their hospitality services and tourism products through the internet. This platform has connected the world. It has turned it into a global village. People can interact in different locations in real time. They can share their views and opinions without having to meet physically. Technology has led to the development of different forms or platforms that enable interconnections. The changes include providing an avenue through which ideas can be transformed into marketable innovation to be transmitted later to a wider market at low costs of accessing these markets and searching for the buyers.

It allows easier access to market offering new products. It has changed the way information is shared between individuals and organizations. The benefits of technology on the hospitality and tourism industry are enormous.

- **ADVANTAGES**

1. The benefits of IT are manifested almost in every aspect of our lives. The internet has become an important part of people's lives. People are able to share information in their remote locations through personal computers, fax machines, cell phones, emails, and the internet in real time. The capability that has come with technology has been manifested in major sectors of economies. The hospitality and tourism sector is one of the sectors that require adequate marketing across the globe.

With the internet in place, this has been achieved with ease and at low costs. Business has hosted different sites that they use to advertise their products and services to the entire world. They are able to tailor the needs of the customers accordingly.

2. Another advantage of technology is that it has facilitated globalization. The world has been constricted into one small village. People are connected through the internet networks and social media. Information is transmitted at a faster rate with just one click of a mouse. Tourism has used this opportunity to share ideas on various businesses. It has also helped to bring together people separated by geographical locations, as well as those from different cultures. Since this industry depends on information, this technology has added a boost because people are able to access information about the locations that they can visit, spent their leisure time, and holidays relaxing.
3. Many people in the India use the internet to book for their trips to various destinations. The rate is increasing every day. For instance, it is estimated that more than 75 million people who travel across the globe use internet to get information on their destinations. They therefore use internet to book, check and compare prices, and schedule their travelling to various tourist destinations. Many people who travel across their borders spent their time and or are accommodated by the hospitality industry. Therefore, they contribute a lot to the industry.
4. Some travel for leisure. They therefore pay the host country foreign exchange for them to be hosted or to travel across the country visiting any area of attraction like game reserves and game parks. The number of bookings increased to double digit between 2010 and 2020. The growth was high in 2015 at 58% and 25% in 2016. Many online travelers said that they use the internet to get updates or information on their destinations and any other logistics about their travelling. Therefore, they transact their businesses through the internet. For instance, they book the places of visit upon landing in their destination in advance. This shows how technology has transformed the industry.
5. In the past, it was very difficult and costly to travel because of the numerous tedious paper work processes that people went through. When they reach their destinations, they do not have to look for accommodation. Therefore, technology has taken this a notch higher, as everything is done at

the comfort of the houses. A study carried on online travelers showed that majority of people traveling did so for pleasure, vacation/holiday, personal purposes, and business.

6. Technology has enabled people to search for their directions, maps for directions, accommodation/hospitality facilities, schedules, airfare, and the amount of money to be spent for a tour. These logistics are available on the internet. It has become a very essential medium of budgeting and choice making. This is with regard to the places or locations that a person wants to visit. The availability of this information on the internet, for example, tourist attractions sites, tourist attraction scenes, and features create a platform for persuading people to travel and experience them. Therefore, the internet has contributed to the increased booking and tourist visits hence explaining the increase in the gross domestic product that is generated by the industry.
7. Technology has evolved at a faster rate making it even possible to access internet through cell phones. People across the globe are able to access information on their phones even to the extent of communicating with one another. This platform has enabled the hospitability industry and tourist industry to market their products on the internet. People travelling for leisure or any other reason are always in touch with their family members and friends. This has contributed towards the increased travel across the borders by many people.
8. The media is used for sharing ideas and keeping in touch with people across the country. Therefore, they provide a good platform for businesses to market their products and services. Hospitality and tourism industry have the potential of using such media to reach out to many potential visitors. People will get information about the tourist destinations and some of the hospitality services provided through such media. Therefore, they can contribute greatly to the success of this hospitality and tourism industry. However, technology has had its negative impact in this industry.

- **DISADVANTAGES**

1. Technology has some challenges. In virtual world presents challenges of maintenance and follow up. It requires a lot of investment in the internet use in terms of updating the links and responding to many blogs that are sent.
2. People or potential visitors may change their minds or plan to travel to a particular destination if their queries are not answered on time another challenge is the increased risk of cybercrime and hacking.
3. Some people may gain entrance to a system hosted on the internet to gain access to any information that may be confidential. Such individual may falsify the information, hence leading to misrepresentation and loss of customers. Furthermore, the number of visitors that visit the website may not be enough as expected. This causes a huge loss since the company may not be able to raise enough revenue hence affecting the level of income of the company.
4. One of the disadvantages that technology has brought in the industry is that it has caused unemployment. Many people who worked in the hotels as managers, waiters, and cooks, as well as those in the tourist industry such as tour guides, lost their jobs to cut the cost and by utilizing the internet.
5. Creation of jobs in these industries has also reduced because most of marketing and advertising is done through the internet. Privacy has also been affected with the coming up of the internet.
6. People have improvised ways of hacking or gaining into the websites of organizations to steal important information. This exposes the company to risk.
7. Proliferation has increased on the internet. Many tourist websites are available on the internet. This is a challenge especially to small and medium tourist enterprises that possess inadequate skills and knowledge in website efficiency. This proliferation is a sign that there is lack of

organization in the market that is already saturated. Many of these websites are not familiar to the clients. This becomes difficult for potential customers to locate them and even to have confidence in them to the extent of using them.

- 8.** Intermediaries that are used to link the customers to various businesses provide another challenge on the internet. Therefore, in conclusion, technology has contributed greatly to the success of the hospitality and tourism industry across the globe. Countries that have positively embraced technology in their operations have benefited in terms of increased revenue.
- 9.** The potential of this technology is exorbitant. However, it requires people who have a vast knowledge and expertise on how it operates to manage it well and to reap from its overwhelming potentials.
- 10.** On the other hand, technology has rendered many people jobless. This has affected their living standards since they depend on their jobs as their source of livelihood. However, its benefits surpass the negatives as revealed in the paper.

CHAPTER III – LITERATURE REVIEW

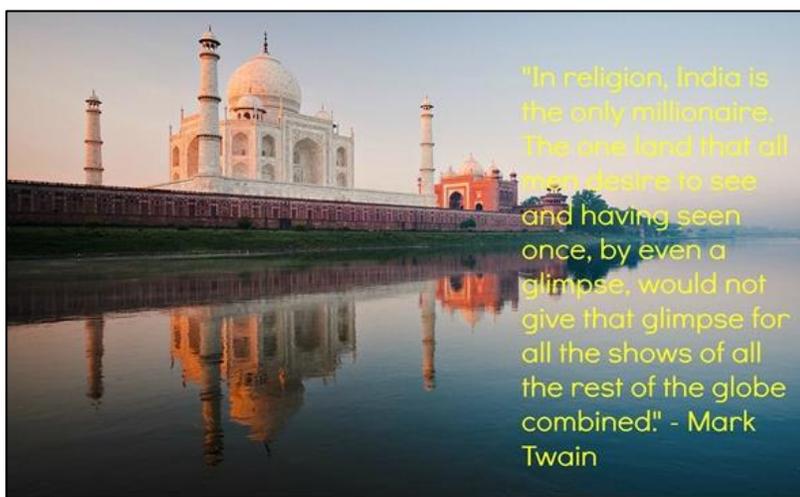
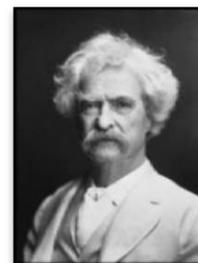
Although impact of internet continue to straddle the tourism sector in all over the India, the literature on their varied functioning are many especially with reference to changing perspectives and motivating youth towards development of tourism industry.

1. Mr. Mark Twain, (American writer, humorist, entrepreneur, publisher, and lecturer)

Article published May 23, 2018 by Ms. Shefali chandan in Times of India.

After the visit to India by Great Author and Writer Mr. Mark Twain, He wrote a book on India and said that

“India is the cradle of the human race, the birthplace of human speech, the mother of history, the grandmother of legend, and the great grandmother of tradition, and India can lead the word of tourism above all other countries due to its cultural heritage, This is Indeed Inida!!



The one sole country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bond and free, the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined.”

2. Deep Kalra, founder of India’s most popular travel website, (MakeMyTrip) said in the success story interview with —Times of India

“After the global Health and financial crisis of 2020, the world and India woke up to the need to generate awareness and got to know the importance and use of technology for the promotion and business running for the future sake and growth of travel industry for upcoming years.”

India has been witnessing a lot of tourism activity in the recent years, with many success stories further fuelling the ambitions of many budding Tourism learner and managers.

He further said, it would be ironical to talk about “career scope” after a course in Tourism Management, since students don’t typically dream of building a career in tourism industry; instead, they have a vision to launch a local business or give shape to an idea on domestic level. An MBA in tourism or hospitality would teach practical skills to aspiring innovators so that they can avoid certain mistakes when they start a new business.



But the most important ingredient is to “**believe in yourself**”, according to the founder of the popular search engine, **Just Dial, VSS Mani**.

3. Rajesh Magow, (CEO) co-founder and group chief executive officer of Make My Trip Travel company

He Said, “Travel and Tourism sector is in need of survival package.”

The global economy could tip into recession and India remains equally vulnerable as the rest of the world.

With global financial markets going into a tailspin and demands plummeting rapidly, we are clearly heading into a deep slowdown in the coming quarters. Overall, India might end up doing better than the rest of the world on gross domestic product growth rate, but that would be more of a feel good factor. The travel and tourism industry is the worst-hit sector and the recovery is going to be slow. It’s going to be a long-haul journey to ramp up the volumes to before covid level.



CHAPTER IV – DATA COLLECTION AND ANALYSIS

1. INTRODUCTION TO PRIMARY DATA

- In this chapter, I have collected **primary data** by the interview method, interviewed 10 people related to travel and tourism industry. The questionnaires for the data collections are presented as follows:

QUESTIONNAIR FOR THE INTERVIEW	
Sr.No	Questions
1	How often do you travel out station?
2	How do you plan your trip?
3	What is a most common type purpose of your travel?
4	Have you ever traveled internationally?
5	Which Payment method you often use for travel booking?
6	Does usage of internet in travel is helpful?
7	Why do you choose travel as your profession?
8	What is impact of internet on tourism according to you?
9	How you use internet in your professional life?
10	According to you Usage of Internet in tourism is a advantage or disadvantage?
11	What is the current situation in tourism due to COVID -19?

- According to the questionnaire, Interviewed and Discussed with 10 people in travel and tourism industry and the analysis by each questions are as follows:

Discussed with:

1. Mr. Aniruddha Ayere (Age 27), Founder and Owner of “Travel khor group” in Mumbai.
2. Mr. Devesh Kale (Age 32), Member of “Travel Khor Group” in Mumbai.
3. Mr. Harshad Jogle (Age 43), Tourist Guide in MTDC Sector from past 22 years, Mumbai.
4. Mr. Aakash Kale (Age 45), Tourist Guide in MTDC Sector from past 25 years, Nashik, Maharashtra.
5. Mr. Shekhar Joshi (Age 52), Member of Private travelling group in Mumbai.
6. Mr. Swapnil Palande (Age 23), Member of “Uttunga Trekkers” Mumbai.
7. Ms. Rutuja Chavhan (Age 23), Member of “Uttunga Trekkers” Mumbai.
8. Mr. GaneshGadhve (Age 29), Founder of “Yoga and Travel” group in Mumbai.
9. Mr. Yogini Mandre (Age 35), Member of Private travelling group, Mumbai.
10. Ms. Jayanti Dhuri (Age 24), Passionate trekker (Solo travel committee), Mumbai.

- Analysis according to questionnaire are as follows:

1.

Question	How often do you travel out station ?				
Options	Yealy	6 Months	3 Months	Every Month	Every Week
Answer in Percentage	35%	30%	15%	15%	5%

2.

Question	How do you plan your trip ?	
Options	By Your self	Through a Travel Agent
Answer in Percentage	45%	55%

3.

Question	What is a most common type purpose of your travel?				
Options	Family Vaccation	Adventure	Business	Spiritual	Religious
Answer in Percentage	43%	30%	15%	2%	10%

4.

Question	Have you ever travel internationally?	
Options	Yes	No
Answer in Percentage	30%	70%

5.

Question	Which Paymentmethod you often use for travel booking?	
Options	Online / Internet Banking	Cash
Answer in Percentage	75%	25%

6.

Question	Does usage of internet in travel is helpful?		
Options	Very Helpful	Average	Not Helpful
Answer in Percentage	55%	35%	10%

7.

Question	Why do you choose travel as your profession?		
Options	Passion/ Love travel	Government Job	Not my profession
Answer in Percentage	65%	20%	15%

8. What is the impact of internet on tourism according to you?

For this question I have got various and lengthy answers, the summery of that data is according to my candidates is: in this current situation impact of internet on tourism industry is very vast, as compared to previous situation, before pandemic people use to visit places very often but now a days scenario changes and people love to watch each place prepared tourism video or blogs on internet so the impact and use of internet in tourism industry is in large amount.

9.

Question	How you use internet in your professional life?				
Options	Promotion	Search new places	Create Attraction	Locaton tracking	Payment
Answer in Percentage	13%	15%	8%	20%	45%

10.

Question	According to you Usage of Internet in tourism is a advantage or disadvantage?	
Options	Advantage	Disadvantage
Answer in Percentage	90%	10%

According to the survey and the information in the questionnaire above analysis prepared, the options presented in the given tables are given as well as received in the answers, the questionnaire shred with the given candidates via what's app or telephonic conversation.

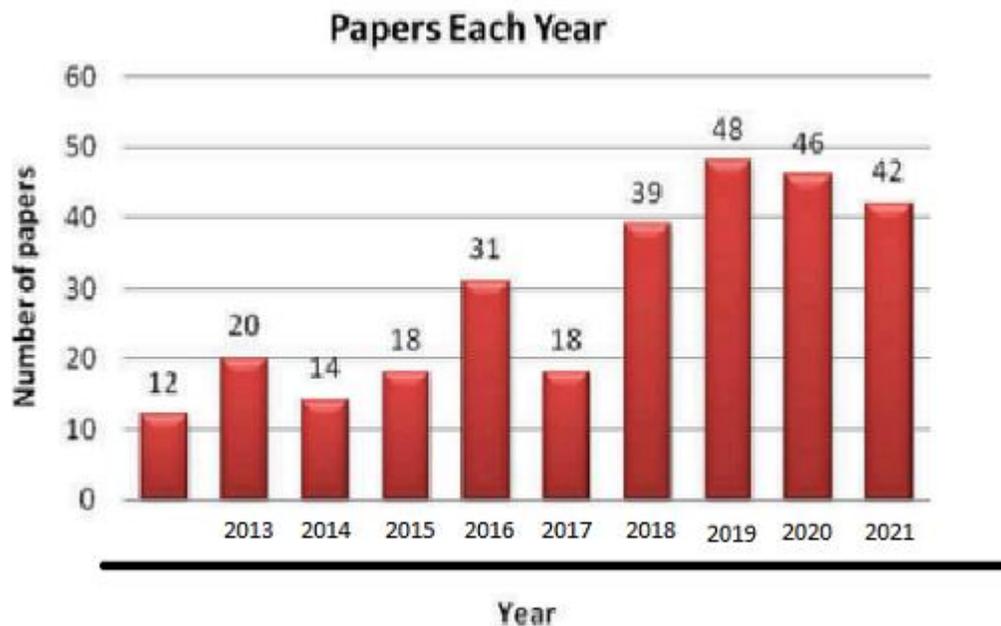
1. INTRODUCTION TO SECONDARY DATA

- In this chapter, I have collected **secondary data** regarding Usage of internet in the tourism sector as well as its impact in tourism industry, as well as customer experience. Also the data collected for the average visitors before promotion via social platforms as well as after the promotion on social platforms.
1. Customer experience in the use of internet while travelling is now days increased in the survey in 2010 the use of internet or social platforms for the promotion is 42arious. 40-45% compared to 2019-2020 the internet and social platforms usage and impact has been increased as before booking there is travel inspiration from various platforms or travel agencies advertisements are there , social ads by various private travel groups these process comes under the research and Booking process. After that during vacation internet used for to share photographs of destinations on social platforms to check



And track The location given on the map or guide to give online reviews to the places, hotels, restaurants, clubs, game zones, adventures, and etc. After the vacation, post vacation stage in the youth is very popular as even after the certain period the use and impact on social media to show their travel is in high demand to post the photos and videos from the trips, to post online reviews, to like the place or brand, as the above process the whole vacation has vast impact of internet and social platform usage.

2. The papers, advertisement, and other all the promotional activity published from past 10 years are given in the following chart as the papers published in the year 2019 is the 48 cr. And above in the year 2020 and 2021 the promotion decreases due to covid-19 pandemic and the previous years are as given in the chart.



3. In the given chart the tourist visit to Maharashtra is given as the before covid-19 crisis visitors to Maharashtra is more in the percentage in between the year 2015-2018, after the pandemic and lockdown the promotion of internet increased but the tourist visited to Maharashtra is very limited in the year 2019- 2021.

Tourist Visit in Maharashtra		
Year	Bfore promotion	After promotion
2021	25%	35%
2020	29%	34%
2019	37%	70%
2018	30%	77%
2017	35%	82%
2016	35%	82%
2015	40%	89%

CHAPTER V – CONCLUSION

The aim of the paper was to identify and analyze the main role internet and its impact of tourism or Maharashtra and India On that basis “CNCLUSION” are as follows:

- A company distributing information material can at the same time indicate its prices for wholesalers or those for direct clients. If the seller knows the geographical area where the client comes from, he may show the prices in local currency. The seller may get to know the social-demographic characteristics of the clients as well by using a questionnaire that will allow the observation of consumer behavior through the intermediary of the website.
- Companies make databases that include preferences or client interest focuses, but these databases are resorted to with discretion, as clients become loyal company clients. The quantitative objectives pursued through this system are the number of visitors, the number of new clients, the request for information, and the qualitative objectives refer to client satisfaction, brand image, reconsideration of international position. Decision makers in tourism must be aware of the great variety of possibilities offered by new information technology, to experiment these new means in their marketing strategy
- Social media continues to grow. It increasingly influences on many social and economic aspects. Social media plays a very important role in the tourism industry. The tourism industry deals with potential travelers, people on a trip, and people returning from a trip and sharing their experience. The study portrays Social Media as a means of creating / increasing awareness of the destination, reaching out to masses, encouraging travellers to plan their journey, strengthening the destination image as a favourite destination, targeting new / specific market, spreading positive word of mouth, increasing number of visitors, creating buzz around the destination, increasing the number of Facebook / Twitter fan base, changing the appeal of the destination in the mind of visitors, creating a brand image for the destinations, and more. So, Social Media has been widely accepted as a means of promoting tourism destinations and products by popular destination marketing organizations.
- As a result of the studies on the subject of social media in the tourism industry with reference to Maharashtra tourism it would be wise for Maharashtra Tourism to have a strong presence on social media allowing for consistent and effective two way communication between itself and the tourists. Maharashtra Tourism must highlight the most appealing attributes of its various destinations. It would be a mistake for Maharashtra Tourism unless it has a strong a presence on social media. The amount of time consumers spend on social media can be utilized to present a destination image to consumers. It also serves as a way to converse with consumers and share information about updates, deals, and giveaways.
- In conclusion, the Internet has a remarkable impact on today’s tourism. The journeyers have several tools provided by the Internet for receiving, looking for and sharing information to plan their travels. In addition, the Internet facilitates the communication between customers and suppliers to obtain information and purchase products at lower

fares. Also, Global Distribution Systems via the Internet have provided a new distribution channel for the retail of tourist products and services.

- Furthermore, the Internet has affected each actor in the value chain in the tourism industry. For the suppliers the Internet is providing directly information of their customers helping to increase their sales. Therefore these providers have started to create and improve their sites in order to take advantage of the trend in customer's behavior. Furthermore, the intermediaries have realized that they have to adapt to the new environment, they are providing their special services through the Internet. Also travel agencies, thanks to their professional knowledge, are designing and creating new products and specialist travels which are offering off and online. Moreover these companies are seeking global business through the Internet. Finally for travelers the Internet has become as an open door where they are able to find instruments to satisfy their needs and facilitate the purchases with lower fares. Thus, the travelers do not have to face any dilemma about where to go, how to go and what to do; now they just have the Internet.
- The Internet has a powerful impact on hospitality and tourism. For many businesses and locations, the experience starts long before a traveler arrives. It begins with the first visit to the website, when a person sees photos of the location and gets a sense of what to expect. In the hospitality and tourism business, effective use of Internet technologies can improve revenue. Websites, blogs, online advertising, social media, online ordering and information repositories all help convince customers to choose a location or business.
- Booking engines to allow easy access by consumers and travel professionals; the systems enable individuals to make reservations and compare prices. Many, like Expedia and Orbitz, are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveler more control over their purchasing process.

CHAPTER V – SUGGESIONS

This Chapter presents a summary of findings of the study and suggests some of the measures with reference to The impact of internet on the tourism industry. An attempt has been made to evaluate and increase the role, growth and performance of tourism industry. The study is based on Primary and Secondary data.

- Political , corporate , individual participation under 46arious digital schemes schemes and initiatives like Adopt a Heritage via internet.
- By investing in creating Tourist Spots and its promotion via internet.
- Planned Urbanization. Construction near monument of historic importance must be restricted.
- Involving locals of a region to act as tourist guide, set up small business.
- Protecting rights foreigners especially females.
- Promotion through TV advertisements through tourism department of every state. Eg Gujrat has already done well in this, Dekho Apna Desh.
- Involving locals of a region to act as tourist guide, set up small business.
- Attracting tourists throughout the year and not just is few months of year.
- Preserving art and culture of a region so that speciality of regions is not vanished. For eg regions are known for sarees or articles.
- Provide fast Internet connection and food availability of all kind at few famous tourists spots.
- Glorifying local culture and tradition. Eg: Folk dances , lok geet , local music etc.
- Maintain proper websites of ach state for tourism, present plans offers, promotion charts, future construction to attract tourist in that particular state.

Tourism is a great source of income for many in India. It can lead to lots of employment generation where other sources of employment may not be available. Tourism also helps in diplomacy (here i am referring to soft power diplomacy) and also contributes to our economy. So it is very important to improve the conditions of tourist destinations in India as India is blessed with cultural diversity.

In fact Ministry of Tourism has lunched Swadesh Darshan Scheme to improve tourism in India. India a place of rich cultural and heritage and tourism sector is source of income for many. It has potential economic growth, thus it can be improve if we follow the given suggestions and rules of government.

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