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An Assessment of the Users Views While Using Online Travel Portals with Reference to Delhi, India

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Abstract:
Following study focuses on the users view about online travel portal. Online sales and issuance in India is at a growing stage. The conventional means of obtaining airline tickets and related travel arrangements are rapidly changing. These changes are primarily due to an availability of online travel sites such as makemytrip.com, yatra.com, goibibo, etc. that claim to provide an easier, less expensive alternative to traditional methods of getting travel arrangement. Now a days accessing the internet has become quite easier but sill consumers have different opinions for online travel portals. Some faces challenges and some are satisfied. This paper aims to assess the perceptions of consumers in Delhi.
A structured approach is followed with: Introduction, Objective, exploratory research, sampling design and quantitative analysis (descriptive research) phases. The study deals with research and analysis about consumer views about online travel sites or portals. On basis of research findings, suggestion and conclusion are given.

Keywords: Online travel portals, tourism, internet, consumer, Delhi

1. Introduction
In India tourism is flourishing rapidly. Every year millions of domestic and international tourist moves for their trips. As WTTC report indicate that tourism industry contributing almost 7.5% in GDP and also providing employment opportunities to thousands of people. It is predicted that, by the end of 2020; tourism in India could contribute Rs. 8, 50,000crores to the GDP. (http://www.livemint.com/).
In this commendable growth of the tourism industry, use of Information and Telecommunication Technology (ICT) plays an important role. With the increasing role of ICT in this sector, an electronic tourism solution has emerged which is significantly transforming the tourism industry worldwide. Now, consumers give priority to search for information related to tourism services on the Internet and many a times, they book and finalize their trip from travel agencies.
Online travel portals offer all the travel solution to the consumers through internet. It is most convenient and time saving way to get things done. In today's scenario, customers are taking initiatives to search and plan their own trips according to their convenience and this has easily made possible by the use of online tourism service portals. The main aim of these portals is to make the traveler self-dependent and to provide all information in a singleclick. Internet helps the tourist to find the detailed information of not only a popular destination but also of a remote areas depending upon their interest.
The use of online travel portal is equally becoming popular in India. Mostly the young generation is using this source as their travel solution. On the other side, lot of consumers still believes that online portals are not user friendly and safer.

2. Objective
- To know the Users views about online travel portals

3. Review of Literature
Singh (2003) affirmed that Online Tourism brought the easiest way for travel product distribution where a supplier/service provider offers the products/services mainly through the medium of Internet to a group of customers, irrespective of their physical location. Even in its introductory stage, Tourism Industry has largely been benefited by online tourism in certain countries.
Lubetkin, Samenfink & Christian (2001) indicated in their studies that modern travelers demand more high quality travel services, products, information, and value for their money.
Olmeda and Sheldon (2001) perceived that the Internet is the medium which connects the traveler to tourism supplier for direct communication related to information and to purchase products/services at any time and any place.

Inkpen and Law (2000) explained that OTAs provide the complete solution in making travel arrangements. For tourism suppliers, the Internet provides them the way for product distribution to potential travelers globally at any time. These suppliers can distantly control their servers to exhibit information on services/ products at an electronic speed.

Law et al.(2004) stated that the rapid growth and high expectation of the travel industry requires sophisticated Information Technologies (ITs) for managing the increase volume of tourism traffic and the quality. It can be said that, the Internet serves as a unique tool which enables tourism businesses to improve their competence and performance.

Findahl, O (2011) stated that generally there are mainly two ways to book travel, i.e. a traditional travel agency or an online travel agency. Statistical data shows that more and more purchase of trips occur online and one reason for this may be that Internet has become more widespread.

Lindström, & TT (2011) find out that presently most of trips are booked online and the rest are probably booked at a traditional travel agency. Because of Convenience and availability of internet everywhere, it has become a trend for travelers to book their trips through an online travel portal. Due tothis trend, online travel agencies are growing rapidly whereas, the importance of traditional travel agencies are declining.

PhoCusWright (2011) commented that online travel bookings have captured a good percentage of market globally. In India only a handful of Indian travel websites have succeeded in attracting a significant share of India's heavy online traveler population. Rail websites have the highest penetration of heavy online travelers, followed by the leading OTAs: MakeMyTrip, Yatra and Cleartrip. The more the India's population accesses the internet, the share of online travel booking and shopping will continue to grow further.

4. Research Methodology
To know the user-friendliness of the online travel portals, a primary research has been conducted. The secondary data was also collected to know the views of travelers and research findings through the world.

4.1. Hypothesis
- H_0: Consumers do not face problem while access the online portals
- H_1: Consumers face problem while access the online portals.

4.1.1. Sample Size & Sampling Technique
The geographical area of the study was Delhi and population units were users of online portal resides in Delhi. With the help of **purposive sampling** technique following sample has been selected: -

S. No.	Sample Unit	No. of Respondents
1	No. of users of Online Travel Portal	200

Table 1

4.1.2. Statistical Tool
Quantifiable data from the questionnaires was coded into the Statistical Package for Social Sciences (SPSS 15.0) for analysis. SPSS 15.0 was selected because it was considered to be user-friendly. Statistical techniques were then employed to analyze the data collected from the survey. Both descriptive and inferential statistics were used as tools of evaluation in the data analysis. The sample frequency was used to make statistical inferences about user-friendliness of online travel portal.

4.2. Analysis and Interpretation
Analytical study of users views about Online Travel Portal

To analyze user's views about online travel portal a hypothesis is framed and questionnaire was prepared with the inclusion of different variables which supports hypothesis and given it to the respondents to mark their responses.

H_0: Consumers do not face problem while access the online portals

H_1: Consumers face problem while access the online portals.

To test this hypothesis, respondents were requested to share their level of agreement for the various statements that are related to the prospective problems of online portal. The result received is presented in table 2

S. No	Problem Statement	Mean Score	Level of Agreement	Existence of Problem
1	All contents are available on home page	3.11	Neutral	May Be
2	All the required features are easily accessible	3.7	Agree	No
3	The information provided by online portal is authentic and updated	3.7	Agree	No
4	It is easy to use the online portal	3.96	Agree	No
5	These portals respond promptly and satisfactorily of the FAQ's	3.7	Agree	No
6	Online portal ensures the payment gateway security	3.63	Agree	No
7	Cancellation of ticket is a difficult process in online portal	3.11	Neutral	May Be
8	Modifications in the package booked is a difficult task in online portal	3.41	Agree	Yes
9	Refund procedure is easy to handle in online portal	3.11	Neutral	May Be
10	Online portal collects and drops all the travel document at a customer's place	2.76	Disagree	Yes

Table 2: Problems faced while access the online portals

It can be seen from the table that while using online portal, the major problem which customer faces is that Online portals do not collect and drop the travel documents at a customer's place, while sometimes they also face the problem in cancellation of tickets, modifications in packages, refund process and providing complete and updated information on home page. Apart from this, consumers do not face major problems. So it can be concluded, only in few areas consumer faces problem during the access of online portals. So it leads to the acceptance of null hypothesis.

4.3. Suggestions
After the study and hypothesis testing it can be suggested that online travel portals have to inculcate some more services to make it customer friendly, like-document collection & delivery at consumer's place, flexibility in package modification, refund process and providing updated and complete information on their home page.

4.4. Conclusion
Hence, it can be concluded that due to technological revolution, limitation of time, increase in demand and high expectation of convenience factor amongst the customers has boosted the business of online travel portals. Most of the people uses the computer and do the internet surfing, so handling of online travel portal is not a big challenge. It not only results in time saving but also in a cost factor. Generally, while accessing and making bookings through online travel portal, people do not face major challenge. There are certain concerns and the small problems which can be resolved by the travel portals by modifying their strategies. At the end, it can be said that influence of online travel portal is increasing day by day and thus resulting in a higher market share.

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