



A critical evaluation to analyse the effectiveness of selling holiday packages using the Internet-E-commerce in aristo travels London

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Abstract

This is to evaluate and to bring out the effectiveness of selling the holiday packages using the internet. In our day to day life tourism has become an main part and people really try to gain them as much they can. And everyone likes to travel and there are different means for travelling and there are many tour operators to arrange the tours and even many organisation deals up with this. Tour operators sell directly to the public, and also through travel agents. Tourism products are different from other products in many ways. First, they are intangible and perishable products that cannot be shipped or stored. If seats on a flight are not sold, this loss cannot be regained. Second, prices for tourism products are generally volatile and follow seasonal price patterns. The price of a hotel room changes according to supply and demand. And by this demand each tour operator and travel agency reduces their prices.

Keywords: critical, evaluation, effectiveness, internet-e-commerce

Introduction

This is to evaluate and to bring out the effectiveness of selling the holiday packages using the internet. In our day to day life tourism has become a main part and people really try to gain them as much they can. And everyone likes to travel and there are different means for travelling and there are many tour operators to arrange the tours and even many organisation deals up with this. Tour operators sell directly to the public, and also through travel agents. Tourism products are different from other products in many ways. First, they are intangible and perishable products that cannot be shipped or stored. If seats on a flight are not sold, this loss cannot be regained. Second, prices for tourism products are generally volatile and follow seasonal price patterns. The price of a hotel room changes according to supply and demand. And by this demand each tour operator and travel agency reduces their prices.

Aims and objectives

The aim of this study is to critically analysis the effectiveness of using E-commerce for selling holiday packages in Aristo travels, London. E-commerce is not a product in which it can be seen or felt. It is involved in the service sector and the objective for the study is to find the data of the two aspects such as e-commerce booking and the booking used without e-commerce. So by doing these things it is clear that an answer can be found. And this study also analyses how far the companies can efficiently co-ordinate this strategy without making a great economic deviation in the economy

Literature Review

According to "Alexander Eybl" he states the different auction methods being given out from the internet. The future tourism will have many changes and this changes will not affect the e-commerce or the auction methods of booking holiday

packages through internet. Future trends for e-Tourism Services could be the following: "Virtual tourists" will have an increasing demand for multi-media travel information thereby increasing tangibility. Interactive TV and mobile devices will increasingly be used for the distribution of tourism products and services, reducing perishability (REALLY last minute deals!) and finally products and services will reach a much higher level of personalisation together with a corresponding demand. The will be a big demand for the tourism and the reason behind this is time.

Also Prof. K.V. Bhanumurthy she clearly define that tourism has an emerging trend and Tourist attractions of what on earth type would be of modest significance if their location are unreachable by the regular way of transport. A traveler in order to get to his purpose needs a few form of transport. This mode may be a motor car, a train, an airplane, a ship or a bus which enable him to reach his fixed destination. If tourist destination are situated at places where there is no mean for transport the tourism doesn't develop in those places. And for this if there are transportation then the mean for booking is travel agents, tour operator and the next will be internet booking (i.e.) e-commerce. And this is mainly usefull in imperative time for the customers. When one needs to book his tickets at the last moment his only option his mind thinks is e-commerce. And for the holiday packages too. This indicates how positively tourism web sites have been developing in the last few years, such as the improvement of their interfaces as well as their very rich content and promotional offers. 90% of business and/or leisure travellers consider that the most important function on an internet web site is to have access to the lowest fares, flights, hotels or car rentals. So many travellers consider the ability to find the lowest fare as the most important function on an internet web site indicates a typical general behaviour that favour discount

offers on the e-Tourism sector

The information which are already collected and used in research is known to be secondary research. The information which already taken by others. This information's are mainly taken for clarification and analysis. If u want to find the strategy of an organisation the annual report has to be taken. So in such cases the annual report which was already taken is known as the secondary research.

Hereby this research on e-commerce for booking holiday package in aristo travels should be made under primary research. So that many interviews, ideas and observation is needed. The customer idea behind the online booking for holiday package in aristo travels should be evaluated and the reason behind the internet booking has to be evaluated. And should get the views of travel agents in aristo travel how the e-commerce is being efficient than the ordinary booking is to be estimated. So being considering these things an detailed research can be done.

The booking of holiday packages using the e-commerce has remained the recent business result among numerous travel agents. E-commerce is the time saving option for everyone and it contracts the work load for everyone. But in this what are the things which makes the trouble and causes for the failure and to know the effectiveness of booking holiday packages using e-commerce is to be found out. The research methodology is the general advance of the processes combined in the research. Quantitative method is a deductive approach. Qualitative are the inductive research. The critical analyse adopted in the case study used in effectiveness of booking holiday packages using e-commerce in aristo travels will be interviewed and the impact will be evaluated by an detailed research.

Research Methodology

The type of research undertaken in this project is descriptive. The primary aim of this research project is to describe the factors that have impact on the marketing strategy of Tourism Firms. The survey data collection strategy was used for primary data collection in this project.

The objective of this chapter has been discussed in subsequent section. Then, research design, this project based on, has been discussed. After that, this chapter discusses the primary and secondary research techniques used for this research study with implicit justification. After that, this chapter explains privacy and ethical issues associated to primary data and, finally the chapter ends with a summarise conclusion.

The overall objective of this chapter is to explain the both how data was collected and analysed afterward. Hence, the prime objective of this chapter is to provide an insight in process that author has used to conduct the primary and secondary data for this research. The other objective of this chapter is to describe the main principles on which the research methodology has been selected and justification of methodology choice.

Research Overview

There are two main types of data as primary data and secondary data.

Secondary data is defined as data that was collected previously by someone else for other purposes not for the problems in hand. The secondary data is obtained by

researcher from various sources such as websites, books, journals articles and academic magazines, library's data bases, previous dissertations, research projects and any other source like newspapers, radio, TV programs so on (Zikmund, 2003 pg 136). The secondary data is inexpensive and is easy to access through various channels.

Secondary data provides author an insight about research question and provides existing findings and results on the topic that helps author in conducting research to solve the problem in hand or basis to conduct a particular research. Analysing the secondary data is often used to construct foundation for any kind of research and to find gaps in the area of research study where a subsequent new research can be carried out. Such gaps lead to conducting a primary research.

Advantages of secondary data

The main advantage of use of secondary data source is that it is relatively inexpensive and quick to access the information needed for research. Secondary data is previously collected by others so researchers only need to reanalyse that according to their needs (Ghauri and Gronhaug, 2005) ^[13]. The use of internet has make the secondary research very fast providing access to various academic websites and library databases from outside the campus where as it was not possible prior to use of internet. Moreover, the other main advantage of use of secondary data is that it enable author to understand the research question and help to design primary research (Malhotra, 1996) ^[14].

The historical data can only be gathered by the mean of secondary research so research of past event can only be completed by secondary data. (Cooper and Schindler, 1998) ^[10]. Secondary data sometimes could be only source of information when researcher do not have enough time to conduct primary research in large population sample and such secondary data could be of better quality than researcher collects himself (Stewrt and Kamins, 1993) ^[20].

Therefore, the secondary data collection via secondary research is a great help for author to understand what factors influence the capital structure decisions, how the influence of these factors vary among the different types of industry. The secondary data research help author to know the main theories behind topic capital structure and help to design the questions for interviews to collect the primary data.

Primary Data

Primary data are data that is collected and analysed by a researcher for the specific purpose of concentrating on a particular research topic or question. The process of collecting primary data is known as primary research. This is important for a researcher to conduct a primary research to obtain primary data since the secondary data is not sufficient to solve the problem or to answer the research question because of disadvantages of secondary data. Business dictionary (2008, online) describes primary data as the data that is collected or observed from personal experience is knows as primary data.

According to Allen G., (1999) there are three main methods of gathering primary data as a) Survey, b) experiments, and c) observation.

Analysis of finding and discussions

Following the research approach (deductive), methodology (survey strategy) and objectives of research study (describing the topic), a quantitative descriptive approach was followed to discuss findings of primary research and, for presentation purpose graphs and charts have been used.

The objective of this chapter is to extract the results of the research and to provide fundamentals to conclude the research findings, and providing some recommendation in following chapters. This chapter would help author to achieve objectives for which this research was undertaken.

Data analysis technique followed

As mentioned earlier, the quantitative descriptive analysis method was followed to analyse the data collected through the survey questionnaires. While a code book method was used to analyse survey telephonic interviews.

The finding section is designed on the basis of question those were asked during primary research. The discussion on the findings is structured on the results of analysis of findings. The questions in both (survey interview and survey online questionnaires) were based on same theme to investigate what influence the marketing strategy of Travel agents in United Kingdom.

Analysis of online survey questionnaire

As discussed in previous chapter under data analysis section that questionnaires were collected and analyzed with the help of survey designer surveymonkey.com. To present the findings graphs and charts were constructed with the help of spread sheets using the data that was analyzed by survey designer (surveymonkey.com).

The analysis of finding have been divided in four main sections and some sections have been sub dividend in subsections to further simplify the findings

Analysis of interviews

It was a survey strategy that was utilized to collect data with the help of two data collection tools. One tool included survey interviews under which seven survey interviews were conducted with intention of getting deep insight in the topic in order to achieve the objective of understanding the topic and explaining it precisely to the readers. Keeping in mind the research methodology and research approach the interviews' findings have been analyzed using a code book scheme. So was done as it was expected that this will enable author to better understand the topic by analyzing interview in this way. Therefore, the analysis of interview is qualitative just to understand but the presentation of findings will remain same as it was in case of survey questionnaires interpretation (quantitative descriptive) since the discussion and presentation of findings are quantitative description based instead of strict numbers or statistics. The analysis and finding section has been divided on the basis of interview questions.

This is noticeable that the discussion will be mix of finding of both methods (questionnaires and interviews).A code book was developed focusing on the literature review involving the 10 main concepts used in the conceptual frame work at its initial stage. The further codes were, then, added as they were noticed during the analysis of interviews.

Finding and analysis of primary research

This section explains the findings and analysis of primary research. The section is divided in two main sections as 1) findings of online survey questionnaires and 2) finding of survey interviews. Each main section is divided in sub sections on the basis of different questions asked in corresponding research method. The findings and analysis of findings is given in following sections.

The effort was to diversify the base of the research by taking sample from the entire segment in whole. Most of the respondents were from Thomas Cook which as high 20%. Reason for the same is Thomas Cook is a major Travel Agent in United Kingdom.

Sex ratio was fairly distributed throughout the sample.

Table 1

Total respondents	40
Average Age	29.0
Male	23
Female	17

1. Please tick the factors on which the marketing strategies of travel agents are based? Specially focus on E-commerce while answering this question
 - a. Market Orientation
 - b. Special Tourism
 - c. Economy of the country
 - d. Specialized

According to the respondents Market Orientation is the most critical factor which decide the marketing strategies of Travel Agents in United Kingdom.

2. Tick the factors which make United Kingdom a tourist destination?
 - a. Scenic beauty
 - b. Low Cost Destination
 - c. Heritage & Culture
 - d. Specialized Tourism
 - e. Preferred Holiday Destination

The Analysis of the question suggests that scenic beauty & low cost destination are the most important reasons why United Kingdom is an Ideal tourist destination.

3. In your view do current e-commerce strategies sustainable in the long run?
 - a. Yes
 - b. No

Figure 15: Are Current E-commerce Strategies sustainable in Long Run?

This result clearly suggests that according to the respondent's current marketing strategies are sustainable in long run.

4. E-Commerce will be the next big marketing strategy in UK? Tick the applicable choice
 - a. Agree
 - b. Strongly Agree
 - c. Disagree
 - d. Strongly Disagree
5. Rate the critical success factors of Travel Agents in a scale of 1-10, 1 being the lowest and 10 being the highest?
 - a. Trust

- b. Special Packages
- c. Service Model
- d. Discount Tourism
- 6. Should Travel Agents companies in UK look at E-commerce as new business strategies
 - a. Yes
 - b. No
- 7. Given below are the reasons why Travel Agents business should look for different online (E-Commerce) marketing strategy. Rank the factors as per importance
 - a. Business Strategy
 - b. Special Tourism
 - c. Risk Mitigation
 - d. Opportunity Analysis

Table 2

	Rank
Opportunity Analysis	1.00
Business Strategy	4.00
Special Tourism	3.00
Risk Mitigation	2.00

On this question we did Chi square and Kendall’s rank Correlation to prove our hypothesis. = 3468.75

$$S = \sum (SR)^2 - n(\overline{SR})^2$$

The Kendall Coefficient of Concordance says that the degree of agreement on a zero to one scale is = 0.067673

$$W = \frac{S}{\frac{1}{2}k^2(n^3 - n)}$$

For n=4, k=40 we get W=0.067673 and we wish to test

$$\begin{cases} H_0 : Disagreement \\ H_1 : Agreement \end{cases}$$

In order to refer to table of chi-square we compute

$$\chi^2 = k(n-1)W = 8.12073$$

$$\chi_{\alpha}^{2(n-1)} = \chi_{.05}^{2(3)}$$

Looking up (3 df) with an alpha of .05 we get 7.815. From the findings; we can conclude that the data collated above conforms to the test performed on them. After being put through the Kendall’s Coefficient of Concordance, we can comment on the rankings as being in accordance across all subjects. Thus we can say there was a high degree of accordance/agreement between the rankings given by 85 people.

Result

The ranks are highly in Sync with each other. Hence the most important reason is opportunity analysis and business strategy.

Interviews

This is the analysis of few industry people that I contacted in Aviation and travelling industry. Despite signals that the market was bottoming, it has taken longer for signs of recovery to be strong enough to justify more outwardly optimistic comments from management. British Airways was the first to signal signs of improved long haul premium yields in November last year, while we would argue that it took at least another quarter for similar comments to be forthcoming from Air France-KLM and Lufthansa. Indeed at the start of 2010, Lufthansa management was concerned that any recovery in profitability would be stifled by a rise in the price of fuel that was expected to run ahead of economic recovery – in the event this has not happened.

Conclusions & Recommendations

Conclusions

(Special holiday packages, 2010) Within the tourism industry, special interest tourism is considered to be the fastest growing area worldwide. It comprises mainly of diverse groups of tourism activities that stands distinct from the different traditional tourism products, suggesting how tourists are beginning to demand stimulating and varied holiday experiences. The special interest tourism today has become a niche market for any country’s tourism industry. Tourists will increasingly seek products that will fulfil their particular tourist needs. Accordingly, many visitors are attracted towards the country mainly for customized special experiences, like education, business or sports experiences. The special interests visitors are referred as niche markets by their tourism departments and agencies. The convergence of tourists’ endeavours with sporting pursuits has provoked an increasing interest, understanding and recognition of the market. There has been an emergence of niche market referred to as sport tourism.

Management of Trips

The management has to make some policies for the management of the trips including the following:

- All payments should be taken in advance
- Hotel for accommodation should have check-out time as 7:00 am as this will save another day rent for the company.
- Rates should be changed in case of any changes in transport and hotel and increase in government taxes.
- Limitations should be made on free baggage allowed during the trip
- Company should reserve the right of rescheduling the trip, sequence of activities including sightseeing.
- Company should provide holiday insurance to its customers at minimal extra costs.
- Company should make appropriate policy towards the trip cancellation fee along with the number of days for each penalty of cancellation.

(Special Interest tourism, n.d.) Competition for people’s time is increasing day by day, recreation and leisure time activities away from home (like tourism) must be completed needs to be completed for the limited time of other home based recreational and leisure time activities. Longer working hours and increasing work pressures are promoting increasing focus

on the value of recreational and leisure time. Thirty percent of working people don't have a working holiday. The result of this is that the short-term break holidays have become a norm in the country. Also, at the same time, United Kingdom has a growing movement towards leisure and home-related recreation, particularly in home renovation and improvements. The activities have often resulted in investment in oneself. Though E-commerce was there since long, since 70's in the form of electronics. The technology that supporting this platform constitutes the backbone for industry. Trust of consumers of this platform is very important and it is estimated that around 40% of consumers still do not trust the platform despite using it for their purchases. In coming times this technology will be further dive deep and move from E-Com to M-Com i.e. more and more purchases will be made through mobile phones as connectivity issues become lesser and lesser and more trust gets build up among users. (Glo10) Since 2000's the new concept what we call as Web2.0 or Social Networking is in evolution and has completely changed dimensions of industry with more and more users demanding better and innovative technology and application to make them buy and more and more reviews and wisdom of crowd ruling the purchases made, all E-Commerce retailers have been paying much attention to leverage it and is becoming an hygiene factor for future profitability and growth.

Recommendations

On the basis of research limitation and research findings following author made following recommendations to readers.

- Given that UK does not have advantage in nostalgic sport tourist market, event sport tourist needs to be incorporated in overall development of niche event tourism.
- Over the past month, there have been three high profile tour operator failures: Kiss Flights, Sun4U and Gold trail. Year to date, there have now been 14 failed operators according to the ATOL website.
- The primary driver of the marked improvement in outlook for the flag carriers has been the recovery in premium traffic volumes, which declined dramatically in the aftermath of the global financial crisis in late 2008 and 2009, as travel budgets were cut significantly.

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