



**ORIGINAL RESEARCH PAPER**

**Management**

**INNOVATIONS IN USE OF E-PLATFORM IN THE DEVELOPMENT OF TOURISM SECTOR IN INDIA WITH RESPECT TO ODISHA**

**KEY WORDS:** Innovation, e-platform, Marketing 5.o, tourism development, tourism destination

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**ABSTRACT**

There are a number of challenges that the travel and tourism sector in India face during post COVID-19 session. Innovations in e- platform are the adoption of infrastructure and information technology in the field of tourism by transforming the e-processes. Thereby it is an alarming time for marketing to attempt to match the hike in expectations of tourists and travelers to achieve effectiveness and efficiency in promotion of the tourism sector. e- Platform is playing an important revolutionized role both in consumer choice and service delivery processes. Due to the impact of Marketing 5.O, customers are becoming much more sophisticated and concerning because they have experienced high levels of service and standards of living as an user with high frequency of e mode in all aspect of marketing activities in recent days. It has been growing considerably due to the availability and penetration of more choices in e platforms in all aspects of marketing activities involved in tourism sector. The aim of this paper is to establish the fact happen in tourism sector due to variables in choices and opinion of tourists and travelers due post COVID session. A structured questionnaire is used to collect responses on e mail and WhatsApp. The survey is designed for 100 respondents and analysis is done by considering research objectives based on innovations and use of e platform in the development of tourism sector.

**INTRODUCTION**

The United Nations World Tourism Organization (UNWTO) defined tourism as the practice of individuals visiting and residing in areas other than their typical surroundings for up to one year in a row for pleasure, business, or other objectives. Section 2 of the Tourism Industry Act of 1992 in Malaysia described a tour as including sightseeing, excursions, shopping, visits to places of interest or entertainment, as well as other activities typically engaged in by tourists.

Traveling from one place to another outside of one's normal environment is known as tourism, and it is a social, cultural, and economic phenomenon. Tourists are people who go to and stay in locations outside of their normal surroundings for leisure, business, and other reasons, according to the World Tourism Organization. Tourism has gained popularity on a global scale for commerce, trade, education, healthcare, agricultural needs, historical research, entertainment, and many other purposes that are constantly changing with each passing second. Due to its geographic diversity and hospitality, UNWTO names India as one of the world's top tourism destinations in the future. Tourism is a competitive and dynamic industry that necessitates the ability to continuously adapt to clients' shifting requirements and preferences.

Guyer Feuler gave the first definition of tourism in 1905, stating that it is a phenomenon that is unique to modern times and is based on people's growing desire for relaxation and change, their desire to appreciate the beauty of nature and art, their conviction that nature brings happiness to people, and the advancements in trade, industry, communication, and transportation tools.

**CONCEPT**

Future visitors will always rely on the knowledge that the prior visitor has provided. After travelling somewhere, a person will have firsthand knowledge of the experience and will

write in blogs, and other websites that are relevant to the topic. As a result, businesses and governmental entities involved in tourism offer solutions that aggregate all the information used by the tourists.

Websites are significant in this modern day. It serves as a virtual spokesperson as well as a channel of contact between aggregator, vendors and customers, informing those looking for information. In a nutshell, everything meant for tourism is accessible online.

A guideline of tourist tools that must provide the information relevant for tourism in the websites, such as general information about the country, political route maps, climate, and other pertinent data. Information about particular local tourism services, such as special interest tours, tourist attractions, craft studios, national or regional parks, marketplaces, hotels, restaurants, travel agencies, airlines and transports, guides, vehicle rental companies, and many more, should be available on the websites. The website should also provide links to various partners and aggregators so that visitors can conduct additional research. Once the website is built and running, ongoing updates should be done for easy accessibility, pricing, and promotions of tourist products.

Tourism is a highly "perishable" commodity. Tourism termed as the smokeless industry is highly infrastructure dependent and relies upon various transport services to deliver to clients. Regulations governing immigration and entry-exit controls directly affect the availability of services for international travel. Important challenges facing the industry include environmental and infrastructure problems and rapid technological changes. Travelling primarily for leisure or recreational purposes is referred to as tourism, as is the provision of services to facilitate this leisure travel.

Instead of the contrary as is the case with many other services,

the provision of tourism services is principally characterised by the cross-border movement of customers, i.e., the consumer coming to the supplier. Since tourism is actually made up, at least in part, of many other service industries, its overall economic impact is frequently difficult to ascertain from national statistics. A very "perishable" product, tourism has no residual value for unsold plane tickets, hotel rooms, etc. The industry is heavily reliant on the infrastructure and uses a variety of transport services to deliver goods to customers. Regulations governing immigration and entry/exit controls directly affect the availability of services for international travel. Rapid technological change is one of the industry's major obstacles, along with infrastructure and environmental issues.

The most important point to be noticed in the case of the Rural tourism sector in India:

- a) People are motivated to experience the rural lifestyle in India
- b) Tourists are keen to visit the most unexplored tourist spots

The aim of this article is to generate tourist awareness of rural, cultural, spiritual, ritual, and regional people attraction spots that are not much famous in the tourism world map or in India. Special attempt is made to bring the unexplored places of Odisha to attract tourists.

The places of India and Odisha like:

Out of several tourist places this paper is discussing only two places like:

Lepakshi Temple, Andhra Pradesh:

In the Anantapur district of Andhra Pradesh, which is near to Andhra Pradesh and Karnataka, is the Lepakshi Temple, also known as Veerabhadra Temple. This temple's dangling pillar is its main draw. The temple's main hall is where you may find the pillar. Aside from this, a number of other legends are obscure. Lord Shiva, Lord Vishnu, and Lord Veerabhadra are the three principal gods of this 16th-century temple. Two brothers, Virupanna and Viranna, constructed the temple.

How to reach Lepakshi Temple, Andhra Pradesh:

It is well connected to NH 565. The nearest Airport is Bangaluru international airport. Bus, Train and air routes are available to reach Lepakshi Temple. Hindupur railway station serves as the nearest railways station to Lepakshi.

Mahendragiri is a mountain located in the Rayagada block of Odisha's Gajapati district. At a height of 1,501 metres (4,925 feet), it is positioned among the Eastern Ghats. It is Odisha's second location of outstanding biological variety. One of India's seven Kula Parvats is regarded as being this one.

In 1986, the State of Odisha received a proposal from the Indian Ministry of Environment and Forests to designate the Mahendragiri hill as a Biodiversity Hotspot region. The biodiversity hotspot Mahendragiri Hills should be recognised as a Biosphere Reserve in 2014, according to a group of experts from the Forest and Environment Department. In Odisha, the Mahendragiri mountain is well-known for its red sandalwood (Lal Chandan) and medicinal flora.

The study examined the usage of e-platform in tourist development strategies in India generally and Odisha specifically using Importance and Performance (IP) analysis. The importance of each of the 16 suggested parameters for SMTEs to successfully integrate e-commerce was expressed by respondents to the "Importance" question. In relation to their response to "Importance," respondents stated under "Performance" how well the tourism sector functions in terms of e-commerce. This analysis yields four IP categories. The 'Keep up the good work' category indicates that both 'Importance' and 'Performance' are high. 'Concentrated

efforts' refers to 'high importance' and 'low performance' replies. The "low priority" category includes answers with low importance and low performance. High performance with low importance is included in the "Possible overkill".

Continue to good performance:

Respondents considered the following factors as important; 'Security of e-commerce,' 'Userfriendly Web interface,' 'IT (Information Technology) infrastructure,' 'Level of trust between user and company,' 'Customer acceptance.' All factors are strongly related to consumer issues such as security and user convenience. These factors were also considered as relatively well-performed.

The objective of the study-

1. To study the adoption of innovation and e-platform under tourism marketing 5.0 and travelers in general.
2. To analyze the responses on changes in satisfaction levels of the tourists by using e- mode.

The methodology is based on secondary and primary data analysis. The scholar has used ANNOVA, Pearson & Regression analysis and Chi-square for primary data analysis. Justification is made through interpretation, findings, Conclusion and suggestion.



Table 2:1 Demographic Profiles of the Respondents (Sample)

Sl. No.	Particulars		Frequency	Percent	Cumulative Percent
1	Region	Asia	255	63.80	63.80
		America	24	6.00	69.80
		Europe	71	17.80	87.50
		Middle East	29	7.30	94.80
		Africa	21	5.30	100.0
	Total	400	100.0		
2	Gender	Male	279	69.80	69.80
		Female	121	30.30	100.0
		Total	400	100.0	
3	Age	Below 25 yrs	35	8.80	8.80
		26 - 35 yrs	130	32.50	41.30
		36 - 45 yrs	114	28.50	69.80
		46 - 60 yrs	90	22.50	92.30
		Above 60 yrs	31	7.80	100.00
	Total	400	100.0		
4	Occupation	Dependent/ Homemaker	22	5.50	5.50
		Employee	191	47.80	53.30
		Business Person	147	36.80	90.00
		Any Other	40	10.00	100.00
		Total	400	100.0	
5	Monthly Income	Below 30,000	29	7.30	7.30
		30,001 - 40,000	109	27.30	34.50
		40,001 - 55,000	148	37.00	71.50
		55,001 - 70,000	75	18.80	90.30
		Above 70,000	17	4.30	94.50
		Not Applicable	22	5.50	100.00
		Total	400	100.0	

**Table 2:2 Frequency distribution of Purpose of Visit (Visitors)**

Sl. No.	Variables	Frequ ency	Percent	Valid Percent	Cumulative Percent
1	Leisure	125	31.3	31.3	31.3
2	Religious	97	24.3	24.3	55.5
3	Business/ Official	72	18.0	18.0	73.5
4	Visiting friends and Relatives	83	20.8	20.8	94.3
5	Other Purpose	23	5.8	5.8	100.0
	Total	400	100.0	100.0	

**CONCLUSION :**

Rural Tourism is capable of generating a good tangible as well as intangible profit. During post Covid the tourist are showing interest in specifically leisure, heritage and holiday visit to mountain region and hill stations. The Government of India at central level and regional level are trying their best to design infrastructure and internet connectivity to make the tourist spots user friendly. Cashless transaction and QR code payments provide more flexibility to the visitors to go for safe tour and experience the essence of tourism at wide volume. According to the United Nations' World Tourism Organisation (UNWTO), rural tourism generates 6% to 7% of all jobs worldwide directly and millions more indirectly through the multiplier effect. When one million rupees are spent in tourism in India, 47.5 jobs are created directly and between 85 and 90 jobs are created indirectly. This statistic highlights the significance of tourism as a source of job possibilities. Manufacturing only adds 12.6 jobs, and agriculture only generates 44.6 jobs. Tourism also brings in the third-highest amount of foreign currency after gems and jewellery and ready-made clothing.

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