

## Satisfaction Level of Tourists towards E- Based Marketing Activities of PTDC, Puducherry

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### *Abstract*

*Tourism is one of the world largest industries, and it is a natural partner for the internet, where it is also the world's largest on-line industry. As rapid increases in technology continue to transform the tourism industry, a number of organizations have strategically implemented self-service processes through e-based service to serve their customers and employees. This study focuses on the satisfaction level of tourists towards e-based marketing activities in PTDC. Learning within tourism Pondicherry and to identify present position e-services in PTDC learning may help to enhance service. With technology providing new opportunities and challenges throughout the tourism industry, an examination of the relationships that may exist will help to ensure that organizations within the tourism industry have the marketing capacity to engage in e-marketing activities. Measuring the e-based marketing learning readiness of employees may strengthen the ability of a tourism organization to adapt to change, bridge learning gaps, and provide an understanding of variables that promote self-directed learning capabilities and those that act as a barrier to e-service. As a tourism departments look for advantages in all segments of their organizations, through e-based processes should be considered to promote continuous technology opportunities for customers and employees in the PTDC.*

**Key words:** *advantages of e-marketing, e-tourism marketing, e-tourism activities, tourism.*

## **1. INTRODUCTION OF TOURISM:**

Tourism is one of the world fastest growing industries, and it has been identified as a means generating large income and foreign exchange earner in less industrialized countries. Like other countries in the world, India has promoted tourism as a major source of national income for the past two decades. However, tourism has had some destructive effect in highly well known and renowned destination mainly ecological and environmental factors. There are several tourism marketing secrets you should know if you want to succeed in the field of travel and tourism industry and build your business quickly and easily. The strategies are proven and can be accomplished without any extra efforts. These most successful marketing methods are used all over the globe. You should have your own travel website and draw attention to your travel agency daily and nightly. You cannot even imagine how many people are surfing the Internet constantly and searching for everything they need on specific web sites! Taking into consideration that using online resources is easy and cheap or even free of charge, the number of online consumers is enormous.

### **1.1 E-TOURISM MARKETING**

During the last decade of 20th century, India saw the emergence of e-tourism, its innovation and growth. It is because of the online revolution and its utility where the tourists are more interested to get information on destinations, facilities, availabilities, prices, geography & climate and present status of friendly relation. This led to the development of e-commerce strategies in tourism industry and more services in the form of online hotel booking, flight booking, car booking, bus booking came into forefront as online services provided by the big online travel industries like Travelchacha.com, Makemytrip.com, Yatra.com, Cleartrip.com, Ezeego1.com, Arzoo.com, Travelguru.com, Travel.indiatimes.com, ixigo.com, travelocity.co.in etc. On these sites, the travelers have wide option of exploring details of hotels, flights, cars, buses and other allied services.

## **2. METHODOLOGY:**

This part explain the methodology used in this study. The methodology includes data and sources of data, sample size, area of the study and framework of analysis. The study is based on primary and secondary data. Primary data have been collected from 100 respondents through a structure of questionnaires. The researcher also used schedule and the also observed opinion of tourist. Covering tourist both international and domestic tourist among puducherry. The secondary have been collected from various books, magazine, journals, news papers and websites. The samples sizes of 100 respondents were taken for the research work among in puducherry. The sampling technique followed in this study is non-probability convenient sampling. Simple random techniques are used to select the respondent from the available database. The intent of this research is to analyse the important of e-based tourism marketing in puducherry and satisfaction level of tourists towards e- based marketing activities of PTDC, puducherry.

## 2.1 RESEARCH DESIGN:

The objectives of the social science research will provide relevant, accurate, reliable, valid and current information to identify the problems and with the data, solutions are suggested to deal with the problems. The research will intend to facilities and services offered by internet. And what are the needs to destination development in tourism. The research will help to identify the satisfaction level of tourists towards e-based marketing activities in PTDC, puducherry.

## 2.2 OBJECTIVES OF STUDY:

- To unveil the present position of e-tourism marketing in PTDC.
- To find out e-tourism marketing in PTDC.
- To expose advantages of e-based marketing.
- To find out the association between e-service, satisfaction and destination development.

## 2.3 MAJOR HYPOTHESIS:

- ❖ **H1:** There is a significant relationship between e-tourism marketing and satisfaction of tourist.
- ❖ **H2:** There is an association between e-based service and destination development.

## 2.4 SCOPE OF STUDY:

E-tourism is an engine that drives development of technology in tourism industry. The greater level of tourist satisfaction, towards e-based marketing activities if tourism industry and supported the e-service would be created, and consequently, the greater the electronic facilities associated with tourism development. Thus, the main scope of the study is to analyse the present status of e- tourism marketing in PTDC, puducherry. The study also analyse how e-tourism make satisfaction to tourist.

## 2.5 AREA OF THE RESEARCH:

For the research work has been taken for a detailed study around puducherry. The Pondicherry tourism development corporation offered services have satisfied in customers. And also the major potential and advantage identified in e-marketing in PTDC. Among the destination in puducherry to taken to collection of primary data on the topic of satisfaction level of tourists toward e-based marketing activities in PTDC, Pondicherry.

## 2.6 RATIONALE OF THE STUDY:

E-marketing concept has been emerged in many sectors especially in small scale industries, micro enterprises and regional level organizations. E-marketing through various sectors has been explored by many scholars. Here, the researcher has taken e-tourism as a key factor to make satisfaction to both national and international tourist. As far as tourism industry is

concern, the national development and contemporary management concepts was highly considered by the developing countries. But, it the right time to explore the e-tourism created the satisfaction to the tourist. This study defines the present status of e-tourism in PTDC and satisfaction of tourists in PTDC e-tourism marketing.

### **2.7 QUESTIONNAIRE CONSTRUCTION:**

The questionnaire for the research was divided into two parts: the first part deals with the demographic data of the respondents and the second part of the questionnaire includes the variables pertaining to various dimensions of e-marketing in tourism industry in the form of independent statements. These statements are measured through the five point likert scales.

### **2.8 DATA COLLECTION:**

The study is broadly conceptual and descriptive in certain aspect, and the primary data were collected from respondent by using structured questionnaire. The sample size for the study a 100 and all the items in each questionnaire were measured with a 5.point interval scale with 5=strongly agree to 1=strongly disagree. The researcher had met the respondents individually with questionnaire and collected all the information by interacting with them. In order to supplement the primary data, the researcher had also collected the secondary sources from books, journals, published articles, Indian tourism and statistics reports and official industrial and tourism website of Pondicherry.

### **2.9 STATISTICAL TECHNIQUES:**

The data collected from the above sources were analyzed with the help of SPSS .16. Mean, median, slandered deviation and correlation are done with help of SPSS software. The data were analyzed by cross-tabulation. Graphical presentation of the results is also given for better understanding of the output.

## **3. TOURISM IN PUDUCHERRY:**

Puducherry is a unique place. Many feel that it has a distinct spiritual vibration. Stories of resident sages come down through its history from the earliest days. The nickname “Pond” sums up this shared feeling of belonging, of having come home. Puducherry has a special ambience, not felt anywhere else in India. It is a blend of spiritual aura, French colonial heritage, Tamil culture and the cosmopolitan flair of many nationalities in a small but varied town. The inherent ambience of Pondy, as it is fondly called, becomes most evident in the oldest part of the town which flanks the seashore boulevard. Colonial buildings, some which trace back to the 18th century, line along a grid of straight clean streets and house the French institutions, private homes and businesses, and the sprawling premises of the famous Sri Aurobindo Ashram. The visitor is greeted by mellow colors of cream, yellow, pink and grey with flamboyant bougainvillea bursting over gates and Compound walls of cool courtyards.

Quiet beaches and peaceful resorts to the north and south balance the town's bustling, yet easy going life. But Pondy hasn't only its own special attractions to offer. It is a perfect base to explore the rich destinations around it (Tamil Nadu), even in daily trips: Auroville, the international City of Unity; the imposing Gin gee Fort, the holy temple towns of Kanchipuram.

Puducherry is best accessible by road from Chennai, Bangalore and even from Kerala. Chennai has an international airport which directly connects to the highway to puducherry. And good transit hotels are available in the vicinity for travelers who arrive in the night.

### **3.1 PONDICHERRY TOURISM DEVELOPMENT CORPORATION (PTDC):**

Pondicherry Tourism Development Corporation Limited (PTDC) was incorporated during February 1986 to promote tourism in the Union Territory of Pondicherry. With the introduction of transport service from March 1988, the Corporation was converted into Pondicherry Tourism & Transport Development Corporation Limited (PT&TDC) with effect from December, 1992. The Pondicherry Tourism & Transport Development Corporation Limited on the transport side is operating Interstate buses in 55 routes in all the four regions i.e. Pondicherry, Karaikal, Mahe & Yanam. Through its Inter-State routes, PT&TDC provides direct services to important Tourist places in all the Southern States of India. Besides this, PT&TDC is operating 23 town buses in all the four regions as follows: Pondicherry –14, Karaikal –13, Mahe –4, and Yanam – 2. PT&TDC has paid up capital of about Rs.28.42 Crores and was incurring substantial annual loss on Tourism Sector. Hence, the Corporation was bifurcated with effect from 1st April, 2005 as Pondicherry Road Transport Corporation (PRTC) and Pondicherry Tourism Development Corporation (PTDC) for giving much focus on the diversification and expansion projects.

### **4. ADVANTAGE OF E-TOURISM MARKETING:**

#### **▪ GLOBAL REACH**

No matter where you are or whom you need to reach, targeted emails pave the way. Borders are no obstacles in email marketing.

#### **▪ LOWER COST**

Costs incurred in designing, executing, testing, sending and receiving an email is up to 78% less for a run of 5000 over paper-based direct mail version. When you add e-mail to your marketing mix, you spend less time, money and resources than with traditional marketing vehicles like direct mail or print advertising.

#### **▪ INTERACTIVE**

You can innovatively initiate campaigns using graphics, videos, music, quiz, game or whatever that will be of interest to your prospect, to grab his attention and interest immediately.

#### **▪ HIGHLY PERSONALIZED**

Email enables you to personalize and greet every person you target. This helps in creating a special bond with the prospects.

- **MEASURABLE RESULTS**

Special tools are available that accurately measure click-through rate, conversion rate, how a person one arrived at your website, and more, to enable you to assess the success of different email campaigns.

- **TARGETED MARKETING**

Since prepackaged and custom-built lists are available, you could reach only those who might require your services, solutions or products without bothering those who do not. You can select each one of your targets based on geography, age, income, spends, and many other parameters.

- **FASTER RESPONSE**

Time to receive responses through e-mail is one to three days, where you will get maximum responses on day one itself, while a direct mail campaign would take minimum 7 to 12 days to generate any responses. Further, responding to a direct mail is more cumbersome, while a person can respond to an email immediately.

- **SIMPLEST**

Executing an email campaign is simple and you can do it sitting at home without any extensive resources.

## **5. E-MARKETING ACTIVITIES IN TOURISM INDUSTRY:**

- Online advertisement
- Online presentation regarding facilities & service
- E-ticketing
- Online hotel booking
- Online ticket reservation
- Online shopping
- Online information
- Online communication
- E-commerce

### **5.1. E- BASED MARKETING ACTIVATES IN PTDC:**

- a) Hotel Accommodations
- b) Access bus
- c) Eating out
- d) Shopping place of interest

- e) Chunambar boat house
- f) Ousteri boat house
- g) Ptdc offers

### **HOTEL ACCOMMODATION**

- Govt. Tourist Home
- Chunnambar Tourist Lodge
- Sea-Side Cottage (PTDC)
- Hotel Ashok (ITDC) (Beach Resort)
- Youth Hostel (Dormitory Type)

### **ACCESS BUS**

The State Transport Express buses and other Private buses are connected to Puducherry to Chennai, Mamallapuram, Naapattinam, Karaikal, Thanjavur, Chidambaram, Cuddalore, Bangalore, Tirupathi and Coimbatore. The Puducherry Road Transport Corporation (PRTC) operates Volvo A/C coaches from Puducherry to Bangalore and Thirunallar to Chennai via Puducherry.

### **EATING OUT**

- Seagulls (Beach Restaurant) Beach Road.
- Seagulls (Chunnambar River) Chunnambar Resort.
- Le Cafe (Beach Restaurant) Near Gandhi statue.
- Le Club, Rue Dumas.
- Salt & Pepper Restaurant, H.M. Kasim Road.
- Green Peas, H.M. Kasim Road.
- Salt & Pepper Restaurant, H.M. Kasim Road.

### **SHOPPING**

- Anglo French Textiles, Shruthi Show Room, Mission Street.
- Pudumai, Splendour, Beach Road.
- Sunday Market, M.G. Road & J.N. Street.
- Auroville Boutique, J.N. Street.
- AuroShika, Rue de la Marine.
- Hand Made Paper Factory, S.V. Patel Salai.

### **PLACES OF INTEREST**

- Sri Aurobindo Ashram
- Auroville
- Auro beach
- Heritage buildings
- Monuments and statue

- Museums
- Garden and parks
- Place of worships

### **CHUNNAMBAR BOAT HOUSE**

Facilities for boating are available at the Boat House on the River Chunnambar 8 kms away from Puducherry. The backwater and the lush greenery on both sides of Chunnambar provide an ideal setting for boating. Boats are available on hire on all days of the week.

### **OUSTERI BOAT HOUSE**

An increasing number of people equipped with binoculars and books, find relaxation and pleasure in watching and identifying birds at the lakeside bird sanctuary. PTDC offers pleasure boat rides. Pedal Boats and row boats are available on hire. A lakeside restaurant serves meals, snacks and soft drinks.

### **PTDC OFFERS**

- Weekend Packages

Weekend packages with transport together with local hotels in the Budget, Premium and Heritage Segments.

- Sightseeing Tour

The Puducherry Tourism & Transport Development Corporation conducts a daily sightseeing Tour in and around The Puducherry Tourism & Transport Development Corporation conducts a daily sightseeing Tour in and around.

## **6. RESULTS & DISCUSSION:**

### **CROSS-TABS FOR HYPOTHESIS**

- ❖ There is a significant relationship between the e-tourism marketing and satisfaction of tourist.
- ❖ There is an association between e-based service and destination development, satisfaction of tourist.
- ❖ There is an association between demographical variables of respondent and defining variables regarding.

**Table: 1**

**Information, booking facilities should be available in website \* The Present E-Based Services have significantly improved the standard of the destination cross tabulation**

		the present e-based services have significantly improved the standard of the destination					Total
		strongly agree	agree	can't comment	disagree	strongly disagree	
information, booking facilities should be available in website	strongly agree	21	14	7	0	0	42
	agree	20	16	3	0	3	42
	can't comment	0	0	3	1	0	4
	disagree	0	0	4	3	0	7
	strongly disagree	2	3	0	0	0	5
Total		43	33	17	4	3	100

The above cross-tabs determine the relationship between e services and destination development and also this table showing the tourist got satisfied due to fine e-services in tourism industry. Its clear defines that there is a strong relationship between the two variables and the significant level is also achieved, the level of significant are shown in the chi-square.

**Table: 2**  
**Chi-square test**

	Value	df	Asymp.sig. (2-sided)
Person chi-square	66.833(a)	16	.000
Likelihood ratio	54.814	16	.000
Liner-by-liner association	8.494	1	.400
N of valid cases	100		
A 19 cells (76.0%0) have expected count less than 5. The minimum expected count is .12.			

A cross tabs of the e-tourism has made of destination development. And it was done to establish the significant of tourist satisfied towards e-tourism marketing. Chi square test was done by assuming the significance as “05”. The output shows that there is a significant relationship and that e-tourism creates the tourist satisfaction in PTDC. The significance level between e-tourism and satisfaction of tourist/destination development is .000(as per person chi-square test) and the likelihood ratio is .000. Thus, the null hypothesis for the statement has to be rejected. The alternative hypothesis, (i.e.) the significant relation between e-tourism and tourist satisfaction and destination development has to be taken for consideration. The question regarding the government involvement in e-tourism. 80 percent of respondent are strongly agree with the statement and 14 percent are agree and finally 2 percent respondent are undecided about the comment. 70 percent of the people are strongly agreed and 20 percent are agreeing the tourism industry is contributing the local community life. This shows that tourism industry playing important role in the development of e-tourism in India.

**Table: 3**

**Association between demographical variables of respondent and defining variables, overall considering**

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
tourist age	Between Groups	28.406	13	2.185	3.733	.000
	Within Groups	50.344	86	.585		
	Total	78.750	99			
tourist sex	Between Groups	6.069	13	.467	2.131	.020
	Within Groups	18.841	86	.219		
	Total	24.910	99			
marital status	Between Groups	7.338	13	.564	2.880	.002
	Within Groups	16.852	86	.196		
	Total	24.190	99			
education status	Between Groups	23.096	13	1.777	3.219	.001
	Within Groups	47.464	86	.552		
	Total	70.560	99			
field of work	Between Groups	34.090	13	2.622	2.376	.009
	Within Groups	94.910	86	1.104		
	Total	129.000	99			
monthly income	Between Groups	16.911	13	1.301	1.934	.037
	Within Groups	57.839	86	.673		
	Total	74.750	99			
nationality	Between Groups	7.649	13	.588	3.421	.000
	Within Groups	14.791	86	.172		
	Total	22.440	99			
Are you a frequent traveler?	Between Groups	9.054	13	.696	3.281	.000
	Within Groups	18.256	86	.212		
	Total	27.310	99			

You can see from the output that the ANOVA value is significant ( $p < .05$ ). There are significant significance differences in the demographic data of the tourists towards e-tourism Marketing activities, and the results show that tourist largely undecided on these issues.

According the table there is significant association between demographic of tourists towards e-tourism marketing activities in PTDC. There are significant between demographic and defining variable overall concerned at level of 0.5. So the study has exposed adequate e-services has provided by PTDC so the tourist had highly satisfied due to e- tourism marketing in PTDC.

## **7. CONCLUSION:**

This paper has argued that the satisfaction level of tourist towards e-based marketing activities in PTDC, Puducherry. The core arguments of this paper are to build conceptualization of e-tourism and its advantages of e-marketing implication in international level. Focus of e-tourism development and current position of e-marketing in tourism industry. In this study formed awareness of e-tourism and also what are the services and facilities provided via internet also found in this study. As per the analyze and interpretation showing the present position of e-services in PTDC and e-marketing activities in tourism industry it has very satisfaction line to moved in the world. And also sufficient information is available regarding online service in PTDC.

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