

## A CRITICAL ASSESSMENT OF CHANGING PRACTICES OF TRAVEL AGENCIES AND TOUR OPERATION BUSINESS ON AMOUNT OF INFORMATION COMMUNICATION TECHNOLOGY (ICT)

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### ABSTRACT

*Specifically, the aim of this study is to better understand the role and use of ICT by analyzing its impact on the growth of supply of tourism-related topics. Tourism is a consequence of socio-economic circumstances linked to the growth of technology and innovation. The first section of the article provides an outline of the theoretical insights that support the thesis on the function of technology in tourism, including its related topics that tech techniques employed in context of transformational change in their internal and external environments. The current study analyzes business development, revenue generation, cost reduction, and reaching the customers. The article discusses the gaps between tourism business and ICT impact and suggests measures to fill such gaps in tourism businesses. To accomplish this, ICT must be seamlessly integrated into the tourism industry so that there is more access, availability of data, and availability.*

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**Keywords:** *Information Communication Technology, Socio-Economic Circumstances, Tourism Business.*

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### Introduction

There are numerous reasons why tourism is the world's largest business today. It has an actual high quantitative and qualitative growth dynamic as well as high growth potential in the future. We can speak of a revolution in the tourism products distribution process, communication with consumers and among business subjects, destination image (more accurate "mental maps") creation, information access and reduction of tourism products prices. We can also speak of a revolution in the tourism products transportation (Customer relationship management) (Zelenka, 2009). Many effects of tourism may be seen in the economic effects as well as different development effects such as job development and wealth prosperity via the implementation and co - ordination and services offered by the tourism industry. Tourist industry companies are included in this section as well. For the development of a value chain regardless of geography and company type, the previously emphasized involvement of entities, such as entities that carry out their mission in cooperation with other entities or integrate with other topics seems to be crucial. This emphasizes the necessity for new technology knowledge. As a result of network, clustering, and alliance building, ICT has the potential to enhance competitive performance, as well as provide customers with the variety of material they increasingly want. Integration of purchasing experiences is becoming more important. This involves not just buying but also design and produce and services in a way that targets customer segments on different new media mobile devices, such as iPods and Facebook. When it comes to IT awareness, i.e., the ability to use new technologies, ICT may bring about corporate transformation (Mihajlovi , 2012).

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### Literature Review

**(Sharma & Guleria, 2021)** In recent years, due to the huge expansion of the tourism industry, there is a demand for technological advancement which will help to facilitate the demand of customers. Incorporating RPA will be beneficial for industries like an airline, hotel, financial services, and so on. RPA can be helpful in eliminating manual and repetitive processes. This paper provides an insight into various business process models which exist for online travel agencies (OTA). The presented work proposed a framework for handling inventory of hotels and different processes which are previously carried out by humans. The proposed framework adds the capability to automatically assign the completed tasks to the quality check team once the inventory agent has completed the task and further reassignment of the task if the quality check "Fails". It also possesses the flexibility to redefine roles and responsibility of team lead, inventory agent, and quality check team.

**(Dr. S. M. Tariq & Is, 2019)** It was a technological era, and Information and Communication Technology (ICT) is the most significant of such technologies. As such, it is a powerful force that affects every area of human existence. As a result of its globalization, it has impacted the global social economic environment. Global growth and development are heavily reliant on a skilled workforce, which can only be achieved via quality education in the first place. In spite of the fact that ICT is a by-product of education, it has mostly been utilized by the private industry. It has profoundly altered business, society, government, and education practices and processes. There has been a steady shift in education methods and approaches, as well as in scientific research and access to knowledge as a result of this. For these causes and more, the author of this article has attempted an examination of ICT's function in education, challenges it faces, and impact on society. It has also attempted to investigate the possibilities for future growth and development.

**(Saini et al., 2016)** ICT plays an important role in research and enhancing the quality of the research conducted. The quality of research in India is improving due to the use of ICT, however the total quality of research is not up to par at this point. The higher education infrastructure in India is being studied by research organizations. The article discusses the general infrastructure, as well as the method of monitoring and controlling research quality. The availability of information and data and how it may be used to improve the research output of the nation is discussed. There are no Indian institutions included among the top 200 universities in the world, according to the Times Higher ranking. In the article, the system's responsibility for research quality is discussed. When it comes to improving research quality and research-informed teaching and learning, ICT can play a key role in increasing transparency and accountability.

### Methodology

This research uses a questionnaire/interview framework for methodological triangulation (mixed-method). This technique was identified and its application to the definition of convergent and divergent validity was highlighted initially by methodological triangulation. All the various researches show that information communication technology plays a very important role in Travel and Tourism for many functions, Internet, New methods for data processing have already established a new sector defined by a huge potential for growth and development, especially for data transmission and telecommunications. The new technologies and information methods have benefitted greatly the mainstream media across the globe. Besides tour operators, tour operators, hotels and many more tour operators in the area of tourism. Data analysis on SPSS 26.0 statistics package was used for the analysis of this study data. The statistical tools used for analyzing the primary data collected are the percentage method, average/mean scores, standard deviation, ANOVA etc.

### Objectives of the Study

- To ascertain the level of use of IT, along with the soft wares in use at present.
- To find out the consequential impact(s) of use a better i.e. user friendly and easy software.
- To suggest feasible steps towards abridging the gap between the existing and potential opportunities and develop a model/software keeping in minds the operational necessities of SMEs and specific requirements of the market.

### Result and Discussion

Based on the results, we can conclude that ICT plays a significant role in the growth of tourism and is, therefore, an unavoidable part of the industry's evolution. The majority of hotels and tourism organizations need to be updated with the most up-to-date ICT trends. Travel is one of the most essential aspects of tourism, therefore online reservations, especially for lodging, are essential.

**Table 1: Anova test on Impact of the Use of Friendly and Easy Software in Tours & Travel Agencies**

ANOVA			
	Mean Sq	F	Sig.
ICT has provided advantage to process and store files in a organized way	10.73453	16.48748	0.00
ICT has provided advantage to access information as a when required.	0.991065	1.126735	0.340326
Through ICT training has become easy.	9.030615	11.81621	0.01
Because of ICT now day's online services is the one-stop solution for all travel needs.	10.25309	17.15887	0.00
Through travel technology, online booking has become user-friendly and convenient	44.06444		0.02

In above table shows an impact of the use of friendly and easy software in tours & travel agencies. An ICT has provided advantage to process and store files in an organized way that's F value is 16.73 and sig value is 0.00 it's significant according to sig scale value. An ICT has provided advantage to access information as a when required a software in tours & travel agencies its sig value is 0.340 it's not significant is greater than 0.05 and F value is 1.126. Impact of the use of friendly and easy software in tours & travel agencies Because of ICT now days online services is the one-stop solution for all travel needs its sig value is 0.01 and F value is 11.81. A sig value is less than 0.05 that's the reason an ICT now days online services is the one-stop solution is necessary to all travels. Through travel technology, online booking has become user-friendly and convenient its sig value is 0.02 and F value is 17.15 its sig value is significant because of the value is less than 0.05 sig scale value.

**Table 2: ANOVA Test on Gap between the Existing and Potential Opportunities in Tours & Travel Agencies Related to ICT**

ANOVA			
	Mean Sq	F	Sig.
Because of ICT, everything can be done on one click	9.003	10.84	0.00
ICT is a Fast and secure method	4.506	4.403	0.05
Because of ICT One can plan his/ her trip in a few minutes.	1.121	0.930	0.427
Because of ICT anyone can packaged sites to buy flights, accommodation, car rentals in one go	4.98	8.409	0.00
ICT can help tourism business to understand how potential customers are looking for information and how they are going to place booking.	2.97	3.549	0.01
ICT can help tourism business to draw up a targeted marketing strategy which eventually help in increasing sales	4.984	8.409	0.002
ICT can help in making effective marketing strategy for a targeted potential guest at each and every stage of the travel cycle.	1.121	0.93	0.427
ICT can help in understanding the potential impact of the business and learning how to manage and control them.	6.521	9.69	0.003
Because of ICT now days online services are the one-stop solution for all travel needs.	10.25	17.15	0.00

In above table shows the Gap between the existing and potential opportunities in tours & travel agencies related to ICT. In the era of information and communications technologies (ICT), almost everything its F value is 10.84 and sig value is 0.00 is significant, ICT is a Fast and secure method its sig value of 0.05 and F value is 4.403 its shows neutral impact on significance level. ICT has made it possible to organize a journey in a matter of a few minutes its sig value is 0.42 is not significant ICT cannot plan his/ her trip in a few minutes and 0.93 is F value. As a result of ICT, anybody may purchase flights, hotels, and vehicle rentals all at once its sig value is 0.00 that shown significant impact and a F value is 8.40. ICT can help tourism business to understand how potential customers are looking for information and how they are going to place booking its sig value is 0.01 its significant and F value is 3.54. ICT can help tourism business to draw up a targeted marketing strategy which eventually help in increasing sales its sig value is 0.002 and F value is 8.45. ICT can help in making effective marketing strategy for a targeted potential guest at each and every stage of the travel cycle its sig value is F value is 0.930 and sig value is 0.42 is not significant, at every step of the trip cycle, ICT cannot assist in

developing a successful marketing plan for a targeted prospective visitor. ICT can help in understanding the potential impact of the business and learning how to manage and control them its sig value is 0.003 and F value is 9.69. ICT now days online services is the one-stop solution for all travel needs its sig value is 0.00 its significant and F value is 17.15. These days, internet services provide a one-stop solution for all travel requirements, thanks to the development.

### Conclusion

In order to enhance tourist business operations, it is necessary that the existing information and communications technology be updated, improved, and integrated smoothly both internally and externally. A single platform for ICT in tourism would benefit both service providers and customers. Customer needs must be matched with service dimensions, which requires the appropriate information communications technology tool to be selected. Proliferation of technology across the tourist distribution channels, and professionals utilize the new technologies to obtain information, select appropriate goods, and make bookings. As a result of the integration of ICTs, the tourist sector is able to grow and prosper. A travel agent's adjustments are based on the study of changes in the environment as well as market trends that indicate customer behavior. An individualized service should be created to suit the unique requirements of visitors as a result of these developments. While a service is sold, it's essential to consider the needs of visitors, but it's as important to consider them when the service is used, and ICT may aid. No technology can, however, substitute a human relationship with a travel agent who confirms client pleasure and fosters customer loyalty. The importance of integrating a human approach with ICT is important, with new technologies serving as complements rather than replacements. As a result of the new technologies, travel agencies may grow and communicate with clients and other organizations more easily, which is the basis for increasing competitiveness.

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