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85. SERVICE QUALITY IN INDIAN ONLINE TOURISM INDUSTRY



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Service Quality in Indian Online Tourism Industry

PoojaKumra, Research Scholar
University School of Applied Management
Punjabi University, Patiala

Dr Manjit Singh, Professor
University School of Applied Management
Punjabi University, Patiala

Abstract

This basic aim of the paper is to identify and confirm the factors of E-Service Quality in Indian Online Tourism Industry. Seven factors were explored which included User- Friendliness, Receptiveness, Appealing Website, Valuable Information, Personalization, Secrecy and Dependability. To provide superior e-services quality has become indispensable as leads to gratified and loyal customers. The online service providers must deliver reliable, efficient, attractive, and valuable tourism products and service to gain customer attention and retention.

Key Words- E-Service Quality, Online Tourism Industry

Introduction

Internet usage has evolved tremendously and has given admittance to new ways of conducting business and commerce. A new way of conducting business has emerged i.e. electronic commerce (e-commerce). According to Internet World Statistics (2014), nearly 40% of the world population is internet users. The percentage of population with internet has increased from 15.8% in 2005 to 40.5% in 2014¹. Tourism and internet are intricately related in today's world (Karekar, 2014). As a consequence an upshot called e-tourism has emerged. In fact e-tourism has now come to the fore front due to surge in the tourist activities world over. The traditional forms of tourism have given way to new forms of tourism based on innovative customized services broadly influenced through e-tourism.

Indian context

India has also risen over the years by evolvement of e-tourism. The high degree of convenience, increasing e-Commerce penetration, rapidly increasing internet and mobile penetration, and a growing middle-class population are some of the factors boosting online travel bookings. The online travel market in India, estimated at \$9.1 bn (2014), comprised air travel (\$5.1 bn), rail travel (\$3.1 bn), hotels (\$0.8 bn), and others (\$0.1 bn). Online penetration in travel and tourism bookings is estimated to increase from 41% in 2014 to 46% in 2017, according to Phocuswright, a leading travel data aggregator².

Electronic Service Quality (E-Service Quality)

¹ (www.internetlivestats.com)

² (www.aranca.com)

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Jatinder Kaur
Principal
Guru Gobind Singh College For Women
Sector 26, Chandigarh