Influence of Education on Travel Agents' E-Business - An Analysis with ANOVA (A Study with Reference to Kodaikanal, Dindigul District, Tamil Nadu)

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Abstract

A travel agents job involves not only making sales but also gathering information, researching travel products, analyzing options, and making recommendations, for these reasons, travel agents are often referred to the travel Consultants or travel counselors. The main products of a travel agency are transportation accommodation and packaged vacations. Airline tickets are the primary products line of most travel agencies. Hence an attempt is made by the researcher to evaluate the role played by the travel agencies the operations of a travel agency, the services of a travel agency in promoting tourism.

Keywords: Education, Empowerment, Social Empowerment and self-help group members

Introduction

Technology innovation and fierce competition among travel agencies have enabled a wide array of travel products and services, being made available to retail and wholesale customers through an electronic distribution channel, collectively referred to as travel marketing. The major driving force behind the rapid spread of travel agency is in its acceptance as an extremely cost-effective delivery channel which is unique to travel agent. Internet has created plenty of opportunities for players in the travel agency. While the new entrants have the advantage of the latest technology, the good-will of the established banks gives them a special opportunity to lead the online world. Therefore inevitably a travel agency is bestowed with the opportunity to deal with his travel operation through agents. Under this back drop, it will be interesting and also thought to provoke to study the performance level of all travel agency especially those who belong to rural area towards travel agency operation. Hence the present study was made mainly through a collection of primary data from 100 sample respondents residing in Kodaikanal.

Statement of Problem

Travel agencies have become an interregnal part of the world _wide travel, tourism and transportation industry. Now-a-days, travel has become both increasingly important and complex in its variety of modes and choices. Travelers are faced with a myriad of alternatives as to transportation, accommodation and other travel services. They must depend on travel agencies and others in the industry to guide them honestly and competently. Technically, a travel agent is the owner or manager of an agency, but other employees responsible for advising clients and selling tickets are also commonly referred to as the travel agents. A travel agents job involves not only making sales but also gathering information, researching travel products, analyzing options, and making recommendations, for these reasons, travel agents are often referred to the travel.

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Review of Literature

- Praveen Sethi (2008) pointed out that in the field of tourism, there is an increased competition for a limited customer base, complete with growing customer sophistication, customer demand for different services for different customers and different management style the travel agency sector is attending to several businesses at the same time to satisfy every customer group.
- Jaganmohan Negi (2003) states that the travel agents sell and market travel .they promote the country into a saleable commodity and proceed to mark it effectively. They sell the consolidated services of airlines shipping companies, hotels, restaurants transporters, guides, shopkeepers and souvenir sellers. Travel agents, therefore, perform a vital catalytic role.
- R.K Malhotra (2000) points out that the function of the travel agents are five-fold though each role spills in to others coloring and shading their performance in the five roles . are an (a) guardian of the product image (b) arranging itinerary (c) developing new markets new techniques and new segments (d) marketing co-ordination with airlines, hotel, transport etc (e) monitoring visitors satisfactions. Travel agents are concerned with what consumer want and prefer to buy.
- Christopher Gan (2011) there is a conceptual gap in the marketing literature, as to date, there has been no published empirical research on service quality, value, customer satisfaction, or behavioral intentions that have focused on the motel industry. This study seeks to fill this conceptual gap by identifying the dimensions of service quality and empirically examining the interrelationships among the service quality dimensions, service quality, value, customer satisfaction, and behavioral intentions. A hierarchical model is used as a framework to synthesize the effects of quality, value, and satisfaction on the behavioral intentions of motel customers. Statistical support is found for 3 primary dimensions and 10 sub-dimensions of service quality for motels.

Objectives of the Study

- To study the performance level of business operations and agreement level of travel agents in the study area.

Methodology

The present study is descriptive in nature and based on the survey method. Data were collected from both primary and secondary sources. The primary data were collected from the travel agents using the interview schedule. Secondary data have been collected from review of the literature, through the internet. Research extracts from various published sources like books journals and research dissertation, newspapers and reports.

Sample Selection

In Kodaikanal, both recognized and not registered under any Concern are functioning. For the study, among the travel agencies recognized and registered the, following samples were selected.

S. No	Recognized	No of respondents	%
1	Ministry of tourism	74	74
2	Director of tourism	18	18
3	Indian Air lines and Air India	8	8
	Total	100	100

Since the travel agencies are not willing to disclose their business information to protect from heavy competition, those willing are surveyed,

Hence, in the selection of samples, the nonprobability random sampling method is adopted.

Tools Used for Analysis

The data are analyzed using the following statistical tools:

- Mean
- Standard Deviation.
- ANOVA

The Main Products And How Travel Agents Channel Products To The Customers

Passport and visa services	Customer services	Customer services	Vocation resorts	Domestic ticketing	International ticketing

Analysis of the study

Travel agency sells travel arrangements directly to the public more specifically an agency sells, air, land and sea transportation, lodging accommodation, cruise trips, package tours travel insurance and other related products. Some travel agencies combine retail and whole sale activities on the same premises. For example, American express travel related service officers sell tour packages to other travel agencies and also provide with services to the public. The scope of the activates of the Travel agency in the conduct of modern tourism can be described to give advice to the potential tourist on the merits of alternative destination and to make necessary arrangement for a chores holiday which may involve the booking of accommodations, transport or other relevant services.

Table 1 Opinion about services on Business

Business Transacted	Mean rank	Std. Deviation
International airlines tickets booking	1.2700	.44620
Domestic airlines tickets booking	1.7100	.47768
Passports and visa services	1.0200	.14071
Leisure travel	1.2100	.40936
Retail travel agency	1.8300	.37753
Tour operations	1.3000	.46057
Hotel book	1.3100	.46482
Car rental	1.6300	.48524
Group travel arrangement	1.5200	.50212
Conference travel arrangement	1.0500	.21904
Information and consultation	1.4900	.52214

Source: calculated data

The agreement was high about

- The airlines provided, retail travel agency, with a mean agreement score of1.8300,
- The airlines provided, car rental with a mean agreement score of 1.6300and
- The group travel arrangement, with a mean agreement score of 1.5200

The agreement was low about

- The passport and visa services with a mean agreement score of1.0200,
- The conference travel arrangement score of 1.0500and
- The leisure travel with a mean agreement score of 1.2100.

The opinion was highly varied about
- The Information and consultation, with a standard deviation of .52214
- The group travel arrangement, with a standard deviation of .50212 and
- The car rental, with a standard deviation of .48524

The opinion was less varied about
- The Passports and visa services, with a standard deviation of .14071,
- The Conference travel arrangement with a standard deviation of. 20904and
- The retail travel agency, with a standard deviation of .37753.

Table 2 Opinion Factors for International Carriers

Opinion factors for international carriers		Yes	No
Training and development of Staff	Count	98	2
	%	98.0%	2.0%
Technology	Count	94	6
	%	94.0%	6.0%
Special incentives	Count	94	6
	%	94.0%	6.0%
Credit terms	Count	98	2
	%	98.0%	2.0%
Value-added services	Count	99	1
	%	99.0%	1.0%

Sources: calculated data

95 respondents forming 98% of the total respondents felt that there was no change in the status of their training and development and the rest felt that there was an increase in the status of the training and development, all respondents forming felt that there was an increase in the desire for technology, 80 respondents forming 94% of the total respondents felt that there was no change and the special intensive rest felt that there was an increase in special intensive, 85 respondents forming 2% of the total respondents felt that there was no change in credit term and the rest felt that there was an increase in, credit term all respondents forming felt that there was an increase in the value-added services

Table 3 Opinion Factors for Domestic Carriers

Opinion factors for domestic carriers		Yes	No
Training and development of Staff	Count	93	7
	%	93.0%	7.0%
Technology	Count	92	8
	%	92.0%	8.0%
Special incentives	Count	75	25
	%	75.0%	25.0%
Credit terms	Count	71	29
	%	71.0%	29.0%
Value added services	Count	100	0
		100.0%	.0%

Source: calculated

95 respondents forming 93% of the total respondents felt that there was no change in the status of their training and development and the rest felt that there was an increase in the status of the training and development, all respondents forming felt that there was an increase in the desire for technology, 80 respondents forming 92% of the total respondents felt that there was no change and the special intensive rest felt that there was an increase in special intensive, 85 respondents forming 25% of the total respondents felt that there was no change in credit term and the rest felt that there was an increase in, credit term all respondents forming felt that there was an increase in the value-add service.

Table 4 ANOVA between Opinion about Factors for International Carriers and Education of the Respondents

		Sum of Squares	Df	Mean Square	F	Sig.
Training and development of Staff	Between Groups	.043	3	.014	.723	.540#
	Within Groups	1.917	96	.020		
	Total	1.960	99			
Technology	Between Groups	.337	3	.112	2.034	.114#
	Within Groups	5.303	96	.055		
	Total	5.640	99			
Special incentives	Between Groups	.090	3	.030	.519	.670#
	Within Groups	5.550	96	.058		
	Total	5.640	99			
Credit terms	Between Groups	.014	3	.005	.233	.873#
	Within Groups	1.946	96	.020		
	Total	1.960	99			
Value-added services	Between Groups	.023	3	.008	.772	.512#
	Within Groups	.967	96	.010		
	Total	.990	99			

Sources: Calculated data

#H0 accepted at 5%

Hypothesis 1: H0 – The Opinion about factors for international carriers do not vary with the education of the respondents at 5%.

The significance of 'F' is more than 0.05 for the factors Training and development of Staff, Technology, Special incentives, Credit terms, and Value added services. So, the null hypothesis is accepted and it is concluded that for the factors such as Training and development of Staff, Technology, Special incentives, Credit terms, and Value added services for international carriers do not vary with the education of the respondents at 5%

Tables 5 ANOVA between Opinion about Factors for Domestic Carriers and Education of the Respondents

		Sum of Squares	Df	Mean Square	F	Sig.
Training and development of Staff	Between Groups	.012	3	.004	.196	.899
	Within Groups	1.948	96	.020		
	Total	1.960	99			

Technology	Between Groups	.248	3	.083	1.471	.227
	Within Groups	5.392	96	.056		
	Total	5.640	99			
Special incentives	Between Groups	.268	3	.089	1.596	.195
	Within Groups	5.372	96	.056		
	Total	5.640	99			
Credit terms	Between Groups	.012	3	.004	.196	.899
	Within Groups	1.948	96	.020		
	Total	1.960	99			
Value-added services	Between Groups	.003	3	.001	.097	.962
	Within Groups	.987	96	.010		
	Total	.990	99			

Sources: Calculated data

#H0 accepted at 5%

Hypothesis 1: H0 – The Opinion about factors for domestic carriers do not vary with the education of the respondents at 5%.

The significance of 'F' is more than 0.05 for the factors Training and development of Staff, Technology, Special incentives, Credit terms, and Value added services. So, the null hypothesis is accepted and it is concluded that for the factors such as Training and development of Staff, Technology, Special incentives, Credit terms, and Value added services for domestic carriers do not vary with the education of the respondents at 5%.

Conclusion
• They should make the agency more spacious
• To enhance the human resource.
• Advertising is one of the most powerful means to bring customers to the agency. So the agency should concentrate on this media to increase sale. So, it has to update the publicity.

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