E-TOURISM - CHALLENGES AND ITS IMPACT ON INCREDIBLE INDIA IN MODERNIZATION AGE

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ABSTRACT

India is a developing country. It has diversity in culture, custom, festival, language, attire and food. In India, not only these type of diversity present but also there are multiple ranges of climates, places, forests, animals, holy areas etc. Diversity or range is attracts the people on their side for visiting them and perceive new knowledge. Those people and requirements and arrangements of facilities that are needed, is part of E-tourism. E-tourism is combination of many composite sectors. Every developing country faces many challenges to bind each sector under a single shield and work towards to achieve single goal.

KEYWORDS: Diversity, Challenges, Calculative Matrix, Economic Growth, E-Tourism.

INTRODUCTION

Indian Tourism is directly hits the Indian economy and directly affect our prime minister's dream "*Digital India: Incredible India*". To fulfill the prime minister's dream our government focused on E-Tourism. Basically tourism is a supply chain management system which facilitate with various sectors like-accommodation, hospitality, marketing, entertainment, business, culture exchange, discovering new ideas, capacity building, transportation etc.

MEANING OF E-TOURISM

E-tourism is one step towards completing our prime minister's dream, in which all the tourism facilitates are available on internet. Anyone can reach easily on the site of government or tour planner and get all the information about journey and plan according to their requirement.

IMPACT OF E-TOURISM

E-tourism is very helpful in various sectors or fields. These are following as -

- Have a prior information of weather
- Have prior information of visiting places
- Have prior information of market
- No worry about Accommodation and food
- Have a prior booking of transportation, accommodation, food and beverages
- Relaxation touring
- Visit or cover more places in short time duration

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- Discover new ideas and enhance knowledge
- Capacity building
- Carrier enhancement and increasing job opportunities
- Decreasing poverty

FAILURES OF E-TOURISM

- E-tourism is left behind the local person knowledge and their culture, their customs and festivals. This is main issue with this e-tourism that no passing chain for local benefits.
- Mistrust on E-Tourism planner agencies and their agent
- Lack of security and safety of tourists and their trust
- Threat and risk of cheating
- Insufficient visitor protection
- Lack of community Support. So criminal justification is not possible.

CHALLENGES

E-tourism is a very vast platform for work. It is a platform where several other processes are work together in parallel manner to achieve one goal. It is very complicated and challenging task to handle several minds together. E-tourism faces these challenges and complication like-

CONCEPTUAL THINKING

Someone when cover many areas or fields under one shield, then it is necessary for person that they should clear their concepts and objectives. So that they can achieve their goal easily without any divagate.

CO-ORDINATION BETWEEN DIFFERENT SECTORS

All the areas are work for single goal, then it is necessary that they understand the terminology of single goal and coordinate and cooperating with each other. If they are not coordinating and

cooperating to each other then conflicts are occur and they can't achieve the goal.

MASS MANAGEMENT

Management assign authorities, responsibilities and duties to all position holders who involved in the different sectors like management, operation, administration, participation and verification of the Mass Management System and it is clearly defined and documented [2]. In e-tourism - government to tour planner, from tourist to supplier, each and every person is part of mass management system and everyone perform their specific task. The benefits of mass management in tourism are that they uses various resources and supports to local business to international businesses.

RISK MANAGEMENT

Risk Management is the process of identifying, analyzing and responding to risk factors throughout the existence of a project [3]. Risk management implies control of possible future events and is practical rather than mechanical [3]. E-tourism mainly focuses on the weather, crime, terrorism and natural disaster generated risk. This is work with future aspects and their implementation.

SUPPLY CHAIN MANAGEMENT

Supply Chain Management (SCM), is the process to manage the flow of services involves in the project like information sharing, communication, feedback etc. In the E-tourism, provide the information to the tourist, provide transportation, accommodation, foods, market, and other thing that are co-relate to each other. Supply-chain management has been defined as the "design, planning, execution, control, and monitoring of supply chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally" [4].

PERSONNEL MANAGEMENT

Personnel Management is the process of obtaining and maintaining a satisfactory and a satisfied work force [5]. Wherever people work together for the attainment of defined goals, there is need for management that is charged with the responsibility of ensuring that the aims and objectives of the institution are realized [5]. Every person who is part of e-tourism is responsible for their task and that task should be satisfactory. It is important that every person can do their work as part of team.

PROCESS MANAGEMENT

Process management is a "systematic series of activities directed towards achieving an end goal such that one or more inputs will be acted upon to create one or more outputs" [6]. E-tourism is a big project which has various stages and many achievers. To handle this project, management need to accept a way of systematic step by step process.

COMMUNICATION MANAGEMENT

Communications management is one of the systematic planning, implementing, monitoring, and revision of all the channels of communication within an organization and between organizations [7]. It includes the organization and propagation of new communication directives connected with an organization or communications technology. According to tourism aspects of communications management includes developing corporate communication strategies, designing internal and external communications directives and managing the flow of information, including online communication [7].

COST MANAGEMENT

Cost management is a process of planning and controlling the budget of a project or business [8]. It includes activities such as planning, estimating, budgeting, financing, funding, managing, and controlling costs so that the project can be completed within the approved budget [8]. It is necessary to estimate the budget of any project before starting of it and then complete the project in that estimated budget. E-tourism has one big challenge of cost management because it deals with diversity.

CURRENCY MANAGEMENT

Currency Management essentially relates to planning, designing, issue and withdrawal of currency, ensuring its integrity, availability and the maintenance of quality [9]. E-tourism has a big challenge of cost management, but at the same time it has one more challenge in form of currency management. Every tourist either domestic or foreign, need a local currency for touring. It is necessary to provide currency exchange portal where every foreigner exchange their money and get local currency.

PLANNING

Project planning is part of project management, which relates to the use of schedules such as Gantt charts to plan and subsequently report progress within the project environment [10]. To start any big project, need to plan it in respect of time, cost, maintenance, resources, process, risk etc. E-tourism is project which is based on planning of these things. If planning is not done in proper manner then conflicts are occur.

HEALTH AND SANITATION

Sanitation means promoting health through prevention of human contact with the hazards of wastes, in particular via the treatment and proper disposal of human excrement, often mixed into wastewater [11]. That time it is necessary to keep proper care of the food, beverage and water of tourists. It is a big challenge for local market and doctors. If in case any tourist feels unhealthy then provides right and proper treatment in hospitals and clinics.

TRUE INFORMATION SOURCE

Every big project can run smoothly when all related person trust on each other. And it is possible when message passing is done on true information basis. E-tourism is a project that works on trust and true information resources. Actually trust is run parallel with true information resources. If any information is faulty then chain of trust breaks.

CONTROLLING

E-tourism is a combined task of many processes and fields. It needs proper controlling otherwise process conflict to each other and result not generated.

SAFETY AND SECURITY

Safety basically purposeful environment where learn, live, teach and work can do easily [12]. Security is provided from unwanted activities, criminal incidents, suspicious activity, requests for assistance and emergency situations in safe environment [12]. Person is very focus for their security and safety. In e-tourism, every tourist needs security from any type of threats and unwanted incidents. Insurance covered tour plan of travel agencies is attracted to the tourists.

SOCIAL THREAT AND UNFAIR ACTIVITIES

Not only natural disaster and criminal activities harm the tourism but also local roguish person also harm the relationship between tourist and local support. So it is necessary to control all impish activities.

CONCLUSION

Tourism in India is fastest growing industry, like an employment creator, noteworthy source of foreign exchange for the country. So tourism helps in growth of country's economy. Tourism is based on composite sector, it generate many source of income for Indian citizen in many ways such as tourist resorts, hotels, restaurants, travel agents, tour operators, transport services and shopping and shipping facilities etc. E-tourism is a cumulative task of many processes and it affected by all factors like mass management, supply chain management, cost management, safety and security, health and sanitation, risk management and inadequately trained and skilled manpower etc. Indian tourism is faces all these factors as challenge. When India will cover up all these challenges, then economy will grow faster. On that time India will become a developed country and 'Vishva *Guru*'.

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