# A Study on Information Technology and the Indian Travel Agents

## Annie Beena Joseph

Research Scholar, Department of Management (Jankidevi Bajaj Institute of Management Studies), SNDT Women's University, Juhu Tara Road, Santacruz (W), Mumbai (India)

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## ABSTRACT

Owing to technological advancements, travel agents have undergone the process of digitisation. This suddenly increased usage of information technology altered the age-old traditional mode of functioning of travel agents using a number of intermediaries for booking travellers tickets. Among many ther digitisation activities, travel agents started using information technology for booking tickets. This paper tries to find an assocoation between the role of information technology tools in booking tickets and its effect on intermediaries. The paper uses SPSS 16 for Data Analysis.

Keywords: Travel Agents, Information Technology, middlemen, intermediaries Full Text

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## I. INTRODUCTION

The travel agent industry, centred on communication and processing of information requires intensive coordination [1]. The industry took advantage of the advancements in Information technology; travel agents started using IT and IT-enabled ticket booking systems for booking tickets to coordinate and speed-up the process of communication between airlines, customers and travel agents [2].

## II. LITERATURE REVIEW

Widely known as a coordination intensive industry, the travel agent industry has much to do with information processing and communication. To name a few among the many other associated advantages of using information technology, travel agents were able to reduce transaction costs, improve revenues, and get valid data for streamlining day-to-day operations[2].

## III.RESEARCH METHODOLOGY

**Research Objective:**
• To find the  association between travel agents' using information technology as a tool for booking tickets and bypassing intermediaries

**Sample Size:**
The sample size consisted of 9 major Indian travel agents that started using information technology for booking tickets during the period 2000-2017.

**Research Design**
SPSS 16 is used for Data Analysis. Mean, and standard deviation have been used as tools of statistical analysis for arriving at a valid conclusion based on the performance of selected firms.

## IV. DATA ANALYSIS

$H_{(0)}1$: There is no significant difference in pre and post dependability on intermediaries in travel agents which started using information technology for ticket booking during  the selected period

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**Table 1: Sample Statistics**

|  |  | Mean | N | Std. Deviation | Std. Error Mean |
|---|---|---|---|---|---|
| Pair 1 | Pre_year3 | 9.62 | 9 | 9.20 | 3.07 |
|  | Post_year1 | 12.96 | 9 | 7.84 | 2.61 |

**Data Interpretation:** Table 1 shows the descriptive statistics of for the nine travel agents that started using information technology for ticket booking process. The profitability margins are taken for the immediate years of IT usage i.e. immediate preceding year and immediate consecutive year. The mean profitability scores for these two years are 9.6 &12.9 respectively. The resultsindicate a high difference due to the usage of information technology.

**Table 2: Sample Correlations**

|  |  | N | Correlation | Sig. |
|---|---|---|---|---|
| Pair 1 | Pre_year3 & Post_year1 | 9 | .85 | .003 |

**Data Interpretation:** Table 2 describes the correlations between the variables and it has been found that the R stands at 0.85 at 90% confidence levels and is highly significant since the p value is 0.003 is quite lesser than 0.1. Thus there is very strong correlationbetween the pair.

## LIMITATIONS

This paper identified a strong correlation between information technology tools for booking tickets and intermediate middlemen. However, scope still exists to determine the exact effect of using IT ticket booking tools on middle men who used to book tickets for travel agents.

## CONCLUSION

Due to the usage of IT, the paper ascertains an effect on profit margins and a correlation between IT enabled ticket booking tools and middle men.

## REFERENCES

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