Influence of Education on Travel Agencies’ E-Business:
An Analysis with ANOVA (A Study with Reference to Kodaikanal, Dindigul District, Tamil Nadu)

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ABSTRACT

The success of Travel Agency e business depends on the Educational level of its agents. Because a travel agents job involves not only making sales but also gathering information, researching travel products, analyzing options, and making recommendations, for these reasons, travel agents are often referred to travel Consultants or travel counselors. The main products of a travel agency are transportation accommodation and packaged vacations. Airline tickets are the primary products line of most travel agencies. To cope up with the changing environment, education plays an important role.

Keywords: Analysis of Variance Test, Influence of Education, Travel Business, Travel Consultants, Travel Counselors

INTRODUCTION

Technology innovation and fierce competition among travel agencies have enabled a wide array of travel products and services, being made available to retail and wholesale customers through an electronic distribution channel, collectively referred to as travel marketing. The major driving force behind the rapid spread of travel agency is in its acceptance as an extremely cost effective delivery channel which is unique to travel agent. Internet has created plenty of opportunities for players in the travel agency. While the new entrants have the advantage of latest technology, the good-will of the established banks gives them a special opportunity to lead the online world.

Therefore inevitably a travel agency is bestowed with the opportunity to deal his travel operation through agents. Under this backdrop, it will be interesting and also thought provoking to study the performance level of all travel
agency especially those who belong to rural area towards travel agency operation. Hence the present study was made mainly through collection of primary data from 100 sample respondents residing in kodaikanal.

**STATEMENT OF PROBLEM**

Travel agencies have become an interregnal part of the world _wide travel, tourism and transportation industry. Now _a_ days, travel has become both increasingly important and complex in its variety of modes and choices. Travelers are faced with a myriad of alternatives as to transportation, accommodation and other travel services. They must depend on travel agencies and others in the industry to guide them honestly and competently.

Technically, a travel agent is the owner or manager of an agency, but other employees responsible for advising clients and selling tickets are also commonly referred to as the travel agents. A travel agents job involves not only making sales but also gathering information, researching travel products, analyzing options, and making recommendations, for these reasons, travel agents are often referred to the travel.

Consultants or travel counselors. The main products of a travel agency are transportation accommodation and packaged vacations. Airline tickets are the primary products line of most travel agencies. Hence an attempt is made by the researcher to evaluate the role played by the travel agencies the operations of travel agency, the services of a travel agency in promoting tourism.

**REVIEW OF LITERATURE**

- Praveen Sethi (2008) pointed out that in the field of tourism, there is an increased competition for a limited customer base, completed with growing customer sophistication, customer demand for different services for different customers and different management style the travel agency sector is attending to several business at the same time to satisfy each and every customer group;
- Jagnmohn negi (2003) states that the travel agents sell and market travel .they promote the country into a saleable commodity and proceed to mark it effectively. They sell the consolidated services of airlines shipping companies, hotels, restaurants transporters, guides, shopkeepers and souvenir sellers. travel agents therefore perform a vital catalytic role;
- R.K malhotra (2000) points out that the function of the travel agents are five-fold though each role spills in to others coloring and shading their performance the five roles are (a) guardian of the product image, (b) arranging itinerary, (c) developing new markets new techniques and new segments, (d) marketing co-ordination with airlines, hotel, transport etc., and (e) monitoring visitors satisfactions. Travel agents are concerned with what consumer want and prefer to buy;
- Christopher Gan November 1, 2011 there is a conceptual gap in the marketing literature, as to date there has been no published empirical research on service quality, value, customer satisfaction, or behavioral intentions that has focused on the motel industry. This study seeks to fill this conceptual gap by identifying the dimensions of service quality and empirically examining the interrelationships among the service quality dimensions, service quality, value, customer satisfaction, and behavioral intentions. A hierarchical model is used as a framework to synthesize the effects of quality, value, and satisfaction on the behavioral intentions of motel customers. Statistical support is found for 3 primary dimensions and 10 sub dimensions of service quality for motels.
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