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IMPACT OF E-COMMERCE IN TOURISM INDUSTRY. DISADVANTAGE AND ADVANTAGE OF E-COMMERCE

Abstract: *In this article based on information from the works of Moritz Hauschild, Rudiger Karzel opinions, analyses, research works are expressed about E-commerce in tourism industry trade relations. Issues such as the establishment of concept e-commerce, advantages and disadvantages of e-commerce in modern technological era. Global marketing, online booking,* **Complexity in Regulations, Taxation, and Compliance is most important** *in developing countries tourism industry.*

Key words: *Online, e-commerce, advantages, disadvantages, global market, technology, innovation, price comparison, taxation,B2B,B2C*

Introduction

The time has gone when innovations took centuries for implementation, now there is always an instant solution to almost every problem within business. When it comes to IT and communication, there are plenty of options for advertising, in fact, even a single person can run a full-fledged company with just a limited amount of resources. This is what technology has done, people don't need to hire a whole bunch of people to help to them to achieve their goal anymore, and they just require the right set of tools to monitor their organization and business strategies. In the past few years, a tremendous change has come about within the travel and tourism industry and with the increasing demand of e-commerce; more businesses are now looking for better ideas and opportunities to enhance their market value. No doubt the electronic commerce industry is now the part of almost every business. The new era of **e-commerce** web design is moving towards the digitalization of many industries and the travel industry is also implementing their business solutions through it.

Types of E-Commerce:

There are many types of e-commerce (Turban & King, 2003). Explain different types of e-commerce. Some authors describe the types of e-commerce as models of e-commerce. The major types or models of e-commerce are:

• Business-to-business e-commerce (B2B): In this case, two or more businesses make transactions or collaborate electronically. Although B2B is the major current type of electronic commerce.

• Collaborative e-commerce: In this type of e-commerce, business partners collaborate electronically. Such collaboration frequently occurs between and among business partners along the supply chain.

• Business-to-consumers (B2C): In this case, the sellers are organizations and the buyers are individuals.

• Consumers to businesses (C2B): In this case, individual customers offer to sell products and services to companies who are prepared to purchase them. This business model is the opposite of the traditional B2C model.

• Consumer-to-consumer (C2C): In this case, an individual sells products (or services) to other individuals.

• Intra-business (intra-organizational) commerce: In this case, an organization uses e-commerce internally to improve its operations. A special case of this is known as B2E (business to its employees) e-commerce.

Electronic commerce, commonly referred to as e-commerce, is a business model that allows individuals and firms to make sales and purchases via the internet. It operates in the following major market segments:

- Business to consumer
- Business to business
- Consumer to consumer
- Consumer to business

Here are some of the pros associated with e-commerce:

- Convenience
- Increased selection

On the downside, e-commerce is characterized by:

- Limited customer service
- Inability to interact physically with the products
- A lack of instant gratification

E-commerce has brought changes in the whole concept of tourism and travel. The industry and consumers are both taking advantage of it to expand their businesses. With the vast expansion phase, here are some of the ways e-commerce has benefitted the travel and tourism industry.

Literature Review

Christensen, Johnston, & Barragree, (2000)in their paper " Pattern of success and failure of e-commerce" identifies the main reasons for failure as the non-existent understanding of e-commerce industry competition, as well as the incompetence in exploiting new technology on a sustainable basis. **Kshetri,** (2001)in her paper "Determinants of the Locus of Global E-commerce" focused to identify the available evidence on global distribution and forms of e- commerce. In his paper, he indicates the major revolutions in ICT are fuelling the rapid growth of global e-commerce. **Stead,** (2001)in his paper "Ethical Issues in E-commerce" reviewed the incredible growth of electronic commerce (e-commerce) and presented ethical issues that have emerged. Security concerns, spamming, web sites that do not carry an "advertising" label, cybersquatters, online marketing to children, conflicts of interest, manufacturers competing with intermediaries online, and "dinosaurs" were discussed. **Featherman, Valacich, & John**, (2006)in their paper "Is that authentic or artificial ?" stated that as companies race to digitize physical-based service processes repackaging them as online e-services, e-service replacements may seem unfamiliar, artificial and non-authentic in comparison to traditional service processing methods. Consumers may believe that new internet-based processing methods expose them to new potential risks the dangers of online fraud, identity theft. **Featherman, Valacich, & John**, (2006)in their paper "Understanding consumer perceptions of risk in e-service encounters" examined whether consumer perceptions of artificiality increase perceptions of e-service risk, which has been shown to hamper consumer acceptance in a variety of online settings.

E-commerce has completely changed the concept of how people choose the way they travel around too. As everything is technologically driven now, online and electronic solutions have made life more convenient and comfortable for everyone, as well as more competitive for businesses. Travels companies can now reach your global audience sitting anywhere in the world and easily tally their pricing with competitors to enable them to offer their own customers the best possible options. E-commerce has played the vital role in enhancing the travel industry. Service providers and consumers, both are now enjoying the feasibility of it.

The Impact of E-commerce on the Industry

E-commerce has changed the whole concept of travel and tourism. Both consumers and the industry are taking advantage of e-commerce and expanding their businesses for good. With this huge phase of expansion, let us take a look at how it has been beneficial for travel and tourism industry.

1. Online Booking

Customers are no more required to visit offices and travel agents anymore. The whole booking system is online with a feasible payment system. Every system works individually but the integration of this set-up is helping to build and increase business.

2. Managing Recessions

The e-commerce industry has amazingly affected recessions. A recession is the period of loss that lasts for almost six months. **E-commerce** technology has introduced the quick recovery of recession through its ideal solutions to the problems that arise.

3. Automation and Networking

GPS is one of the greatest technologies that helps people in the industry of travel and tourism. If they will look up any of the transportation services, e-commerce is the one thing that is helping them to connect and offer the best services to the consumers.

4. Additional Global Market

E-Commerce technology gives you better know-how about the additional market. The travel industry is not limited to a country or a city but it is globally targeting its customers. People can now book their trips to the exotic destinations from anywhere, such as their office or even the comfort of their own homes. E-commerce allows you to connect to the additional market around the world and provide the most feasible services to their clients, even if they are located overseas.

5. Ease of Accessibility

The planning and the strategy processes of business are now as easy as reaching out to the market. The travel agents can now get to know more about the competitors and plan their business accordingly. Apart from the bulk of information, it provides to the ease of accessibility to the customers and competitor behavior. It makes it all easy for people to connect and grow together.

Furthermore, **E-commerce technology** provides you with many ways to enhance your business with ease. Just one click and the work is done, payment, booking, monitoring customer behavior, business plans and marketing strategies are now at the fingertips of every businessman or woman.

The industry of travel and tourism is now dependent on E-commerce, it provides practical ideas to implement and plan anything in advance from cheap solo travel excursions to hefty family holiday packages. People can book last minute deals too. The best aspect is the global availability as well as the accurate information on hotels and the places to visit which are usually backed up by trustworthy customer reviews.

Advantages and Disadvantages of E-Commerce | What are E-Commerce Advantages and Disadvantages?

E-commerce - it is also electronic commerce or e-commerce - combines all sites and services   where payment is made online.

Advantages and Disadvantages of E-Commerce: There's no doubt that the ability to sell online has made a number of businesses profitable and viable. Just like all the other business models,

e-Commerce also has its pros and cons. It's essential to get a proper handle on the pros and cons so individuals can be informed when making their strategic decisions.

E-COMMERCE ADVANTAGES AND DISADVANTAGES

- What is E-commerce? Advantages and Disadvantages of E-commerce 2022
- Advantages of e-Commerce
- Disadvantages of e-Commerce
- Comparison Table for Advantages and Disadvantages of E-Commerce

What is E-commerce? Advantages and Disadvantages of E-commerce 2022

Even nowadays, sometime after the so-called 'Internet revolution', E-Commerce remains a relatively new, emerging, and constantly evolving business management and information technology area. Talking in layman's terms, E-Commerce discussions about the whole process of marketing, selling, delivering orders, and servicing customers over the Internet. Due to the global outbreak of the coronavirus, people have been forced to stay indoors, which has given a significant boost to e-commerce. It has revolutionized the way many companies work.

Advantages of e-Commerce

There are a number of prominent and not-so-obvious advantages for doing business on an online platform. Understanding exactly how e-Commerce works can help individuals leverage them to their and their businesses advantage:

1. **A larger market:** E-Commerce allows individuals to reach customers all across the country and all around the world. E-Commerce gives business owners the platform to reach people from the comfort of their homes. The customers can make any purchase anytime and anywhere, and significantly more individuals are getting used to shopping on their mobile devices.

2. **Customer Insights via tracking and analytics:** Whether the businesses are sending the visitors to their e-Commerce website via PPC, SEO, ads, or a good old postcard, there is a way of tracking the traffic and the consumers' entire user journey for getting insights into the keywords, marketing message, user experience, pricing strategy, and many more.

3. **Fast Response to the consumer trends and the market demands:** Especially for the business people who do "drop ship," the logistics, when streamlined, allow these businesses to respond to the market and the trends of e-Commerce and demands of the consumers in a lively manner. Business people can also create deals and promotions on the fly for attracting customers and generate more sales.

4. **Lower cost:** With the advancement of the e-Commerce platforms, it has become very affordable and easy to set up and run an e-Commerce business with a lower overhead. Business people no longer need to spend a big budget on TV ads or billboards, nor think about personnel and real estate expenses.

5. **More opportunities For "Selling.":** Business people can only offer a limited amount of information about a product in a physical store. Besides that, e-Commerce websites give them the space to include more information like reviews, demo videos, and customer testimonials for helping increased conversion.

6. **Personalized Messaging:** E-Commerce platforms give people in business the opportunity to provide personalized content and product recommendations for registering customers. These targeted communications can help in increasing conversion by showing the most relevant content to the visitor.

7. **Increased Sales Along with Instant Gratification:** For businesses selling digital goods, e-Commerce allows them to deliver products within seconds of placing an order. This satisfies the needs of the consumers for instant gratification and assists increase sales, especially for the low-cost objects that are often known as "impulse buys."

8. **Ability to Scaling Up (Or Down) Quickly Also Unlimited "Shelf Space.":** The growth of any online business is not only limited by the availability of space. Even though logistics might become an issue as one's business grows, it's less of a challenge compared to running any brick-and-mortar store. E-Commerce business owners can choose to scale up or down their operation quickly by taking advantage of the non-ending "shelf space," as a response to the market trends and demands of consumers.

Disadvantages of e-Commerce

Running a business that is e-commerce is not always rainbows and unicorns. There are unique challenges to this business model — learning about them will help business people navigate the choppy waters and avoid common pitfalls.

1. **Lack of Personal Touch:** Some customers appreciate the personal touch they offer when visiting a physical store by interacting with the sales associates. Such personal touch is especially essential for businesses that sell high-end products as customers will want to buy the products and have an excellent experience during the process.

2. **Lack of Tactile Experience:** No matter how good a video is made, customers still can't feel and touch a product. Not to mention, it's never an easy task to deliver a brand experience that could often be including the sense of touch, taste, smell, and sound via the two-dimensionality of any screen.

3. **Product and Price Comparison:** With online shopping, customers can compare several products and find the least price. This forces many businesses to compete on price and reduce their profit margin, reducing the quality of products.

4. **Need for Access to the Internet:** This is obvious, but don't forget that the customers do need access to the Internet before purchasing from any business! As many e-Commerce platforms have the features and functionalities which require a high-speed Internet connection for an optimal consumer experience, there's a chance that companies are excluding visitors who have slow internet connections.

5. **Credit Card Fraud:** Credit card frauds are a natural and growing problem for online businesses. It can lead to many chargeback, which result in the loss of penalties, revenue, and a bad reputation.

6. **IT Security Issues:** More and more organizations and businesses have fallen prey to malicious hackers who have stolen information of the customers from their databases. This could have financial and legal implications, but it also reduces the company's trust.

7. **All the Eggs in One Basket:** E-Commerce businesses rely solely or heavily on their websites. Even just some minutes of downtime or technology glitches could be resulting in substantial revenue loss and customer dissatisfaction.

8. **Complexity in Regulations, Taxation, and Compliance:** Suppose any online business sells to its consumers in different territories. In that case, they'll have to stick to the regulations in their own countries or states and their consumers' places of residence. This could be creating a lot of complexities in accounting, taxation and compliance.

Comparison Table for Advantages and Disadvantages of E-Commerce

Advantages	Disadvantages
Order can be placed from anywhere at any time.	There is no guarantee for the quality of products.
Eliminates the operating cost.	Lack of personal touch.
It helps in connecting with people all across the world.	It doesn't give the luxury of trying before buying the item.
Retargets the customers.	Long delivery period.
There is always detailed product information offered.	There is always a concern with security issues.

Source: https://www.aplustopper.com/advantages-and-disadvantages-of-e-commerce/

Online Booking
With e-commerce, it is no longer necessary to pay physical visits to travel agents and offices. It is possible to conduct the whole booking process online, and there is also a feasible payment system. What influence do digital drafting and fabrication methods have on current architecture? To what extent do the new tools change architecture and its development process? What is the potential of digital media for architecture? What options for use and application are available to every office? What advantages do electronic work procedures offer?
- Media-supported drafting processes
- Computer-aided fabrication processes
- New options in model building
- Exemplary digital process chains

- Web Marketing or E-commerce or E-business is also known as e-tail business or electronic commerce with online business transactions resulting in home delivery. This process saves time for purchasers. Online web based business or APP driven business through mobile can be used by buyers on the move in spite of hectic work schedule. E-commerce is defined as the process of buying and selling or exchanging products, services and information via computer networks including the Internet.
- E-Commerce models are categorized as B2C business to Consumer, B2B business to business, and B2G business to government C2C consumer to consumer, C2B Consumer to Business. The most popular form of online business is Business-to-Consumer (B2C) model.
- Consumers are increasingly going online to shop and purchase products through online payment gateways including EMI options and take home delivery with after sales service warranty. B2C e-business models include websites such as Amazon, Flipkart, Snap deal, eBay, yatra.com; IRCTC, makemytrip.com, goibibo, clearmytrip etc which promote B2C sales are gaining popularity in recent times. B2C model of E-commerce process is the leading application in tourism industry with steady increase in sales despite tough economic problems. It deals with retail sales and other online purchases such as airline tickets, railway tickets, red bus tickets, film tickets entertainment venue tickets hotel rooms, taxi services and grocery items.
- Growth wise Indian travel and tourism industry is the second fastest industry in the world.
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- The analysis of this study is based on secondary data collection through various Blogs, websites and journal articles pertaining to e-tail travel services and OTPs. The study is limited to assess the impact of e-commerce on retail tourism with its merits and demerits.
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Conclusion

As a conclusion of research article significant relationship between the intensity of e-commerce use and firm performance. This suggests that those firms in the tourism industry that are already engaged in e-commerce are well positioned to enjoy myriad e-commerce benefits if they intensify its use. However, the use of the Internet for online business is still in its initial stages, which explains the significant effect of e-commerce use on firm performance. E-commerce has

completely changed the concept of how people choose the way they travel around too. As everything is technologically driven now, online and electronic solutions have made life more convenient and comfortable for everyone, as well as more competitive for businesses. Travels companies can now research global audience sitting anywhere in the world and easily tally their pricing with competitors to enable them to offer their own customers the best possible options. E-commerce has played the vital role in enhancing the travel industry. Service providers and consumers, both are now enjoying the feasibility of it. E- commerce is widely used in the field of tourism, as in all field. Therefore, it is an important issue to study the impact of e –commerce on the tourism sector and at the same time to research its advantage and disadvantage.

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