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Indian Tourism Industry: Study of Online Web Resources

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Abstract

The paper highlights the evaluation of online web resources of Indian Tourism websites. The tourism industry in India is flourishing very fast. The tourism websites are providing the detailed information on their websites. The evolution of website of tourism like Rajasthan Tourism, Uttarakhand, J & K Tourism, Jharkhand etc are studied in detail in the paper. The information can be gathered by visiting the websites of tourism. The links given on websites helped user in searching the detailed information.

Keywords: Online Web Resources, Tourism Websites

Introduction

Tourism is heterogeneous, made up of many different types of travelers, seeking a wide range of tourism products. Demand, at times, can be influenced by various irrational factors, e.g. fashion and trends. It depends on the availability of time and money, on images, perceptions, and attitudes. Tourists possess various needs, desires, and motivations, both of a 'push' and 'pull' nature.

The Tourist has always been the most essential link in the Tourism Cycle, without Tourists there is no Tourism, but it has often been seen that academicians and tourism professionals spend more time on the development and planning of tourism but very little time in the understanding of the behavior of the tourist.

According to Macmillan English Dictionary Tourism is defined as the business of providing services for people who are travelling for their holiday.

Webster's Third New International Dictionary of the English language unabridged defines Tourism as 1. the practice of touring: travelling for recreation 2. The guidance or management of tourists as a business or a governmental function: provision of itineraries, guidance, and accommodations for tourists: the economic activities associated with and dependent upon tourists.

The Oxford English Dictionary defines Tourism as The theory and practice of touring; travelling for pleasure.

A Web site is a collection of related Webpages (files) stored on a Web server. Companies maintained Websites with Web pages that contain information about their products and services. You might think of a Web site as an interactive electronic guide. Other sites contain topical content. Still, some of the sites provide access to search engines that allow users to find sites and information on the Web.

Web sites are hosted on Web servers. Some companies and organizations own and maintain their Web server to host their Web site. Others let professional content hosting companies provide the Web server for their Web site.

World's Most Visited Websites

There are the ten most visited websites currently:

Google

Google is the main important source which is being used by many users. If we see around 3.5 billion queries are being searched every day, whenever we want to buy anything, we want to see the options, brands or substitute of the products or any service we are mainly dependent on the Google for that. It has also become navigation provider, sitting comfortably at enjoying the no. 1 position and most important search engine globally.

YouTube

YouTube is a platform used by many users for videos. Around 5 billion Videos are being watched in a day on YouTube. Even for a small piece of information users are going to search YouTube videos. Whether its

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academic information, useful information or a simple query on any of the issue. It is so easy to go and search it on YouTube. Whether we are talking about entertainment videos or any other kind of videos it has reached on top among this category as many users like it very much.

Facebook

In today's context the Facebook has become very common platform of social media. People want to interact among their friends and common interest group through online mode. It has many users around 1.4 billion active users in a single can be seen. The main objectives of this study are:

1. To find out various websites based on tourism.
2. To find out what type of information is available in each website.
3. To find out currency of each website.
4. To evaluate the information provided by each website based on tourism

Aim & Scope of the Study

The main aim of the study is to analyse the online information resources available on Indian tourism i.e. to evaluate Indian tourism websites. The scope of the present study is confined to only few Indian tourism websites

Tourism Websites

India is loaded with heritage resources in the form of art, architecture and archaeology at the same time cultural expressions like performing arts, dance, drama, fairs and festivals. In today's world, tourism is no more a luxury. This became possible by technological developments and information technology

Jharkhand Tourism Website

Jharkhand is popularly known as 'The Land of Forests' located in the eastern part of India. The website www.jharkhandtourism.gov.in provides information about spiritual tourism, rural tourism, heritage tourism, religious tourism, adventure tourism includes aerosports, watersport, parasailing training, ropeway, ecotourism, Dams, waterfalls. It offers facility for search the destination district wise. It highlight information about tour packages, hotels, swiss cottage,local sightseeing,

events, festivals, fairs. It provide option to visitors for any complain, feedback, RTI. It highlights weather information, tourists map, Jharkhand road map, visa on arrival.
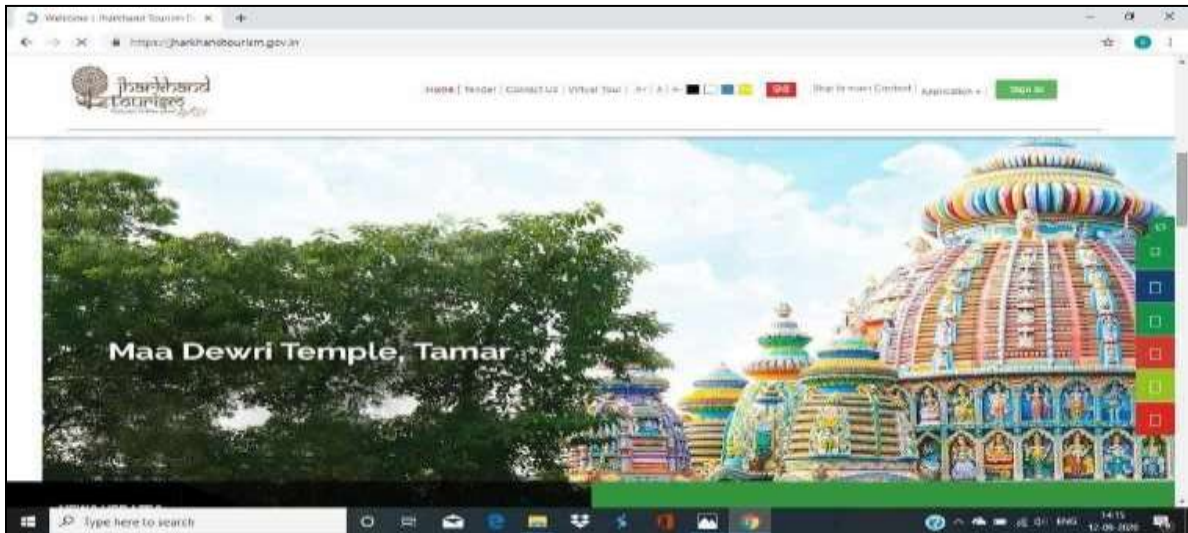
Screenshot Showing the www.jharkhandtourism.gov.in Website Source: https://jharkhandkhandtourism.gov.in

Rajasthan Tourism

Screenshot Showing the www.rajasthan.gov.in Website
Source: https://www.tourism.rajasthan.gov.in/tourist-destinations.html

Rajasthan is a place where rajas were lived that is why Rajasthan is known as the "Land of Maharajas" and is the largest state of India. The glory of Rajasthan is retained by its majestic places, forts &monuments. The colourful culture and rich heritage of this princely state draw innumerable tourists from across the world. The website www.tourism.rajasthan.gov.in gives information about various destinations of Rajasthan which include Ajmer, Alwar, Banswara, Baran, Barmer, Bharatpur, Bhilwara, Bikaner, Bundi, Chittorgarh, Dausa, Dholpur, Dungarpur, Hanumangarh, Jaipur, Jaisalmer, Jalore, Jhalawar, Jodhpur, Karauli, Kota, Nagpur, Pali, Pushkar, Sawaimadhopur, shekhawati, Sriganganagar, Tonk, Udaipur, Rajsamand, Mount Abu, National Police Memorial. It discovers Forts, Wild Life Sanctuaries & National Parks, Lakes of Rajasthan which are standing example of rich cultural heritage and breadth taking architecture. It discover popular pilgrimage destinations in Rajasthan. Tourists can experience the fairs and festivals of Rajasthan that made it one of the biggest tourist attraction which includes Bundi Festival, Pushkar Fair, Gangaur Festival, Mewar Festival, Kite Festival.

Tourists can also experience travelling in palace on wheels is one of the worlds most exciting train journeys.

J & K Tourism

Jammu and Kashmir is popularly known as the "Paradise on Earth". Jammu and Kashmir is world famous for its scenic splendour, snow-capped mountains, plentiful wildlife, exquisite monuments, hospital people and native handicrafts. It is a union territory of India locked in Himalayan mountains. The website www.jktourism.jk.gov.in provide information about various tourists attractions in Jammu and Kashmir. In Jammu various destinations are Jammu City, Udhampur, Katra, Mansar, Patnitop. In Kashmir various destinations are Srinagar, Gulmarg, Pahalgam, Sonamarg,Yousmarg, Lolab Valley, Tosamaidan, Kokernag, Aharbal, Verinagh, Bungus, Mughal Road. Tourists can enjoy various blissful activities Ecotourism, Adventure Tourism includes River Rafting, Skiing, Trek Trails, Mountaineering, Paragliding, Mountain Biking. Tourists can explore shopping of various articles like Shawls, Carpets, Dry fruits, Saffron, Bats, Fruits, Street food, Bakery. It demonstrates Kashmiri Art and Craft include Pashmina shawl, willow, Basket, Paper Mache boxes and Embroidered Pheran, Walnut Wood Carved Articles, Paper Mache, Kashmiri Handicrafts and Carpets.It focuses on four season of J&K. Tourists can enjoy the mesmerising beauty of various gardens, Lakes, Springs, Museums, Clubs ,Religious places, Monuments. It also provides lesser known destinations of J&K.

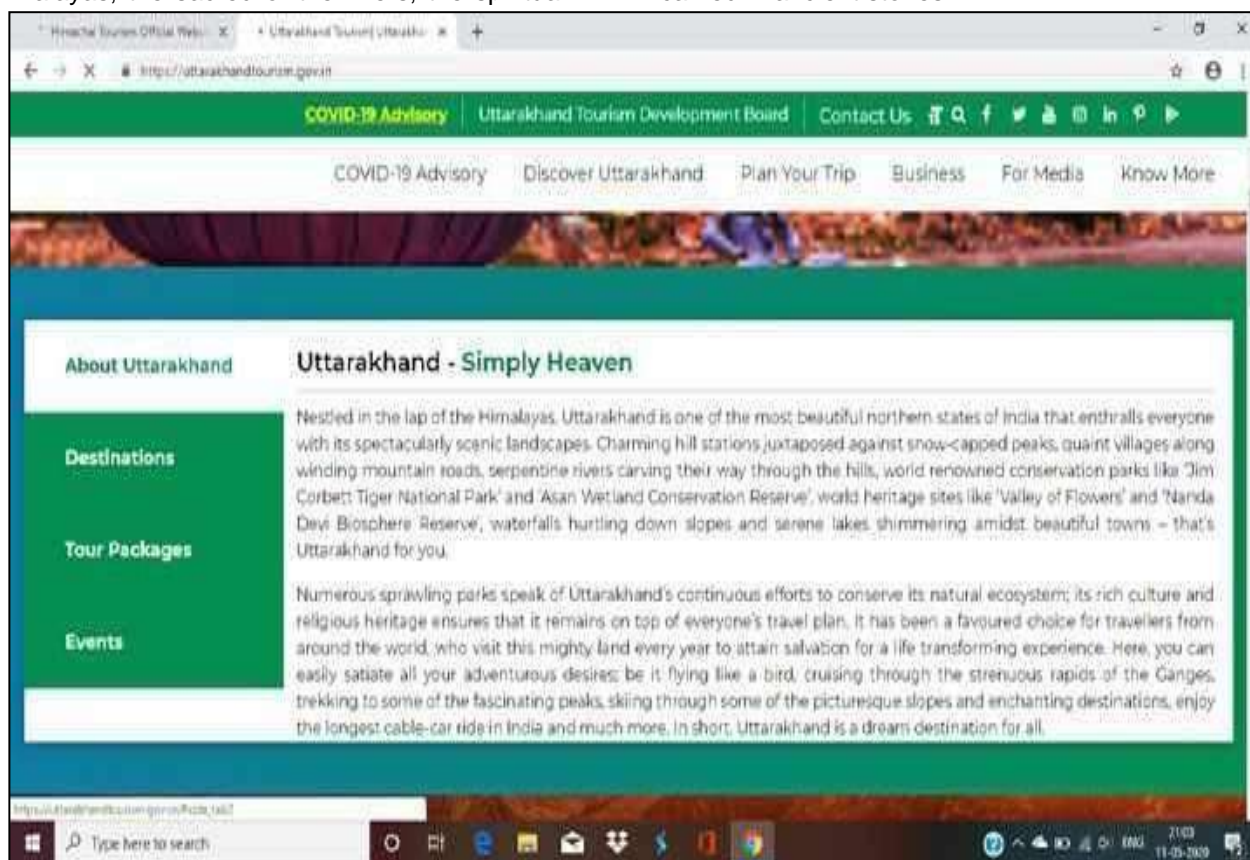Screenshot Showing the www.jktourism.jk.gov.in Website

Uttarakhand Tourism
Uttarakhand, a north Indian state passed by the Himalayas is known for its Hindu Pilgrimage Sites. Recumbent in the lap of the Himalayas,

Uttarakhand is one of the most beautiful state of India that enslave everyone with its breathtaking scenic landscapes. The website www.uttarakhandtourism.gov.in discovers various

popular destinations and lesser known destinations of Uttarakhand. The benevolent Himalayas, the sacred of the rivers, the spiritual

mystery, stunning landscapes, the incessantly colourful play of nature, enchanting history carved in ancient stones.

Screenshot showing the www.uttarakhandtourism.gov.in Website Source: https://www.uttarakhandtourism.gov.in

Findings of the Study

1. Vast amount of information on tours and travels is available on various websites studied.
2. It is explored that in most of the websites comprehensive information regarding Tour packages, fairs & festivals, Art & culture, sports, adventure, nature, wildlife, pilgrimage, various dance forms of each state is given.
3. Maximum websites include the information about transportation, weather information, best time to reach, online booking of airways and taxis about distance and routes to various destinations from airport are given and few does not give any information regarding best time to reach.
4. All the websites provided information regarding cuisines except Mizoram tourism website.
5. Most of the tourism websites are up-to-dated, while few are not up-to-dated including tourism website of Sikkim, J&K, Assam, Himachal Pradesh, Telangana, Tamil Nadu and also few were not provide information regarding last updated which include Incredible India tourism website.
6. Majority of websites given feedback option for visitors and some are not.
7. Rajasthan tourism website provide facility to subscribe RSS feed and Kerala tourism website

provide facility to subscribe Newsletter.

8. Most of the tourism websites have external links with airline bookings and hotel bookings which directly takes the visitor to the home page of the service provider.
9. Most of the websites include Site Map, FAQ pages, e-mail addresses and contact numbers, Links to other sources are present in various websites, Links are not broken, but links are dead not open further.
10. Each website includes privacy statement, website also available in more than one language, date of current version/last revision is given, No incorrect information available.
11. Majority of websites presentation is eye-catching and worth spending time, Links are meaningful, Key word searching is available, access to required information requires minimum clicking, dynamic access to data is possible.
12. Each website provides menu structure, Explanations available for link titles, Icons clearly represent what is intended, Navigation is fast, Navigation option are consistent and standardized on all pages.

This study evaluated few Indian tourism websites observed that the Indian tourism websites provides comprehensive information

related to tour packages, fair & festivals, Art & culture, Adventure, Pilgrimage, transportation, online booking for airways, taxis and hotels and also structural information related to identity, loading and viewing, navigation, interactivity, comprehensibility, personalization, currency. The study suggests that websites should be updated regularly, dead links should be removed from the sites and also provided optimum information for the visitors related to how to reach to the particular destination as information seekers always seeks for this kind of information. The study further suggested that MICE (meetings, incentives, conferences and exhibitions) related information should be provided on the tourism website for the business companies, which will directly promote tourism in India.

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