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## Role of Technology in promoting Tourism (with reference to Travel Agents of Krishna & Guntur Districts of Andhra Pradesh)

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### ABSTRACT

Tourism over the years has grown to be the largest and fastest growing industry not only in India but also in the world. Tourism has great importance in the economy and cultural development of India at present scenario. It promotes not only the employment among the youth but also the national integration. It makes awareness among the communities about the beauty and rich cultural heritage of the country. It promotes inter-regional relationship. Even in Andhra Pradesh tourism plays a vital role in the economic activities by promoting employment and cultural development. The main aim of this paper is to study the role of technology in promoting tourism in India. For this purpose the researcher selected Krishna and Guntur districts of Andhra Pradesh for data collection from the Travel Agents. Thus, a stratified random sampling method has been followed through which the sample size of Travel Agents is limited to 200 (100 from each district) and respondents are selected by random sampling method. Based on the study purpose, a research tool (questionnaire) is designed to collect data from the respondents. According to the data, it reveals that a rapid increase in travel agencies threatens morale values; therefore, the government has taken an initiative on all travel agencies and must pass strict guidelines on professional ethics and moral values, it is observed dissatisfaction from the Travel Agents regarding transparency of technology in the availability of accommodation and travel costs in tourism. It is suggested that there should be proper reliability in providing information about accommodation and travel cost in tourism through technology.

Keywords: Technology, promoting Tourism, Travel Agents etc.

## Introduction

Communication technology is the foundation for any commercial relationship between subjects of production and consumption. There have been many technological changes in the communication market since oral transmission to the printing press to telephones to television and electronics, or "information technology." A new era of marketing communications has been ushered in by electronic technology, which has made it possible for market participants to communicate at a distance for the first time in human history. Using a network of communication satellites, the Internet has been able to transfer information at the fastest speed across the globe. As a collection of interconnected networks, the Internet is the world's largest computer system, allowing millions of users to access, process, and exchange data. Internet users have global access to a vast amount of data, which is available whenever and wherever they want it. In all electronic sectors, the Internet offers a new method of doing business. As a result of information gathered from the Internet, various tourism industry business strategies are developed. The Internet has opened up a new avenue for the tourism industry to meet the demands, needs, and desires of consumers by promoting and selling services and products.

### Technology at present scenario

The travel and tourism industry relies heavily on technological innovations. The rise of technology in the travel industry is truly reshaping the industry. Customer satisfaction and profitability can both benefit from it. Travel companies can now offer a better experience to their customers thanks to advances in technology. Companies in the travel industry are turning to digital lenders for business loans as they expand and adopt new technologies to improve the customer experience and other aspects. Some of these are discussed below:

**1. Recognition Technology (RT):** Other biometric identification methods, such as retina scanning and facial recognition, are included in the high-end recognition technology. For the travel industry, this technology holds tremendous promise. It aids in the identification of a tourist's character and the gathering of his data. In addition, it provides security and helps employees remain cautious in the event that they need to take action. Since it makes authorization simple and quick, this technology is essential for payment procedures.

**2. Internet Of Things (IOT):** This emerging travel technology trend is known as the Internet of Things, and it involves regular devices being able to communicate with each other via the internet. An AC/heater/light control device can be installed in hotel rooms in order to provide guests with a single point of control for all of their hotel room's amenities. While this is going on, sensors are being used to install luggage cases in airports, which alert travelers as they pass by.

**3. Virtual Reality (VR):** Global tourists can now enjoy a completely different type of experience thanks to virtual reality. Tourists can, for example, experience a surfing adventure using a 360-degree virtual video. As a result, travel activity marketplaces are also employing the same technology to give their users a taste of adventure before they book any activity. In addition to helping tourists make a more informed decision, this feature is a big draw for businesses.

**4. Drones:** People prefer to travel and are eager to tell others about their adventures. These days, consumer-grade drones equipped with cameras are in high demand. Photographs and video taken by travelers, as well as their own impressions of the places they've visited, can serve as inspiration for others to embark on their own journeys. Using these drones, people can go on vacation and get incredible aerial shots of their adventures that a smart phone or camera could not capture. Additionally, the use of social media platforms such as Facebook and Twitter is critical in this process..

**5. Artificial Intelligence (AI):** Artificial intelligence (AI) is the driving force behind a slew of new travel-related innovations and technologies. Robots, Travel Bots or Chatbots, and Machine Learning are the three main categories that this technology divides the industry into aside from saving time and money in the long run, artificial intelligence has the potential to speed up processes that would otherwise require human intervention or extensive training.

**6. Online Booking:** Nowadays, many people prefer to book their travel plans online. The majority of travel-related activities, including tours, flights, lodging, and so on, are now booked online. Tourists can now easily compare a wide range of offers online and pick the ones that best suit their needs and preferences. Choosing and booking a tour with a reputable travel company can be done entirely online. Online booking, purchasing, and receiving of itineraries are all made possible by an online. The website of a hotel offers the possibility of booking a room as well as other services.

**7. Augmented Reality (AR):** This technology is similar to virtual reality, but instead of replacing a person's actual surroundings, it enhances them. This new trend in technology has the advantage of being less expensive than virtual reality, and all users need is a mobile device that can connect to the internet. Using graphical overlays, those in the travel industry can greatly enhance the customer experience, providing valuable information or even perfect entertainment to their clients. Effects and filters, for example, can be applied to images by applications. As a client points their mobile device at them, information about local destinations can also be shown, providing details at the exact time that it's most appropriate.

### **Role of technology in Tourism**

Technology has infiltrated every aspect in human being life, changing how we work, how we learn and how we shop. It's inevitable that our devices begin to reflect our civic aspirations – our desires to connect with others and to contribute to the world around us. Therefore, technology plays a very important role in making tourism flourish. Technology has helped to replace costly human labor with technical labor in the tourism and hospitality industries. It helps to minimize labor costs but also helps to prevent issues with customer service.

On the other hand, Information Technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. This helps reduce labor costs, but also helps to avoid customer service issues. Thus the role of technology in tourism influences on various aspects to the Travel Agents. Some of those are discussed below:

Travel agents can now research, book, and confirm travel via the internet. When it comes to collecting payments from clients and remitting balances to vendors, agents no longer need to keep hard-copy files on their clients or spend a lot of time doing so. To book a trip in minutes rather than hours, an agency's travel partners can be easily communicated through high-speed Internet. Customers are happier, and partners are able to plan their staffing more effectively.

### **Technology in booking lodging and boarding facilities**

Information Technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. This helps to reduce labor costs, but also helps to avoid customer service issues.

### **In the selection of tourist places**

The tourism and travel industry relies heavily on technology, which helps the business to run more efficiently and enhances the customer experience. Because of this, hotels, airlines, restaurants, and other businesses in the travel industry must keep up with the latest technology trends.

### **In case of Employment**

Machines have aided workers in increasing output for much of human history. Contrary to popular belief, technological advancements have consistently resulted in the creation of new jobs rather than the displacement of existing ones. Labor productivity has always risen in tandem with the number of jobs created.

Because technology improves productivity, it reduces the burden on workers and eliminates their obligation to perform tedious tasks. Consequently, workers must acquire new skills in order to remain employed. It's just that workers need to be trained for the new positions that have been created.

### **Literature review**

According to Heqing et al. (2021) people's desire for spiritual culture has grown as living standards have improved. So they people travel priorities have shifted from simple experiences to ones that are more in-depth and enriching. Travel can help them expand their horizons and improve their spirituality. According to the author tourism was one of the first industries to fully embrace network technology when it was first introduced. After years of study and experimentation, tourism-related e-commerce has exploded in popularity. This paper aims to provide readers with some ideas and directions for the future growth of custom tourism by discussing both e-commerce tourism and custom tourism. In this study the data reveals 79.84 percent of customers said they would be more likely to purchase the same or similar products again after using big data-driven travel customization services. Data mining and classification of tourism big data enables personalised travel search services. There is also a strong case for the use of big data technology in the provision of bespoke tourism development services.

Tom Van Nuenen and Caroline Scarles (2021) discussed in their article that increasing familiarity, responsiveness, and responsibility are all made possible by digital technology. From user-generated content and associated interactive digital platforms, to ramification embedded within these, immersive mixed-reality media and augmented reality, and the changes in tourist behavior that have paralleled these digital developments, we examine the impact of the proliferation of interactive digital platforms and solutions on tourism practice and behavior. The use of AI in tourism, and the methodological potential of digital technology for tourism studies, is also examined in this course.

Viana Hassan (2020) opined that an IT-enabled service in tourism allows travelers to book their own desired services, look up gateway destinations on the web, compare prices on their travel and lodging all with a single click is referred to as a 'travel technology'. In the beginning, it was associated with the airline industry's Computer Reservations System (CRS), but it is now used more widely, encompassing the broader tourism industry as a whole. Because of the rapid advancements in information and travel technology in the twenty-first century, the majority of travel agencies have shifted their focus to online sales, making it possible for customers to book trips outside of normal business hours. The findings shows that the Lebanese outbound market relies on travel agencies to organize their packages, while some travel agencies have specialised in certain types of travel, such as religious travel and medical travel, for example. Convenience, trust, and money's usefulness were the primary driving forces behind this decision. Contrary to popular belief, technology actually enhances the reputation of large agencies while harming smaller ones, many of which have shut down or merged with larger ones.

Suneel Kumar, Shekhar (2020), in their study aimed to identify the factors that drive the tourism industry to adopt digitalization and establish a hierarchical relationship among them. It also examines how digitalization affects the tourism industry as a whole. Other challenges in the tourism industry's digitalization process have been identified and solutions proposed to address these issues. Digitalization in the industry is the focus of this research, which uses ISM (interpretive structural modeling). It is used to identify the nature of the factors identified in the framework developed by MICMAC (cross-impact matrix multiplication applied to classification). According to the results of the adopted strategy, the growing importance of the sharing economy and the widespread use of social media are important factors in the tourism industry's move toward digitalization. As a result of this study, strategy makers will be able to identify and focus more on the factors that drive the digitalization system and effectively address the various flaws in the process.

Gossling (2020) said digital innovation, consumer-business interactions, and platform reliance have all had a significant impact on the tourism industry, which is perhaps digitalization of the tourism economy; much less attention has been paid to the impacts on the Sustainable Development Goals.

Stefan Gosling (2020) said that in order to address these issues, this special issue on technology and tourism includes topics such as "digital detox" tourism, the role of social networks in food stag ramming, virtual reality tours to explore tourist attractions from the comfort of your own home, teaching simulations to improve learning about systems, big data analysis to determine the prevalence of environmental interest, as well as regulatory demands on platforms to comply with environmental regulations. The paper concludes that technology and ICTs can only contribute to the SDGs in limited ways, and that significant efforts are needed to realize its full potential.

Today, no one doubts that technology and travel are an ideal match. This collective force also has a significant impact on our travel habits, from where we go on vacation to what we do while we're there and even after we get back home. According to a Google Travel study, 74% of travelers plan their trips online, while only 13% still use travel agencies to plan them (Belen Vidal, 2019). This paradigm shift has also been influenced by millennial's. In their spare time, they like to travel and experiment with cutting-edge technology. There is a new way of thinking about a trip because of this combined interest in social media, apps, blogs, and so on. As the industry becomes more aware of this trend, it has also adapted its business model and product offerings in order to attract this sought-after demographic.

Nagaraj\_Samala, et al. (2019) aimed to shed light on the importance of AI and robotics in the travel and tourism sector. Tourist service and customer experience are being improved by integrating a variety of new technologies. This paper focuses on the expected changes and challenges in tourism in the future. In the form of a point of view, a comprehensive investigation into how AI and robotics are being used in the tourism industry is made. The study observed AI and robotics are expected to have a positive impact on tourism marketing, making it easier for visitors to have a better overall experience. Travel, Tourism & Hospitality can benefit from new emerging technologies like chat bots, virtual reality, and language translators.

Anand Bethapudi (2013) said that in tourism, travel and hospitality industries ICT plays a significant role. For a tourism business to be successful, ICT integration is a necessity. From any location, at any time, an individual can access information about tourism products via ICT. After the rise of mobile computers, web technologies, etc., businesses in the tourism industry can now reach their target customers around the world with a single click of the keypad. A questionnaire was administered to 112 Indian tourism, travel, and hospitality executives, including the company's MD, director, general manager, team leader, and senior manager. In this research, we look at how to grow a business, generate revenue, reduce costs, and get your product or service in front of customers. Tourism businesses and ICT influence are explained in this paper, with recommendations for how they can be filled. The long-term objective is to merge tourism and information technology so that more people can easily access, see, and take advantage of the wide range of goods and services available..

According to Khare & Anshuman (2010) increased online transaction use and the rapid growth of India's travel industry have resulted in the merging of technology and travel planning. Modern travellers are looking for interactive facilities, high-quality travel services, a wide range of information on products, and relevant information to help them make decisions, according to research from around the world. Customer needs and technology integration are intertwined in the travel industry because of the high degree of intangibility. The advancements in technology have had a significant impact on the travel and tourism industry, as they have on so many others. Our study examines the satisfaction of Indian customers with online travel websites. According to the findings, online travel companies' emphasis on customer service convenience has a significant impact on Indian consumers. Consumers, on the other hand, are more concerned with other aspects of an online travel website's service than they are with trust and security when making financial transactions. The Indian customer will be encouraged to use these websites for vacation planning if the services offered by these websites are improved along with the display of relevant information about destinations.

### **Need and significance of the study**

Tourism is the largest and fastest growing industry not only in India but also in the world. Tourism has great impact on the economy and cultural development of India at present scenario. It promotes not only the employment among the youth but also the national integration. It promotes inter-regional relationship. Even in Andhra Pradesh tourism plays a vital role in the economic activities with promoting employment and cultural development. Andhra Pradesh Tourism has always been the frontrunner in attracting greatest number of tourists, inland and foreign, as it boasts of a naturally, ecologically, culturally and religiously rich and diverse variety of tourist destinations that are treasures of visual treat where one can continuously explore new experiences of visitor gratification and delight. Bounding in natural resources, the state of Andhra Pradesh having the longest eastern coastline and with a trail of Buddha Period glory, houses and holds many heritage sites adorned with pristine splendor, the forts, citadels and architectural masterpieces built by the past Royal hegemony and its noble Emperors. The magnificent palaces and places, monuments, memorials, tombs and stately structures built by them reflect the art and craftsmanship, architecture and culture that originated on this land.

### **Objectives**

1. To study the role of technology in Tourism which is used by Travel Agents of Krishna and Guntur districts
2. To analyze the perceptive score analysis on the role of technology in promoting tourism
3. To distinguish the perceptions of various demographic groups of Travel Agents on role of technology in the promoting of tourism.

### **Methodology**

The main aim of this paper is to study the role of technology in promoting tourism. For this purpose ,the researcher has selected Krishna and Guntur districts Travel Agents in Andhra Pradesh State as a case study. Thus, a stratified random sampling method has been followed through which the sample size of Travel Agents is limited to 200 (100 from each district) and respondents are selected by random sampling method. A research tool (questionnaire) is designed to collect data from the respondents. Sample of the study is categorically presented as follows-

## Sample and sampling method

While the paper represents the perceptual analysis of Travel Agents on role of technology in promoting tourism, the data was collected from the Travel Agents in Krishna and Guntur districts. The distribution of these samples as per their demographic profile is presented in the following table.

**Table-1: Distribution of travel agents by their demographic variables**

Demography Profile	Variables	N	percentage
Districts	Krishna	100	50.0
	Guntur	100	50.0
Gender	Male	116	58.0
	Female	84	42.0
Age – group	Below 30 years	63	31.5
	30-40 years	93	46.5
	41-50 years &above	44	22.0
Education qualification	Under Graduation	74	37.0
	Graduate	94	47.0
	Post Graduate	32	16.0
Marital Status	Unmarried	57	28.5
	Married	104	52.0
	Divorced /Widowed	39	19.5
Annual income (in rupees)	Below 1 lakh	60	82.5
	1 - 2 lakhs	85	7.0
	2-3. lakhs	14	11.0
	3-5 lakhs	22	9.5
	Above 5 lakhs	19	30.0
	Total	200	100.0

The distribution of sample Travel Agents according to their demographic profile is presented in the Table-1. The data reveals that both the districts have Travel Agents i.e. 50.0 percent each. According to the gender distribution male Travel Agents (58.0%) are found higher than their female counterpart (42.0%). The age-group wise distribution of the respondents shows that a dominated group of 46.5 percent is in the age group of 30-40 years followed by 31.5 percent in below 30 years group and the rest of 22.0 percent are in the age group of 41-50 years. As per their education qualifications 47.0 percent of Travel Agents are graduates, and from the remaining 37.0 percent are under graduates and 16.0 percent are post graduates. The marital status of the respondent's shows above fifty percent (52.0%) is married and from the rest 28.5 percent are unmarried and 19.2 percent are divorced or widowed. Finally the distribution of the Travel Agents by their income levels indicate that a predominant group of 82.5 percent are earning below 1 lakh and from the remaining 7.0 percent earn 1-2 lakhs, 11.0 percent earn 2-3 lakhs, 9.5 percent earn 3-5 lakhs and the rest of 30.0 percent earn above 5 lakhs Significantly.

## Data Analysis

The perceptions of the respondents have presented in the following Table-2. It indicates the perceptions of the Travel Agents on role of technology in promoting tourism. In the statement of the Technology in tourism decreased the opportunities for local people in getting empowerment it is observed that 42.5 percent are strongly agreed, 27.0 percent said strongly disagreed and 17.0 percent said disagreed. A rapid increase in Travel Agencies threatens the values of morale it is found that 44.5 percent are perceived by strongly agreed and 34.0 percent are disagreed. There is increase in congestion and heavy traffic in transportation due to online booking facility in tourism it shows that 59.5 percent are agreed and 32.0 percent said strongly agreed. There is transparency in availability of accommodation and travelling charges of tourism through technology it is found that 37.0 percent said strongly agreed and 31.0 percent said disagreed. Among the Travel Agencies sometimes create artificial crowd in tourism places it shows that 37.5 percent are appearing strongly agreed and 24.5 percent are appearing undecided by the study.

**Table-2: Perceptions of Travel Agents on role of technology in promoting tourism**

S.L No	Promoting tourism	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
1	Technology in tourism decreased the opportunities for local people in getting empowerment	54 (27.0)	34 (17.0)	13 (6.5)	14 (7.0)	85 (42.5)	<b>200</b> <b>(100.0)</b>
2	A rapid increase in Travel Agencies threatens the values of morale	22 (11.0)	68 (34.0)	8 (4.0)	13 (6.5)	89 (44.5)	<b>200</b> <b>(100.0)</b>
3	There is increase in congestion and heavy traffic in transportation due to online booking facility in tourism	12 (6.0)	33 (16.5)	32 (16.0)	59 (29.5)	64 (32.0)	<b>200</b> <b>(100.0)</b>
4	There is a transparency in availability of accommodation and travelling charges of tourism through technology	22 (11.0)	62 (31.0)	19 (9.5)	23 (11.5)	74 (37.0)	<b>200</b> <b>(100.0)</b>
5	Sometimes Travel Agencies create artificial crowd in tourism places	11 (5.5)	24 (12.0)	49 (24.5)	41 (20.5)	75 (37.5)	<b>200</b> <b>(100.0)</b>
6	Technology diminishes the confidence of tourists on Travel Agencies	26 (13.0)	9 (4.5)	49 (24.5)	73 (36.5)	43 (21.5)	<b>200</b> <b>(100.0)</b>
7	Travel Agencies migrate to other professions due to lack of confidence on their self-esteem	26 (13.0)	4 (2.0)	40 (20.0)	51 (25.5)	79 (39.5)	<b>200</b> <b>(100.0)</b>
8	Issues of technology are unrealized expectations associated with tourism development	73 (36.5)	21 (10.5)	10 (5.0)	16 (8.0)	80 (40.0)	<b>200</b> <b>(100.0)</b>
9	Now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism	79 (39.5)	17 (8.5)	10 (5.0)	35 (17.5)	59 (29.5)	<b>200</b> <b>(100.0)</b>
10	Traveling agencies may gradually disappear due to involvement of technology	15 (7.5)	68 (34.0)	11 (5.5)	13 (6.5)	93 (46.5)	<b>200</b> <b>(100.0)</b>

Technology in tourism has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both tourists and Travel Agents can benefit from improved communication, reservations, and guest service systems through technology. Since, the data reveals that 42.5 percent strongly agreed and 7.0 percent agreed that technology in tourism decreased the opportunities for local people in getting empowerment. Moreover, 44.5 percent Travel Agents strongly agreed and 6.5 percent agreed that a rapid increase in Travel Agencies threatens the values of morale, but 34.0 percent disagree and 11.0 percent strongly disagree in this regard.

According to the data it shows that 32.0 percent Travel Agents strongly agree and 59.5 percent agreed with the statement 'There is an increase in congestion and heavy traffic in transportation due to online booking facility in tourism' on the other hand 16.5 percent disagreed and 6.0 percent strongly disagreed for this, but 16.0 percent undecided.

Since, there is transparency in availability of accommodation and travelling charges of tourism through technology, 37.0 percent Travel Agents strongly agreed and 11.5 percent agreed, but 31.0 percent disagreed and 11.0 percent strongly disagreed with this.

Regarding artificial crowd in tourism places created by Travel Agencies the data shows that 37.5 percent strongly agreed and 20.5 percent agreed, but 12.0 percent disagree, 5.5 percent strongly disagree and 24.5 percent undecided.

As per the perceptions of Travel Agents 21.5 percent strongly agreed and 36.5 percent agreed that technology diminishes the confidence of tourists on Travel Agencies, whereas 13.0 percent disagreed, 4.5 percent strongly disagreed and 24.5 percent undecided in this regard.

It is unfortunate to note that 39.5 percent strongly agreed and 25.5 percent agreed that Travel Agencies migrate to other professions due to lack of confidence on their self-esteem, moreover 13.0 percent strongly disagree and 2.0 percent disagreed for this, but 20.0 percent undecided.

It is found that 40.0 percent strongly agreed and 8.0 percent agreed that issues of technology are unrealized expectations associated with tourism development, but 36.5 percent strongly disagree and 10.5 percent disagree.

Due to advanced technology most of the tourists are having transparency in travelling, booking and cost related aspects in tourism. So, now-a-days 29.5 percent respondents strongly agree and 17.5 percent agree for Travel Agencies feel inferior about their profession, but at the same time 8.5 percent disagree and 39.5 percent strongly disagree for this.

While development of technology in tourism impact more on tourists as well as Travel Agents, in future the tourists may plane their tours in booking, travelling, selecting, etc., through technology by themselves. In this regard 46.5 percent strongly agreed and 6.5 percent greed that travel agencies may gradually disappear due to involvement of technology, whereas 7.5 percent strongly disagreed and 34.0 percent disagreed for this.

**Table-3: Rank order priority given by the Travel Agents on role of technology in promoting tourism**

S.L No	Promoting tourism	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total	
	Scale Value (SV)	1	2	3	4	5		
1	Technology in tourism decreased the opportunities for local people in getting empowerment	54	34	13	14	85	200	
	<b>Frequency x Scale Value</b>	<b>54</b>	<b>68</b>	<b>39</b>	<b>56</b>	<b>425</b>	<b>642 - VIII</b>	
2	A rapid increase in Travel Agencies threatens the values of morale	22	68	8	13	89	200	
	<b>Frequency x Scale Value</b>	<b>22</b>	<b>136</b>	<b>24</b>	<b>52</b>	<b>445</b>	<b>679 - VI</b>	
3	There is increase in congestion and heavy traffic in transportation due to online booking facility in tourism	12	33	32	59	64	200	
	<b>Frequency x Scale Value</b>	<b>12</b>	<b>66</b>	<b>96</b>	<b>236</b>	<b>320</b>	<b>730 - III</b>	
4	There is transparency in availability of accommodation and travelling charges of tourism through technology	22	62	19	23	74	200	
	<b>Frequency x Scale Value</b>	<b>22</b>	<b>124</b>	<b>57</b>	<b>92</b>	<b>370</b>	<b>665 - VII</b>	
5	Sometimes Travel Agencies create artificial crowd in tourism places	11	24	49	41	75	200	
	<b>Frequency x Scale Value</b>	<b>11</b>	<b>48</b>	<b>147</b>	<b>164</b>	<b>375</b>	<b>745 - II</b>	
6	Technology diminishes the confidence of tourists on Travel Agencies	26	9	49	73	43	200	
	<b>Frequency x Scale Value</b>	<b>26</b>	<b>18</b>	<b>147</b>	<b>292</b>	<b>215</b>	<b>698 - V</b>	
7	Travel Agencies migrate to other professions due to lack of confidence on their self-esteem	26	4	40	51	79	200	
	<b>Frequency x Scale Value</b>	<b>26</b>	<b>8</b>	<b>120</b>	<b>204</b>	<b>395</b>	<b>753 - I</b>	
8	Issues of technology are unrealized expectations associated with tourism development	73	21	10	16	80	200	
	<b>Frequency x Scale Value</b>	<b>73</b>	<b>42</b>	<b>30</b>	<b>64</b>	<b>400</b>	<b>609 - IX</b>	
9	Now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism	79	17	10	35	59	200	
	<b>Frequency x Scale Value</b>	<b>79</b>	<b>34</b>	<b>30</b>	<b>140</b>	<b>295</b>	<b>578 - X</b>	
10	Traveling agencies may gradually disappear due to involvement of technology	15	68	11	13	93	200	
	<b>Frequency x Scale Value</b>	<b>15</b>	<b>136</b>	<b>33</b>	<b>52</b>	<b>465</b>	<b>701 - IV</b>	
	Total score for Expectations of the employees from training and development programmes						6800	
	Maximum Possible Score	5 (Maximum score points) X 200 (number of respondents) X 10(number of statements)						10000
	Percentage of score of Expectations of the employees from training and development programmes	Total score for general working condition display/Maximum Possible Score X 100						68.0
	Average							680

The rank order priority given by the Travel Agents on to the statements related to role of technology in promoting tourism is presented in the Table-3. It is observed from the data that the first rank has been given to the statement of the Travel Agencies migrate to other professions due to lack of confidence on their self-esteem which secured the score of 753 followed by the second rank to the statements about the sometimes Travel Agencies create artificial crowd in tourism places with a score of 745.

The third and fourth ranks are given to the statements, there is an increase in congestion and heavy traffic in transportation due to online booking facility in tourism and travel agencies may gradually disappear due to involvement of technology with the score values of 730 and 701 respectively. In this process the fifth and sixth ranks go to the statements about Technology diminishes the confidence of tourists on travel agencies and a rapid increase in Travel Agencies threatens the values of morale with respective scores of 698 and 679.

The seventh and eighth ranks are given to the statements to the transparency in availability of accommodation and travelling charges of tourism through technology and technology in tourism decreased the opportunities for local people in getting empowerment with the score values of 665 and 642 respectively. Finally the ninth and tenth ranks are given to the statement about the issues of technology are unrealized expectations associated with tourism development and now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism which acquires score values of 609



and 578. According to the data it shows that the maximum possible score related to solid waste management is 10000, where the total score has been perceived by the respondents was 6800. With these scores the average score was 680 which indicate 68.0 percent to the total score.

Thus the statements showed in the above table have been divided into two groups, According to the average score. (680) The statement which scored more than average score are considered as more positive statements and the statements which scored less than average score are considered as less positive statements.

#### **More positive statements:**

1. Travel Agencies migrate to other professions due to lack of confidence on their self-esteem.
2. Sometimes Travel Agencies create artificial crowd in tourism places.
3. There is increase in congestion and heavy traffic in transportation due to online booking facility in tourism.
4. Traveling agencies may gradually disappear due to involvement of latest technology.
5. Technology diminishes the confidence of tourists on Travel Agencies.

#### **Less positive statements:**

6. A rapid increase in Travel Agencies threatens the values of morale.
7. There is transparency in availability of accommodation and travelling charges of tourism due to technology.
8. Technology in tourism decreased the opportunities for local people in getting empowerment.
9. Issues of technology are unrealized expectations associated with tourism development
10. Now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism

From the above analysis, it can be understood that due to perceptual score analysis of respondents on promoting tourism of the Travel Agents area there are ten statements. It is noticed from the data that highest number of respondents is given to the statement that Travel Agencies migrate to other professions due to lack of confidence on their self-esteem, with a scale value of 753, whereas the lowest number of respondents is given to the statement that Now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism, which is carrying a scale value of 578.

The perceptive score analysis of promoting tourism in India in various demographic profiles on influenced factors of promoting tourism, it is observed that between two districts groups in promoting tourism. The average perceptive score of Krishna is 37.30 found higher than the average perceptive score of Guntur (30.70), and their respective standard deviation are 8.166 and 6.376 Since the calculated f value 6.371 indicates that there is significant level at 1% because p value is 0.000. This infers that there is significant difference in the perceptions of Krishna and Guntur towards schedule promoting tourism.

It is observed that between male and female groups in promoting tourism. The average perceptive score of male is 33.97 found higher than the average perceptive score of female 34.05 and their respective standard deviation are 7.748 and 8.431. Since the calculated f value 0.070 indicates that there have not significant because p value is 0.944. This infers that there is no significant in the perceptions of male and female towards promoting tourism.

It is found that the average score of different age-group respondents on the impact of absenteeism on individual performance shows maximum by 30-40 years age-group (36.18) respondents and the minimum by below 30 years age-group(32.16). With these mean value differences among the groups the calculated f-value 6.816 is significant because the p-value 0.001 is higher than 0.01. These infers than there is significant different among different age-group respondents in their perceptions on influenced factors of promoting tourism.

**Table-4: Perceptive score analysis of various demographic groups of Travel Agents on role of technology in promoting tourism**

Demography Profile	Variables	N	Mean	Std. Dev	Std. Err	f-value	p-value
Districts	Krishna	100	37.30	8.166	0.817	6.371**	0.000
	Guntur	100	30.70	6.376	0.638		
Gender	Male	116	33.97	7.748	0.719	0.070	0.944
	Female	84	34.05	8.431	0.920		
Age – group	Below 30 years	63	32.16	7.700	0.970	6.816**	0.001
	30-40 years	93	36.18	7.997	0.829		
	41-50 years	44	32.02	7.494	1.130		
	Total	200	34.00	8.021	0.567		
Education qualification	Under Graduation	74	34.39	8.371	0.973	0.787	0.457
	Graduate	94	34.24	7.457	0.769		
	Post Graduate	32	32.38	8.827	1.560		
	Total	200	34.00	8.021	0.567		
Marital Status	Unmarried	57	31.91	7.327	0.971	6.168**	0.003
	Married	104	35.87	7.870	0.772		
	Divorced /Widowed	39	32.08	8.371	1.340		
	Total	200	34.00	8.021	0.567		
Annual income	Below 1 lakhs	60	34.42	7.701	0.994	0.812	0.519
	1 - 2 lakhs	85	33.36	7.951	0.862		
	2-3. lakhs	14	31.71	9.261	2.475		
	3-5 lakhs	22	35.64	7.694	1.640		
	Above 5 lakhs	19	35.32	8.907	2.043		
	Total	200	34.00	8.021	0.567		

\* Significant level @ 5% \*\* Significant level @ 1%

According to the education qualification difference among the respondents there perceptive score analysis on absenteeism impact on individual performance shows the highest average score perceived by under-graduate (34.39) and the least average score perceived by post-graduate (32.38). Hence the calculated f-value 0.787 is not significant because the p-value is 0.457. This indicates that there is no significant difference among different education qualification group respondents towards Influenced Factors of Promoting tourism.

The average perceived score towards impact of absenteeism on individual performance between marital status shows that 35.87 perceived by married which more than 32.08 perceived by divorce/widowed. With these different mean values the tested f-value 6.168 is indicated any significant, whereas the p-value is 0.003. These infers that this significant difference between marital status in their perception towards influenced factors of promoting tourism.

Regarding the perceptive of different annual income group of respondents the average perceived score towards influenced factors of promoting tourism indicates that the highest average score of 34.42 perceived by below 1 lakhs group respondents and the least average score (31.71) perceived by less than 2-3 lakhs group respondents. In these regard the calculated f-value 0.812 is not significant because the p-value 0.519. Therefore it infers that this significant difference between annual income in their perception towards influenced factors of promoting tourism.

## Discussion

The data reveals about the role of technology on promoting tourism indicate that 65.0 percent of travel agents from agencies migrate to other professions due to a lack of self-esteem; 58.0 percent of the agents obey that sometimes they create artificial crowds in tourism places; 91.5 percent of respondents believe that online booking facilities in tourism have resulted in increased congestion and heavy traffic in transportation; 53.0 percent of agents believe that technology has eroded tourists' trust in travel agencies; and 58.0 percent of agents believed that technology has eroded tourists' trust in travel agencies.

Perceptive score analysis of data on the role of technology in promoting tourism reveals that 51.0 percent of agents obeyed a rapid increase in travel agencies threatens morale values; 48.5 percent of tourism agents agreed that there is transparency in the availability of accommodation and travel charges of tourism through technology; 49.5 percent of respondents claimed that technology in tourism reduced opportunities for local people to gain employment and 48.0 percent of tourism agents stated that technology issues are unrealized expectations associated with tourism development; nowadays, 47.0 percent of Travel Agents feel inferior about their profession due to advanced technology in tourism .

## Conclusion

According to the study, a rapid increase in travel agencies threatens morale values, the government has to take an initiative on all travel agencies and must pass strict guidelines on professional ethics and moral values, it is observed dissatisfaction from the Travel Agents with transparency of technology in the availability of accommodation and travel costs in tourism, so it is suggested that there should be proper reliability in providing information about accommodation and travel cost in tourism through technology. As per data, some of the agents dissatisfied with the fact that technology in tourism has reduced opportunities for local people to gain employment, as a result, all travel agencies will give local people first priority in recruitment in order to reveal more knowledge about the culture/place-value; moreover Travel Agents opined that there are issues in technology and invisible exceptions of tourism development, so the government has to be transparent in the development activities of tourism and technology which will reach the public from all categories concerned. Some of the agents felt now-a-days Travel Agencies feel inferior about their profession due to advanced technology in tourism, thereby, it is suggested that the government has to allot some percentage of public services like allotment of tickets (air, train, bus, etc), reservation of accommodations, etc to the Travel Agents particularly and give some special incentives to encourage them for their satisfaction & happiness.

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