

# E-TICKETING IS BOON OR BAN?

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## **ABSTRACT**

*The use of electronic device has been increasing day by day among consumers. The interest towards use of electronic device is on the increasing side throughout the world. Most of the people today use E- Ticketing for booking travel tickets. Therefore E-Ticketing helps in reducing the stress level and it helps us to book tickets according to our own will and convenience. This paper is giving an overview about E-Ticketing, advantages and disadvantages of e-ticketing.*

## **INTRODUCTION**

In the present era, internet is not only a network but it is a tool for the consumers and business to do Variety of transaction. The growing popularity of internet can be very well leaved by usage already found in online such as online shopping, chatting, transaction, payment and business dealing etc...

Today people are using electronic device for booking travel tickets, cinema tickets etc...The e- ticketing is a very convenient for reserving tickets and it has reduced the stress of the consumers. So the majority of the consumers want to book tickets through e-ticketing.

## **INTERNET**

This term is used to describe computer networks capable of providing virtually instant access, organisation, communicating information and supporting transaction. She internet is an efficient medium helping companies to interact and craft message and marketing activities on actual consumer responses 24 hours a day, 7 day a week, throughout world time zone.

## **E-COMMERCE**

Basically, e-commerce can be defined as process of buying, selling, transferring, or exchanging product services and are information via computer networks including the internet many people become addict to buy online products because of effectiveness and efficient that offered by this channel and online shopping is best for customer who try to keep their shopping

simple and short on other hand user of internet faced by dilemma when they will transact online( e-commerce ) trust and privacy became their main challenge.

## **E-TICKET**

An e-ticket (electronic ticket) is a paperless electronic document used for ticketing passengers .e-ticketing will help the passengers to book tickets and to print out of the reservation details electronic ticketing for urban (or)rural public transport is usually referred to as travel card (or) transit pass it is also used in ticketing in the entertainment industry.

## **ADVANTAGE OF E-TICKETING**

### ***1. Easy availability of information***

It is very difficult to passengers to get all the information in a single place at a time. Railway timing, availability of seats, alternative arrangements in bus or flight, all information can be had in e-ticketing. Manually, in old physical system, there was lot of trouble in getting the information.

### ***2. Safe for handling tickets***

Physical materialised ticketing is available in traditional systems. But in case of e-ticketing the tickets are delivered through SMS, Whatsapp and e-mail. It is easy to keep with the passengers. There is no possibility of missing. Hence, it is felt safe to handling tickets.

### ***3. Time saving***

It reduces travelling time to go and get a ticket physically, moreover, the physical tickets should be get in different places. But incase of e-ticketing the passengers can book ticket immediately from his/ her home itself. Get saves time, money and energy.

### ***4. Less costlier***

There are some offers and discounts available from transport companies, e-ticketing service providers and bankers for booking the tickets. Hence, it becomes cheaper and other transport cost for getting reservation is also avoided. The data used for booking the tickets are very minimum today.

### ***5. No more stress***

The e-ticketing is not only facilitating booking the tickets. It is also provides information about availabilities of tickets and facility cancellation of reserved tickets. As these facilities are available in fingertip, the passengers need not to get stressed physically and mentally.

### ***6. Convenient***

Providing everything within a phone is so convenient. The people can access the facilities from their home itself, the digital world made this Mantra. From simple travel, to long business travel and pilgrimage, everything is made simple.

### **7. Easy payment and receiving system**

Payment towards the booking e-ticketing and receiving the cancellation money are easy today through e-ticketing. Digital payment system is done through internet banking, credit and debit cards and digital wallets. No need of physical currency in e-ticketing. It is providing safety also.

### **8. Easy for receiving tickets**

The e-ticketing are delivered immediately through SMS and e-mail instantly. Receiving tickets are made easy and safety. Need not to wait in a long queue for receiving tickets in the holidays time. During the long holidays time like Diwali and Pongal, it is very convenient to get the tickets in e-ticketing.

### **9. Easy reservation**

Generally, in traditional travelling system, reservation is not possible. In e-ticketing concept, reservation is done and our travel is confirmed earlier. The passengers need not to worry about the travelling as it is confirmed earlier. They could reach their destination in the scheduled time.

## **DISADVANTAGE OF E-TICKETING:**

### **1. Risk of missing tickets**

Though e-ticketing are delivered immediately through SMS and mail, the cell phones should be in working condition at the time of travelling, in case of lost of cell phone, or no battery in the cell phone make trouble to show the tickets. The passengers should be aware of it.

### **2. Difficulty in changing last minute travel schedule**

E-ticketing helps to reserve the ticket in advance, but in the situation when the change in the schedule at last minute requires some addition risk to cancel the ticket and book new tickets.

### **3. Unable to exchange the tickets**

Like an ordinary booking, in e-ticketing, the tickets are not transferable. Any other person in the family or friends cannot use the ticket in the absence of passengers.

### **4. Technological problems**

E-ticketing system is based on technology. Bus or train detail, seat availability, date and time are provided in the application or website. This is purely based on technology. In case of any error or difficulty in the technology, it becomes terrible.

### **5. Required system knowledge**

Mobile phone or laptop, computer is used for booking e-ticket. Hence, proper system knowledge is required. Otherwise, lot of risk is involved and unable to get the tickets.

### **6. Possibility of misuse of data and document**

The name of passengers and other personal details including mobile number and bank account detail are given. Hence, there is some risk from hackers. The tickets are sent in SMS and e-mail. They can be deleted or misuse by others.

### **7. Need internet and proper network services**

For connecting e-ticketing services, the passenger should have internet facility. In India, the mobile network and internet facility is not available in all the places. The people who are living in the rural area cannot get this facility due to non-availability of internet and poor network services.

### **8. Poor literacy level**

In India, the literacy level is very low, and all the people can't use e-ticketing facility due to their poor literacy level. Only education people can do.

### **9. Need of computer or smart phone**

E-ticketing is done with the help of computer/laptop or smart phones. This is not available with everybody. Only rich people are using those instruments. Hence, e-ticketing is not possible for everyone in our country

## **CONCLUSIONS:**

The concept of E-ticketing system was introduced for many reasons, by transport authorities, and companies. Many e-ticketing companies demonstrate their performance through online shopping. People have an urge to opt for e-ticketing. It reduces their stress and time. It also facilitates easy payment for booking tickets through e-mail. This also in a way avoids the physical inconvenience of standing in a long Queue and helps to avoid unnecessary misunderstanding and ultimately helps in handling emotional balance. In today's world, virtual society had been considered as an important principle for retaining and attracting their consumer's. E-ticketing is a boom which has come to reduce stress of the people who intends to travel for away place for various purposes.

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