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The Influence of Technology on the Progression of Tourism (Emphasizing Travel Agents at Sai Tours and Travels in the Ramanathapuram and Madurai Districts of Tamilnadu)

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Abstract

Tourism has increased to be among the biggest and swiftest growing business not only in India, but also in the world. Tourism is important in the current context in terms of economic and cultural development of India. It does not only provide young employees with jobs and is also helpful in strengthening the national unity. It promotes interconnections by spreading the news of the beautiful scenery and rich culture of the country. In Tamilnadu tourism plays an important role in enhancing economic activities as an activity which supports employment boosts and cultural values addition. The main objective of this paper is to look into the role of technology and how it affects tourism promotion in India. The author of the research concentrated on the Sai Tours and Travels Ramanathapuram and Madurai District of Tamilnadu in order to procure information on the local travel agents. The stratified random sampling technique was used and a sample of 200 travel agents was taken and 100 agents per district were taken. The questionnaire will be developed to extract information that is relevant on the respondents. The results show that travel agencies have increased tremendously, and this fact can be a threat to important moral values within the industry. It is against this light that the government is highly encouraged to set up strict guidelines regarding professional ethics and integrity of all travel agencies. Also, travel agents have been slightly dissatisfied with the transparency and dependability of the technological resources concerning accommodation costs and travel costs. It is suggested that such aspects need to be improved to make sure that the correct information is presented so that trust in the tourism industry improved.

Keywords: Technology, Promoting Tourism, Travel Agents etc.

Introduction

The communication technology is the foundation of trading between the producers and consumers. Its communication has seen tremendous progression over the years as it started as an oral community and developed over the years to publishing press, telephones, and then to television, and into the present electronics, otherwise known as information technology. Electronic revolution has also brought about a new dimension of marketing communications as far as market players can now interact within distances which were unattainable before.

Using a system of communication satellites the Internet has transformed the transfer of information and instant communication all over the globe became a possibility. The Internet is the biggest and integrated computer network globally where millions of people can gain, compute, and share data effortlessly. Internet users can get access to this array of information any where at any given time.

To different industries, especially the tourism industry, the Internet has brought about new forms of business practices. Based on the online information, companies in the tourism sector have formulated various strategies to address the demands, needs as well as desires of the consumers. Internet has generated buzzing possibilities in the tourism sector to support the desires, and requirements of consumers with the promotion and sale of diverse range of services and products.

Technology at Present Scenario

Retina scans and facial recognition are other varieties of biometric identification which are the foundation of recognition technology of the advanced kind. The travel industry has a lot of untapped potentials of this innovation that can make identification of tourists greater and data collection easier. It enhances security, which enables the personnel to take prompt action where required. Moreover, the technology makes it so easy and quick to achieve authorization that it cannot be done without when it comes to payments.

Recognition Technology (RT)

The Internet of things is one of the recent advances in travelling technologies that enable devices of the everyday world to communicate online. To give an example, the hotels can provide the guests with AC/heater/light control gadgets in the rooms of the hotel which will provide the visitor with a centralized system to control the facilities of the room. Likewise, the rear view cameras placed in the luggage at the airport can tell the travellers of the locations of their bags as they travel in terminals.

Internet of Things (IOT)

The global tourists are experiencing a revolution in the travel experience due to virtual reality. You can simply ride waves through a virtual 360 video of surfing, which would enable the potential adventurers to preview what they will be doing. This technology is being embraced by travel marketplaces, which allows their users to experience things in a much more immersive way to enable their choice and draw in bookings.

Virtual Reality (VR)

Consumer-grade drones with cameras have become popular as people keep on sharing their travel stories. These devices allow travellers to only get stunning photos and videos that motivate others to go on their trips. Drones can help provide hitherto unexplored aerial shots unappeared through a conventional camera, which only makes the idea of the social media platform such as Facebook and Twitter posts richer in terms of narrative.

Artificial Intelligence (AI)

The concept of artificial intelligence (AI) is driving the next generation of innovations in the travel industry. The technology is broken down into the three broad categories, namely robots, travel bots or chatbots, and machine learning. In addition to time and cost saving, AI can speed up the processes which otherwise would need a lot of employee interaction or training, and this is the way to the more efficient travel experience.

Online Booking (OB)

Nowadays the numbers of travellers who make their arrangements online are on the increase. The majority of the travelling, including flights and accommodation booking, joining tours etc. now could be done online. This will enable tourists to comfortably compare different offers and will make selections in line with their personal preference. It is possible to easily select and book a tour with a reliable travel agency right on the Internet. You can book, buy and get your travel scheme right in the comfort of your house just by a few clicks. The process is also made easier by the Hotels where people are able to book their rooms and other services online.

Role of Technology in Tourism

Technology has taken its place in all the spheres of human behavior, modifying the ways of working, studying, and making purchases. Our gadgets have begun to reflect our civic ideals of achieving the need to reach out to other individuals and make a difference in the world that we live in. Consequently, technology is important in promoting the development of tourism.

Technology in tourism and hospitality sector has substituted the costly human labour with cheaper technical labour and as a result, the cost of labour decreases and enhanced customer services. Information Technology has in the last ten years had a great influence on hospitality and tourism industry. It has led to the reduction of costs, increased efficiency in its operations, and improved the level of services and customer experience. This reduces the cost of labour as well as the possible customer care issues. As such, the impact of technology on tourism is perceivably spread to other spheres of Travel Agents as further to be discussed below.

The travel agents can now conduct searches, make bookings and confirmations of the travel arrangements through the use of the internet. It is no longer the time when agents had to keep physical copies of their client record and spend considerable time on the said processes just to receive payments due to clients and pay balances to the vendors. The high-speed internet has accelerated the speed of communication between the agency and its travel partners and this speed has resulted in booking a trip taking minutes rather than hours. This development brings about high levels of satisfaction of the customers and enables the travel partners to manage their staffing better.

Technology in Booking Lodging and Boarding Facilities

The Information Technology has had a lot of influence in hospitality and tourism sectors over the past ten years. Technology has caused a drop in expenses, increased operational effectiveness as well as the broadening of services and consumer experience. This does not only help in reducing labour costs but it helps in avoiding customer service problems.

In the Selection of Tourist Places

Technology has become highly dependent on the tourism and travel industry, as it is significant in increasing the efficiencies of its operations and enhancing the customer experience. Consequently, hotels, airlines, restaurants as well as other establishments in the traveling industry are forced to keep pace with the new technological changes.

In Case of Employment

Machines have been quite instrumental throughout most of the human history aiding workers to multiply their production. However, to the contrary, it has always been the case that new jobs are created whenever technological progress occurs and not taking the place of others. This has also been coupled by an increase in labour productiveness whereby more jobs have been created. Technology does not only enhance productivity but it also works to lessen the workload that a

worker has since workers do not have to do trivial chores. Consequently, employees must learn new skills in an attempt to adjust and stay in employment. Workers should also receive training in order to equip them with the new positions that have been generated.

Review of Literature

A study that was conducted by Prayag (2008) established a relationship between destination image, tourist satisfaction, and destination loyalty, in reference to the Cape Town. The researcher used such techniques as in-depth interviews to obtain the data related to the different stakeholders related to the destination, and a structured questionnaire on 819 tourists. The data analysis accompanied was done on Confirmatory and Explorative Factor analysis and also on regression. The result showed that destination image and tourist satisfaction had a significant impact on tourist loyalty.

Zabkar et al. (2010) in Slovenia carried out a study to determine the relationships among destination quality, tourist satisfaction and future behavioural intentions of the tourists. A significant sample size was used in this study. The authors used the convenience sampling method to collect data among 1,056 respondents. The data were analyzed with the help of descriptive statistics and Confirmatory Factor Analysis (CFA). The results showed that destination attributes played a major role as predictors of the perceived destination offering quality. Also, the quality of destination, perceived by the tourist and satisfied tourist, had a positive relationship with future behavioural intentions.

Assakera, et al. (2012) are the authors who have developed a model of tourist satisfaction that contains six variables including tourist expectation, destination image, perceived value, tourist satisfaction, tourist loyalty and tourist complaints analyzing their impact on tourist satisfaction. This research, among others, established a substantial implication of all the six variables on tourist satisfaction though to varying extents.

Majid et al. (2012) examined the impacts of destination image and tourist satisfaction in destination loyalty at Dead Sea in Jordan. The study provided a strong association between destination image, tourist satisfaction and destination loyalty. Moreover, the research found out that destination image and tourist satisfaction had a close relationship with destination loyalty.

Kim and others (2012) have concentrated on destination image, service quality, perceived value and how they relate to tourist satisfaction, revisit intentions and referral to others in relation to Orlando in Florida. In line with the conclusion of other various researchers, as well as this one pointed out the influence of destination specific issues on tourist satisfaction and loyalty.

Need and Significance of the Study

Tourism remains the biggest and the fastest growing industry not only in India but the whole world. Nowadays, tourism has a strong impact on the Indian economy and the development of culture. It creates job opportunities among the young people and promotes national harmony. Also, it strengthens inter-regional relationships. The tourism will be an important part of economic activity in Tamilnadu as tourism encourages job creation and cultural development. Tamilnadu has always taken the lead in terms of the highest number of tourists activities whether domestic or international because of its rich and diverse nature of tourist attractions that are visually appealing and have unending possibilities of visitor satisfaction and enjoyment. The abundance of natural resources, the forts, citadels and architectural masterpieces built by the past royal powers and their honored emperors are a witness to this. This has resulted in the artistry, craftsmanship, architecture and culture thriving in this region as demonstrated in the grand palaces, monuments, memorials, tombs and impressive structures constructed by them.

Objectives of the Study

1. To examine the function of technology in tourism as utilized by travel agents in the Sai Tours and Travels Ramanathapuram and Madurai districts.
2. To evaluate the perceptual score analysis regarding the impact of technology on the promotion of tourism.
3. To differentiate the perceptions held by different demographic groups of travel agents concerning the role of technology in the promotion of tourism.

Methodology

This paper is mainly aimed at discussing the role of technology in tourism improvement. To do so, the researcher has selected a case study of Sai Tours and Travels Ramanathapuram and Madurai districts of the Tamilnadu State. As such, a stratified random sampling approach has been adopted, which will sample 200 Travel Agents (100 per district), and respondents will be chosen with the use of a random sampling approach. A research instrument has been created; this is a questionnaire that will be used to collect the data out of the respondents. The study sample is presented as outlined below.

Sample and Sampling Method: The paper aims to provide a perceptual research on Travel Agents with respect to the influence of technology in marketing tourism. The sample data were obtained in Travel Agents within the Ramanathapuram and Madurai districts. These samples were distributed based on their demographic profiles as shown in the table below.

Table 1 Distribution of Travel Agents by their Demographic Variables

Demography Profile	Variables	N	Percentage
Districts	Ramanathapuram	100	50.0
	Madurai	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
	40 – 50 Years and above	44	22.0
Education Qualification	Under Graduation	74	37.0
	Graduate	94	47.0
	Post Graduate	32	16.0
	Marital Status	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 demographic profile distribution of sample Travel Agents is illustrated in Table-1. The data indicates that both districts have an equal representation of Travel Agents, each accounting for 50.0 percent. In terms of gender distribution, male Travel Agents (58.0%) outnumber their female counterparts (42.0%). The age-wise distribution of respondents reveals that a significant portion, 46.5 percent, falls within the 30-40 years' age group, followed by 31.5 percent in the below 30 years' category, and the remaining 22.0 percent are in the 41-50 years' age group. Regarding educational qualifications, 47.0 percent of Travel Agents are graduates, while the remaining 37.0 percent are undergraduates, and 16.0 percent hold postgraduate degrees. The marital status of the respondents indicates that over fifty percent (52.0%) are married, with 28.5 percent unmarried and 19.2 percent either divorced or widowed. Lastly, the income level distribution among Travel Agents shows that a majority, 82.5 percent, earn below 1 lakh, while 7.0 percent earn between 1-2 lakhs, 11.0 percent earn between 2-3 lakhs, 9.5 percent earn between 3-5 lakhs, and the remaining 30.0 percent earn above 5 lakhs, which is significant.

Data Analysis

The considerations of the respondents are as shown in Table-2 below. This table shows how Travel Agents perceive what technology has on tourism promotion. Contrary to the statement that technology in tourism has diminished the chances of the local individuals gaining empowerment, it has been observed that 42.5 percent had strong agreement, 27.0 percent strongly opposed, and 17.0 percent opposed. The increased pace of the Travel Agency growth is a threat to moral values; 44.5 percent of the people consider that the Travel Agency growth is strongly agreed and 34.0 percent are in the agreement. Also, congestion and heavy traffic in the transportation sector are on the rise due to the online reservation system in tourism and 59.5 percent strongly agree with 32.0 percent saying they agree. Technology has made the accommodation and travel expenses in tourism more transparent with a high percentage of 37.0 agreeing and 31.0 disagreeing. There is also the note that sometimes the Travel Agencies spook artificial crowds at tourist places, and that 37.5 percent categorized that there are strongly agreeable, and 24.5 percent were undecided as per the study.

Table 2 Perceptions of Travel Agents on Role of Technology in Promoting Tourism

S.No.	Promoting Tourism	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
1.	The role of technology in tourism has diminished the opportunities for local individuals to achieve empowerment.	54 (27.0)	34 (17.0)	13 (6.5)	14 (7.0)	85 (42.5)	200 (100.0)
2.	The rapid proliferation of travel agencies poses a threat to moral values.	22 (11.0)	68 (34.0)	8 (4.0)	13 (6.5)	89 (44.5)	200 (100.0)
3.	The convenience of online booking in tourism has led to increased congestion and heavy traffic in transportation.	12 (6.0)	33 (16.5)	32 (16.0)	59 (59.5)	64 (32.0)	200 (100.0)
4.	Technology has enhanced transparency regarding the availability of accommodations and travel costs in tourism.	22 (11.0)	62 (31.0)	19 (9.5)	23 (11.5)	74 (37.0)	200 (100.0)

5.	At times, travel agencies generate artificial crowds at tourist destinations.	11 (5.5)	24 (12.0)	49 (24.5)	41 (20.5)	75 (37.5)	200 (100.0)
6.	The reliance on technology undermines tourists' confidence in travel agencies.	26 (13.0)	9 (4.5)	49 (24.5)	73 (36.5)	43 (21.5)	200 (100.0)
7.	Travel agencies often transition to other professions due to a lack of self-esteem and confidence.	26 (13.0)	4 (2.0)	40 (20.0)	51 (25.5)	79 (39.5)	200 (100.0)
8.	The challenges associated with technology include unmet expectations related to tourism development.	73 (36.5)	21 (10.5)	10 (5.0)	16 (8.0)	80 (40.0)	200 (100.0)
9.	Nowadays, travel agencies often feel inferior in their profession because of the advancements in tourism technology.	79 (39.5)	17 (8.5)	10 (5.0)	35 (17.5)	59 (29.5)	200 (100.0)
10.	The involvement of technology may lead to the gradual disappearance of travel agencies.	15 (7.5)	68 (34.0)	11 (5.5)	13 (6.5)	93 (46.5)	200 (100.0)

The integration of technology in the tourism sector has contributed to cost reduction, enhanced operational efficiency, and improved services and customer experiences. Both tourists and travel agents stand to gain from advancements in communication, reservation systems, and guest services facilitated by technology. Data indicates that 42.5 percent of respondents strongly agree, and 7.0 percent agree that technology in tourism has diminished opportunities for local individuals to gain empowerment. Furthermore, 44.5 percent of travel agents strongly concur, and 6.5 percent agree that the rapid proliferation of travel agencies poses a threat to moral values, while 34.0 percent disagree and 11.0 percent strongly disagree with this assertion.

The data reveals that 32.0 percent of travel agents strongly agree, and 59.5 percent agree with the statement, 'There is an increase in congestion and heavy traffic in transportation due to the online booking facilities in tourism.' Conversely, 16.5 percent disagree, and 6.0 percent strongly disagree, while 16.0 percent remain undecided.

Given the transparency regarding accommodation availability and travel costs in tourism through technology, 37.0 percent of travel agents strongly agree, and 11.5 percent agree, whereas 31.0 percent disagree, and 11.0 percent strongly disagree. Concerning the artificial crowding in tourist locations caused by travel agencies, the data indicates that 37.5 percent strongly agree, and 20.5 percent agree, while 12.0 percent disagree, 5.5 percent strongly disagree, and 24.5 percent are undecided.

According to the perceptions of travel agents, 21.5 percent strongly agree, and 36.5 percent agree that technology undermines tourists' confidence in travel agencies. In contrast, 13.0 percent disagree, 4.5 percent strongly disagree, and 24.5 percent are undecided on this matter. It is regrettable to observe that 39.5 percent strongly agree, and 25.5 percent agree that travel agents transition to other professions due to a lack of confidence in their self-esteem, while 13.0 percent strongly disagree and 2.0 percent remain undecided.

Due to advancements in technology, a majority of tourists now experience greater transparency in aspects related to travel, booking, and costs within the tourism sector. Consequently, currently,

29.5 percent of respondents strongly agree and 17.5 percent agree that travel agencies feel inferior regarding their profession; however, 8.5 percent disagree and 39.5 percent strongly disagree with this notion.

As technology continues to develop within the tourism industry, its impact is felt not only by tourists but also by travel agents. In the future, tourists may plan their trips independently, including booking, traveling, and selecting options, utilizing technology. In this context, 46.5 percent strongly agreed and 6.5 percent agreed that travel agencies may gradually become obsolete due to technological advancements, while 7.5 percent strongly disagreed and 34.0 percent disagreed with this perspective.

Table 3 Rank Order Priority Given by The Travel Agents on Role of Technology in Promoting Tourism

S.No.	Promoting Tourism	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	Total
	Scale Value (SV)	1	2	3	4	5	
1.	The role of technology in tourism has diminished the opportunities for local individuals to achieve empowerment.	54	34	13	14	85	200
	Frequency x Scale Value	54	68	39	56	425	642-VIII
2.	The rapid proliferation of travel agencies poses a threat to moral values.	22	68	8	13	89	200
	Frequency x Scale Value	22	136	24	52	445	679-VI
3.	The convenience of online booking in tourism has led to increased congestion and heavy traffic in transportation.	12	33	32	59	64	200
	Frequency x Scale Value	12	66	96	236	320	730-III
4.	Technology has enhanced transparency regarding the availability of accommodations and travel costs in tourism.	22	62	19	23	74	200
	Frequency x Scale Value	22	124	57	92	370	665-VII
5.	At times, travel agencies generate artificial crowds at tourist destinations.	11	24	49	41	75	200
	Frequency x Scale Value	11	48	147	164	375	745-II
6.	The reliance on technology undermines tourists' confidence in travel agencies.	26	9	49	73	43	200
	Frequency x Scale Value	26	18	147	292	215	698-V
7.	Travel agencies often transition to other professions due to a lack of self-esteem and confidence.	26	4	40	51	79	200
	Frequency x Scale Value	26	8	120	204	395	753-I

8.	The challenges associated with technology include unmet expectations related to tourism development.	73	21	10	16	80	200	
	Frequency x Scale Value	73	42	30	64	400	609-IX	
9.	Nowadays, travel agencies often feel inferior in their profession because of the advancements in tourism technology.	79	17	10	35	59	200	
	Frequency x Scale Value	79	34	30	140	295	578-X	
10.	The involvement of technology may lead to the gradual disappearance of travel agencies.	15	68	11	13	93	200	
	Frequency x Scale Value	15	136	33	52	465	701-IV	
	Total score for Expectations of the employees from training and development programmes						6800	
	Maximum Possible Score	5 (Maximum score points) 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 assigned by Travel Agents to the statements concerning the role of technology in enhancing tourism is illustrated in Table-3. The data reveals that the highest rank is attributed to the statement regarding Travel Agencies transitioning to other professions due to a lack of confidence in their self-esteem, which received a score of 753. This is followed by the second rank awarded to the statement indicating that Travel Agencies sometimes create artificial crowds in tourist locations, achieving a score of 745.

The third and fourth ranks are assigned to the statements indicating an increase in congestion and heavy traffic in transportation as a result of the online booking facility in tourism, and the potential gradual disappearance of travel agencies due to technological involvement, with respective score values of 730 and 701. In this context, the fifth and sixth ranks are given to the statements regarding technology diminishing tourists' confidence in travel agencies and the rapid increase in Travel Agencies posing a threat to moral values, with scores of 698 and 679 respectively.

The seventh and eighth ranks are awarded to the statements concerning the transparency of accommodation availability and travel charges through technology, and the impact of technology in tourism reducing opportunities for local empowerment, with score values of 665 and 642 respectively. Finally, the ninth and tenth ranks are assigned to the statement addressing the issues of technology, which are unrealized expectations linked to tourism development, and the contemporary feeling of inferiority among Travel Agencies regarding their profession due to advanced technology in tourism, which received score values of 609 and 578.

According to the data, the maximum possible score related to solid waste management is 10,000, while the total score perceived by respondents was 6,800. With these scores, the average score was calculated to be 680, indicating 68.0 percent of the total score.

Thus, the statements presented in the above table have been categorized 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 transition to different professions due to a lack of self-esteem and confidence
2. Occasionally, Travel Agencies generate artificial crowds in tourist destinations.
3. The online booking system in tourism has led to increased congestion and heavy traffic in transportation.
4. The emergence of advanced technology may gradually lead to the disappearance of travel agencies.
5. Technology undermines tourists' confidence in Travel Agencies

Less Positive Statements

1. The rapid proliferation of Travel Agencies poses a threat to moral values.
2. Technology has brought transparency regarding the availability of accommodations and travel costs in tourism.
3. The use of technology in tourism has reduced opportunities for local individuals to gain empowerment.
4. The challenges associated with technology are often unrealized expectations linked to tourism development.
5. Nowadays, Travel Agencies feel inferior in their profession due to the advancements in tourism technology.

According to the above analysis, it is clear that the perceptual score measure of the respondents on the role of Travel Agents in promoting tourism involves ten statements. The data show that the statement that had the greatest number of responses relates to the idea of Travel Agencies changing to other occupations because they do not have the confidence that they have self-esteem, and the scale score is 753. On the other hand, the quote that implies that the modern Travel Agencies consider their profession inferior because of the technological changes in the tourism, elicits the least number of answers with a scale value of 578.

On the analysis of perceptive scores of the promotion of tourism in India in terms of different demographic profiles, there is the presence of influential factors in tourism promotion. As observed, the average perceptive score within the two groups of the district, Ramanathapuram has 37.30 and higher than the average perceptive score in Madurai of 30.70. The standard deviation of each is 8.166 and 6.376 respectively. The calculated F value is 6.371 meaning that the level is significant at 1% since the p-value is 0.000. This implies that there is a massive variation in Krishna and Guntur perceptions on how to promote tourism.

Also, a comparison of male and female group with respect to tourism promotion reveals an average value to the perceptive score of 33.97 to males and a marginal difference of 34.05 to females. The standard deviation of male and female is 7.748 and 8.431 respectively. The computed F value value is 0.070, a value that shows that, there is no significant difference because, the p-value is 0.944. It means that no great differences can be saw in the perceptions of males and females about promotions of tourism. Moreover, average scores of respondents in various age groups in the question of the effects of absenteeism to individual performance show that the 30-40 years age group recorded the highest average score of 36.18 and the below 30 years the lowest

score of 32.16. The F value and the p- value of 6.816 and 0.001 respectively are both significant, and the p-value of 0.001 is less than 0.01. This implies that there is a big discrepancy between the perceptions of respondents of the various age groups concerning the features that are influential in advertising 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	Ramanathapuram	100	37.30	8.166	0.817	6.371**	0.000
	Madurai	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		
	40 – 50 Years and above	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 (in rupees)	Below 1 lakh	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		

Based on the differences in educational qualifications among the respondents, the analysis of perceptive scores regarding the impact of absenteeism on individual performance reveals that undergraduates have the highest average score of 34.39, while postgraduates have the lowest average score of 32.38. Consequently, the calculated f-value of 0.787 is not significant, as the p-value is 0.457. This suggests that there is no significant difference among respondents from various educational qualification groups concerning the Influenced Factors of Promoting Tourism.

The average perceived score regarding the impact of absenteeism on individual performance, categorized by marital status, indicates that married individuals perceive an average score of 35.87, which is higher than the 32.08 perceived by those who are divorced or widowed. Given these differing mean values, the tested f-value of 6.168 indicates significance, with a p-value of 0.003. This implies a significant difference in perceptions between marital statuses regarding the influenced factors of promoting tourism.

In terms of the perceptions of different annual income groups among respondents, the average perceived score related to the influenced factors of promoting tourism shows that the highest average score of 34.42 is attributed to respondents earning below 1 lakh, while the lowest average

score of 31.71 is noted among those earning between 2 to 3 lakhs. In this context, the calculated f-value of 0.812 is not significant, as the p-value is 0.519. Therefore, it can be inferred that there is no significant difference in perceptions based on annual income regarding the influenced factors of promoting tourism.

Discussion

The data highlights the impact of technology on the promotion of tourism, Shows that 65.0 percent of travel agents from various agencies transition to different professions due to a lack of self-esteem. Furthermore, 58.0 percent of these agents admit to occasionally creating artificial crowds at tourist areas. A significant 91.5 percent of respondents believe that online booking systems in tourism have led to increased congestion and heavy traffic in transportation. Also, 53.0 percent of agents feel that technology has diminished tourists' trust in travel agencies, while 58.0 percent of agents concur that technology has undermined this trust. An analysis of perceptive scores regarding the role of technology in promoting tourism reveals that 51.0 percent of agents acknowledged a rapid increase in travel agencies that threatens moral values. Moreover, 48.5 percent of tourism agents agreed that technology has brought transparency to the availability of accommodations and travel costs. Meanwhile, 49.5 percent of respondents asserted that technology in tourism has reduced job opportunities for local residents, and 48.0 percent of tourism agents indicated that technology-related issues are unmet expectations linked to tourism development. Currently, 47.0 percent of travel agents feel inferior about their profession due to the advancements in technology within the tourism sector.

Conclusion

According to the research, a swift rise in travel agencies poses a threat to moral values. The government must take actions regarding all travel agencies and implement stringent guidelines on professional ethics and moral values. There is a noted dissatisfaction among Travel Agents concerning the transparency of technology in relation to the availability of accommodations and travel costs in tourism. Therefore, it is recommended that there be adequate reliability in the information provided about accommodation and travel expenses in tourism through technological means. Data shows that some agents are unhappy with the fact that technology in tourism has diminished opportunities for local individuals to secure employment. Consequently, all travel agencies should give preference to local individuals in their recruitment processes to enhance knowledge about cultural and place values. Furthermore, Travel Agents have expressed concerns regarding issues with technology and the hidden exceptions in tourism development. Thus, the government must ensure transparency in the developmental activities of tourism and technology, ensuring that information reaches all relevant public categories. Some agents have expressed that, nowadays, Travel Agencies feel inferior about their profession due to the advancements in technology within tourism. Therefore, it is suggested that the government allocate a certain percentage of public services, such as ticket allotments (for air, train, bus, etc.) and accommodation reservations, specifically to Travel Agents, along with providing special incentives to promote their satisfaction and happiness.

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