

An Innovation Approach for the Medium Sized Tourism

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DESCRIPTION

The way that tourism sales and information are distributed is being revolutionised by the internet. With well-designed and cutting-edge websites, Korean Small and Medium-sized Tourist Companies (SMTEs) may now reach global tourism markets on an equal basis. examines issues and potential solutions linked to e-commerce in the travel and tourist sector, and makes recommendations for effective e-commerce tactics that the sector and the government might use.

The Internet presents a chance for tourism enterprises to make information and booking services affordable to a wide number of travellers. Additionally, it gives end users, middlemen, and suppliers of tourism a means of contact. According to OECD (2000), the emergence of Internet-based electronic commerce presents significant opportunity for businesses to grow their customer bases, penetrate new product markets, and streamline their operations. Also, according to WTO (2001), electronic business gives SMEs the chance to conduct their business in novel and more affordable ways.

Importance and performance of SMTE's E-commerce

Importance and Performance (IP) analysis was employed in the study to look at e-commerce tactics. Respondents to the "Importance" question indicated the significance of each of the 16 suggested factors for SMTEs to successfully integrate e-commerce. According to their response to "Importance," respondents to the question about "Performance" indicated how well their member economies perform in terms of e-commerce.

This analysis yields four IP categories. The "Keep up the good work" category denotes high levels of "Importance" and "Performance." "Concentrated efforts" refers to answers that have "high importance" and "poor performance." Low importance and low performance replies fall under the "low priority" category. High performance with little priority is included in the "Possible overkill".

Keep up the good work: The following characteristics were deemed

crucial by respondents: "E-commerce security," "user-friendly Web interface," "IT (Information Technology) infrastructure," "level of customer and company trust," and "customer acceptance." All variables have a close connection to customer concerns including security and user ease. These components were likewise thought to have done fairly well.

Concentrated efforts: This category's contributing elements are "Skilled human resources" and "High management support." Though they are viewed as being conducted insufficiently, these factors are thought to be crucial for establishing e-commerce. Hence, greater emphasis must be placed on these issues.

Low priority: Government assistance, information sharing across SMTEs, incorporation into the current corporation, and relationships with other corporate partners. Got poor ratings for performance and relevance. But, these elements are truly essential for SMTEs to successfully conduct online business. This suggests that managers have little awareness of and access to e-commerce. Entrepreneurs should be given more knowledge on the significance of those elements.

Possible overkill: The term "Market scenario" belongs to the subcategory "Possible overkill." The survey results show that managers of SMTEs use the Internet for market analysis (which may also include competitor analysis), but they do not value this aspect highly. The results appear to be inconsistent with earlier claims that SMEs (Small and Medium-Sized Businesses) rarely use the Internet for market research, according to researchers.

Remainder: 'Specific tourism products or services for e-commerce,' one of three elements, Internal communication and corporate understanding, culture, and acceptance lay midway between "Low Priorities" and "Possible overkill." Between the "Concentrated efforts" and "Keep up the excellent job" categories is a consideration called "Cost of building and maintaining e-commerce system." These variables were rated as having "medium performance" and "low relevance," respectively.

CONCLUSION

A "frontier area" for information technology has formed with the research of e-commerce in the travel sector. In order to create a

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framework appropriate for this study, a comprehensive assessment of the literature on e-commerce in the tourism business was conducted. E-commerce is the term used to describe the exchange of products, services, and information over computer networks like the Internet. Information and

Communication Technology (ICT) adoption is only one aspect of the overall picture, though. Smaller businesses face significant hurdles in particular with regard to network access prices, electronic commerce information dissemination, training, skill development, and human resources.