

Digitalization in Travel Agency and Tour Operations

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Abstract

The paper deals with the topic *Digitalization in Travel Agency and Tour operations* the travel and tourism industry today is one of the most affected industries by digital development. The travel and accommodation industry is one of the first ones to use digital marketing techniques in their practices to engage communities and make clients to have the best possible getaways. The aim of this study is to find out how far the digitalization has already changed the tourism industry {Travel agency & Tour Operator} and what is still going to change in order to find potential benefits of digitization in the tourism industry Today, we all have desktop computers; mobile devices etc and have easy access to information for all aspects of the tourist industry from accommodation to food, travel and activities. Effective digital marketing is the best way to reach a large audience in a quick way at a lower cost. Which helps to live with travel experience, {booking tickets at fingertip & easily accessible} The model approach shows six main drivers [Sales increase, Classic booking, Social Media and Customer reviews] that has a significant impact on the potential of digitalization in Travel Agency and Tour Operations.

This digitalization provides a several facilities where in many people would be motivated to travel and also helps to manage our tour better and make hassel risk free it is also source of booming wherein we can build our own travel portal and enhance the revenue through this digitalization. Today's travelers want to experience travel journeys tailored to their habits and preferences rather than just consuming products. Undoubtedly, digitalization is revolutionizing the travel & tourism industry. Social marketing has already replaced a large section of the traditional communication. Over time, travel will become a frictionless experience blending seamlessly with other everyday activities. The challenge is harnessing & connecting the continuously rising volumes of structured & unstructured data to derive actionable insights to improve the customer experience and ultimately drive business results.

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Introduction:

Digitalization is the process of converting information into a digital (i.e. computer-readable) format, in which the information is organized into bits. This is why; it is a favored way of preserving information for much organization around the world.

Today, we all have desktop computers, laptop Mobile devices, etc. and have early access to information for all aspects of the tourist industry from accommodation travel, to food and activities, effective digital Marketing is the best way to reach a large audience in a quick way at a lower cost. The actual introduction about Tourism and digital transformation is “travel whole world on your fingertips”. Travel and Tourism walk in hand in hand as both are very important to extensive growth of Tourism needs. The technology helps in increasing the travel of a person. A very good example is, In early 1900's it was a great task to go travel agent or directly to airport, wait for a long time just to reserve a flight ticket, because of this, people used to think twice before traveling anywhere as it was a big task to show all the document and book or reserve a ticket. But now a day's travel have become so easy and all credit goes to technology. Digital transformation is not only restricted to the big IT, MNCs or any other industry, but also Tourism industry has also accepted the digital transformation in a very speed.

Review of Literature:

Literature review is the various studies, research, finding, evaluation and survey done with a few research scholars of different university have extracted a few researcher's review supporting my project topic. The output made by them.

- Jarach (2001) (1), “The implementation of a new digital technologies has been most intense in the macro environment of tourism and travel. The impact has been particularly Significant in tourism pipeline and for air travel.
- World travel and tourism Council (2015) (2), “In country like Spain, Malaysia, South Africa, Mexico, Turkey, Peru, Thailand and Jamaica, more than half of all service, exports are generated by Tourism and Hospitality industry”
- Chaffey (2012) (3) “The application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives”

Objectives:

Digitalization represents an exciting opportunity for the aviation, travel and tourism ecosystem, with the potential to unlock \$ 1 trillion of value to the industry and wide society.

- To know how digitalization occupies travel agency
- To analysis the digital work of tour operation and tourism agency
- To understand the challenges in travel agency and tour operation.

1. **Increased number of mobile users.** More than 78% of business travelers use a smart phone during the trip planning of process and 67% of people do online research before making any decision relating to travel, this shows more and more people are accessing the internet via their phones and this makes it all the more important to have a responsive website. In order to make the travelling process easy for the target audience, many travel professionals, hotel owners and travel agents have turned to the digital marketing agency. The shift from traditional methods of planning to digital marketing strategies (for making reservations, purchases and booking online) more and more travel and related companies are leveraging digital marketing too quickly and effectively reach their target audience. Thus, earning the process of digital marketing for travel agency.
2. **S & O Impact's user's decision:** For instance, if you search 'Best travel package to Goa', it is a natural tendency that we will click on the website that is at the Search engine result page rank at the top of SERP is an important objective. However, the Google algorithms that decide which website will rank on the SERP Change every now and then which makes 1+ crucial to continually optimize your website. Along with that it is important not to plant the keywords in your website just like that to boost the SEO, instead, incorporate keywords into the text to enhance the relevance of your website content to users.
3. **Social media Replaces Traditional Communication:** Undoubtedly, digital marketing is revolutionizing the travel and tourism industry. Social media marketing has already replaced a large section of the traditional communication. For example, if we are travelling somewhere, he has a tendency to look at the pictures, reviews written by people and other suitter or vimeo posts. With this, we have reached a new interactive era where travel industries can take advantage of social media networking tools to promote the business at low cost, attracting visitors and generate interest of public.

Conclusion:

Tourism and the Digital Transformation which helps to gain the opportunities provided to tourism by technological advances including artificial intelligence and digital platforms. Technology plays a greater role in tourism field. The tourism industry has taken technology to another level in 2018. The Past few decades the industry has grown to the extent level, Technological advancement in tourism industry is a unavoidable in tourism industry factor. Traditional revolution to online apps, rating system, robotics, artificial intelligences play an important role in the development of the Tourism sector.

References:

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