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### A study on challenges in techno tourism management for next generation

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#### ABSTRACT

This paper provides deep diving of emerging challenges with respect to the Techno Tourism in India. Challenges are the inevitable mantra in every one's pathway, as such Tourism industry is also facing challenges in changing business environment for next generation. Introduction of Social Media and Mobile applications has changed face of normal Tourism into Techno Tourism, which is one of the influencing factors in decision-making.

Challenges in usage of Social Media and Mobile Applications often affect not only individual, but also enterprises, which uses the same to serve the end users. Finding answers for these challenges may extend to next generation, but present challenges can be addressed with help of Strong focus on upgradation of Technology to serve next generation. Thus, this paper will give brief ideas on challenges prevailing in Techno Tourism on usage of social media and mobile applications by the users in their tour plans for decision making for next generation. This paper will give us insights on Emerging trends in techno tourism, Key factors which drives Techno Tourism and its challenges prevailing in Indian Industry.

**Keywords:** Techno Travel, Social Media, Mobile applications & Challenges

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#### INTRODUCTION- TECHNO TOURISM

In present scenario, we witness a grand success through Social Media & Mobile Apps replacing traditional tourism into Techno Tourism. As there is grand success on one side, there are challenges that exist between the tourism industry and technology, which grows parallelly to satisfy the end users of the industry. Gone are the olden days, where end user book tickets in railway counters for a holiday trips and waiting for his turn to confirm the availability, these days are replaced by Mobile Apps for instant booking and checking availability of seats.

With the technology growing in the mobile industry on one side, the challenges grow parallel on flip side, thus without changes and challenges Techno tourism industry cannot survive.

The Tourism industry in India has become the important driver of social economic contributor for the GDP growth with creation of employment opportunities directly and indirectly. In the year of 2017 tourism created 25.9 million jobs India, constituting 4.9 per cent of the total employment in the country, this is expected to amount to 31 million jobs by 2023. In the year of 2017, the number of international tourists visited India was 15,543,000. As a casual comparison with much smaller countries like Italy (58,253,000), or even Malaysia (25,948,000), shows the great potential that lies untapped based on the preferences of visitors. According to the 2013 report of World Economic Forum's Travel and Tourism Competitiveness, India was on 11th place in the Asia pacific region and reached 65<sup>th</sup> rank globally out of 140 economies ranked on travel and tourism Competitiveness Index.

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## Scope of Techno Tourism in Indian Travel industry

According to NCAER- National Council of Applied Economic Research, Middle class households are expected to increase from 31.4 million in 2010 to 113.8 Million in 2025-2026 and increasing levels of disposable income with affinity for leisure travels are the driving forces for techno tourism. As per the study, Indians are more open to holidays and keen in exploring new destinations. Hence the usage contribution of Social media and Mobile application has much higher contributions towards Techno Tourism environment.

### Objectives

- The Study explains major Driving forces of Techno Tourism Industry in India
- The Conceptual paper studies Present Emerging trends of Techno Tourism in Indian Travel industry
- This Study reveals the Challenges behind using Social Media and Mobile Application in Techno Tourism

### Key driving forces in Techno Tourism Industry

The Role of Techno Tourism plays important role in shaping up the on-line travel industry and economy of the country. The driving forces that led the economy on fast track are

1. Changing consumer life styles
2. Diverse product offering
3. Easy availability of Finance
4. Government Initiatives and policy support

### Changing Consumer life styles

This is important aspect of the driving forces of Techno tourism, after globalisation and localisation in 1994, there is huge impact in changing customer life styles which has given development in massive exposure of users to technical savvy which has become reason for birth of social Media and Mobile applications. According to a survey by e Marketer in 2015, there would be 800 million mobile users in 2019. According to Cisco 13<sup>th</sup> annual Visual Networking index, smart phone users are estimated to cross 829 million at the end of 2020.

### Diverse product offering

Saying of “Nothing is permanent except Change” well suits to Techno tourism, because there is often changes in preferences & tastes in every traveller, therefore we need to give diverse product which suits liking of people. Tourist products are intangible in nature, it is perishable and should be served whenever it is required.

### Example

Travel apps can be linked to geo location-enabled services like Google Maps and GPS to provide maps, directions and even last minute route diversions to unfamiliar locations. To facilitate easy navigation a new app called **Triposo**, which connects to your Smart phone via Wifi/Blue tooth and helps you to locate tourist attractions.

The Airbnb is the world’s largest accommodation booking website that allows tourist to review rentals stays and home stays anywhere on the globe through videos and pictures that are uploaded.

### Easy availability of Finance

There is trends where Young Indians are taking loans for their holiday which is planned in advance. This loans are popular among “SOLO TRAVELLERS”. Recognising this developing market, travel companies have started tying up with financial institutions to offer customised unsecured loans. According to Mr Karan Anand, Country Head Relationships, Cox & Kings, says, “The trend of multiple holidays in a year is growing, and there is upwardly moment in mobility of individuals with a good credit track record avail of holiday loans. Between 5% and 7% of our customers opt for these — of which millennials comprise 40% — and this segment is poised for growth. Cox & Kings has tied up with SBI, IndusInd Bank and Bajaj Finserve. Even Axis Bank is offering Holiday Loans in 2018 ranging from 50k to 15 lakhs @ 15% ROI repayable in 12 and 60 months.

### Government Initiatives and policy support

Government initiatives and policy support on getting FDI’s on technological fronts will help the industries /corporates

## Emerging Trends in Techno Tourism Industry in India

Currently Indian Tourism is witnessing the active technological trend due to inception of social media and mobile applications, which has gained confidence among travellers in coming out of the shell of traditional method of travel to Electronic Travel, so preview of Indian travel industry has changed to “**TECHNO TRAVEL**” ,

On development of latest Web 2.0 technology, travellers can access more information, exchange more information's, share their experiences to other individuals/ groups/peers in order to make their tour plan in optimal way. There are some of the instances of emerging trends in Techno Tourism in Indian Tourism industry.

1. Tourism has changed merely from Flight, food and room services to Multifoods activities into multi-sensory, 360 degree experiences and feedback, which has become more sensible.
2. There are huge expectations from users of Techno tourism with less tolerance level to inefficiencies of the services available
3. 'B'liesure is the emerging concept in techno tourism industry due to increase presence of work force, most of the young work force want to travel/visit to countries as much as they can, which has paved away path to have leisure travel during their business
4. Identification of Right type of tourism through responsible tourist- Now corporates/countries are looking at genuine travellers who create maximum benefit to local market
5. Due to reduction of cost of travel/accommodation/ foods with options available, consumers making travelling desirable choice

## Challenges prevailing in Techno Tourism Management in India

Understanding and managing innovations are main crux of the challenges in Techno driven tourism sector. At the end there is no choice other than adopting changes and innovation in technology to drive the Techno Tourism.

The following are the challenges that are witnessed on Techno Tourism management

1. The Tourism industry is having characteristic of frequent change in preference of travellers and hence to meeting up to the needs of the end user is difficult
2. Consumers are different travellers on different trips, hence scope of both mediums should focus on tapping the uncovered areas to serve in full-fledged manner and recurring one
3. Availability of more complex information with Travel agents, OTA/ social media and mobile applications will not help in taking right type of decisions.
4. Adapting right type of technology that is suitable for the business .It is important that organisation should understand their competitive edge and adopt technology to strengthen their competencies
5. As there is easy access of information in every fingertips of consumers, there is still gap in personal touch by the Travel corporate, which needs to be addressed in order to satisfy the requirements of the end user and further retention
6. In case of recession hitting the economy, the purchasing power of the users may go down which can't be fulfilled only by technology, but government and consumers should jointly face the consequences to arrive best out to surpass the tough times

## CONCLUSION

In the growing economy of the Tourism, currently technology is unavoidable factor and has become backbone in laying the path towards sustainable transformation from traditional tourism to techno tourism for new generation. Though technology has shown its the victory face in new generations, other challenges are still not addressed and remains out of control in present arena.

Challenges such as changing preferences, losing the personal touch with customers and upcoming crisis may be the barriers which has to be addressed carefully in order to achieve consistent growth in sector.

Therefore these barriers need to be addressed in a focused manner by upcoming generations in order to strive the step by step growth in the

sector which are in hands of New Generations by bridging both technology and government.

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