Need Emergence in e-commerce in Development of Rural tourism sector of Odisha

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Abstract
Technology drives productivity, also drives and rotates the change in this world. Technological change in general is a major factor in gaining competitive advantage. The development and innovative application of technology can provide a distinctive competence to individual, a group or a firm. So its application in Odisha Rural tourism is required to be studied and discussed. This pavilion depicts the life journey of Rural tourism events and spots of Odisha that have contributed immensely towards the progress and welfare of the nation through development of tourism sector as a whole. Management of e-Commerce and On line Channels is one of the main tools for promoting and improving sales in the current tourism businesses. It consists basically of a privileged sales channel, available in many Tourism sectors specially in Rural tourism industry. Nevertheless there are others, who do not give due importance to this channel. Over the last decade the population of Internet users has increased rapidly. The tourism and hospitality industry has always been among the first businesses, to capitalize on new technologies. Customers are constantly seeking new sources of information, to help them make decisions before purchasing services. Online sales play a vital role in your hotel business, consequently you can, by no means, ignore this procedure. The growing importance of e-commerce in the modern tourism and hospitality industry has created an urgent need for simple solutions focused on managing companies’ online presence accurately.

Introduction
The overarching aim was to provide a scoping study of web based e-commerce adoption and use in respect of, business-to-business, and, business-to-consumer, for small and medium tourism enterprises in urban and regional localities. As a study to explore the relationship between small tourist-oriented businesses and their website development practices, the project was conducted in two phases. Firstly, a synopsis of the literature was developed, over viewing the directions that it has taken, where it is presently stands, and the directions research needs to proceed for future endeavour. In addition, the study explored the adoption and use process in and technical constraints to the adoption and use of consumer websites by Tourism Entrepreneur and/or owners of small and medium scale tourism enterprises through focused interviews. It should be noted that this was a ‘scoping study’ and thus was not meant to be representative. Nevertheless, the results were suggestive of common opportunities, strategies and problems facing small and medium scale tourism enterprises in their commercial use of the Internet.

The findings of the study supported the notion that the SMTEs, in many ways, share similar shortcomings to other small businesses when establishing a website. They required assistance with basic planning for website implementation and maintenance, consideration of internal and external resources, development of a website marketing strategy and evaluating the website’s success.

Findings:
• Rural SMTEs tended to target inter state and local tourists, whereas their urban counterparts were more likely to target overseas visitors. This has an impact on how their offerings are marketed online.
• Most of the businesses interviewed had been operating a website for a while, with the majority indicating between three to five years. A few businesses had set up the website at the same time they started their businesses. A combination of consultants, friends and family were turned to for advice on setting up the site.
• The primary reason for setting up the websites was to provide information and as part of an overall promotion strategy. This was consistent with most small businesses. Websites were typically updated between six months and one year, or when a major business change occurred.
• Approximately half of the businesses considered cost and employee skill levels and fewer considered the skill level of employees before setting up the website. About two thirds considered their customers needs but only around one half looked at what their competitors were doing.
• Websites were promoted using a number of different means; generic search engines, however, were rarely used hi-tech business format like open window system. Most businesses were aware of the various regional portals and dedicated services and subscribed to one or more of these.
• There was a range of methods used for assessing the success of the websites - but most were fairly unsophisticated and did not involve a formal cost benefit analysis.
• There was little evidence of integration with existing systems like e-booking systems and the website. The results of this scoping study indicated that there was a real need for SMTEs to be encouraged to develop appropriate planning approaches to the development of their website systems. Present approaches indicated a lack of basic business planning and strategy formation techniques which made the end result more of a matter of chance than a systematically planned outcome.

**Future Action:**

Perhaps Rural tourism has not been well defined: but the same certainly applies for cultural tourism, and there is no shortage of books on that topic. Perhaps Rural tourism has been analyzed under other headings: but in fact, although there is a large literature on outdoor recreation, that literature focuses almost exclusively on private individual recreational practices, with rather little attention to the commercial recreation tourism industry. Perhaps tourism researchers do not see any opportunities for research in Rural tourism to advance theoretical understandings of tourism more generally. In fact, however, surely many such opportunities exist, if only because people in unfamiliar situations behave differently than they do at home, providing significant scope for psychological and behavioural analysis.

A number of models have been developed to assist small businesses to develop their web presence. These models are based around businesses adopting sound business planning approaches, such as around (SWOT) analysis, and the development of business strategies as well as a ‘staged’ or multi-step approach to website development. The scoping study was carried out in a limited area and with a limited number of businesses. With such a small sample it was not possible to generalize. There were benefits to more qualitative research, even given a small sample size; namely the opportunity to explore questions in depth during interviews. Consequently, this research did point to future directions for research.

• It is recommended that the study be expanded to include more businesses at more diverse locations to further supplement the generated results in the present study. There should also be a more refined focus on the strategies adopted by the more successful SMTEs.
• It is also recommended that a second phase of the study should involve the development of an online tool to guide SMTEs through the process of initial planning, strategy development, implementation and maintenance of their website and then subsequently through later planning phases and gradual supplementation of the website, according to tested small business models, modified for the special nature of SMTEs.

Interviews were conducted with owners/operators of select SMTEs (with websites), paying particular attention to urban and regional locality differences in terms of:
• Website e-commerce use;
• Issues associated with web based e-commerce adoption and use (for effective update & maintenance); and,
• Nature and extent of links between business strategy and website.
The major intention of this study was to provide a better understanding of SMTEs use of on-line technologies, particularly in developing and maintaining their websites, as well as to industry and policy makers in understanding the e-commerce business context. The National Action Plan for Tourism noted that 90% to 95% of tourism businesses were small and that there was a strong government push to develop tourism. A study of the importance of online technologies to encourage uptake by SMTEs and noted that most websites provided only basic information, with a few email booking forms. The study highlighted the potential for the uptake of online technologies. Major problems facing SMTEs were the initial cost of investment, the need for training, knowledge on how to promote the website and how to integrate the website with regular business processes.

**Scopes:**

Out of all scope of web marketing sectors the most affluent applications are the computer Technology and Communication Technology as per our survey findings in rural young segment in general and stratified samples from Rural Odisha in particular. But this is not only confound to regional zone rather now it has been spread over to world wide coverage for distinct facilities provided under Odisha tourism web site.

**Vision:**

The computer engineering research on advanced computing systems leads the world towards a very open environment. Applications of Computer Science knowledge include almost every field from business to education, from humanities to social sciences, from natural sciences to engineering, computer architecture, computer networking, database systems, information management, artificial intelligence and numerical analysis etc. So its futuristic application in accessing Odisha tourism web site will open multifaceted opportunities to market its Rural Tourism products at international platform.

**Objectives:**

To study the benefits of web marketing experienced by rural young population in Odisha, neighbour states and foreign tourists.

**Opportunities:**

Hundreds of job advertisements looking for IT professionals appear in newspapers, professional magazines and newsletters. Ample opportunity for jobs with excellent pay packages in many business and industries and their job titles include positions such as: programmers, system analyst/ IT designer, database managers, network/ telecommunications administrators, customer service representative, IT instructors, technical trainers, technical support professional, management information system managers etc. attracts the aspirants to facilitate various data base for tourism need and availability.

**Need Emergence:**

Quality expectations of Odisha Rural Tourism products applications/ services are sharply increasing with a demand for higher reliability and safety. Rapid change in technology makes the existing system infrastructure updated. Emphasis on quality control at sources and outsourcing.

**ODISHA AS A DESTINATION FOR RURAL TOURISM:**

Odisha happens to be the coastal state of India with a vast expansion of coast land. The tourist destination possibilities are much available in this state. The state of Odisha is rich in natural, cultural
and inherited resources to attract tourists. In spite of much wide scope for tourism the state of Odisha lacks in tourist inflow both domestic and international. Situated on the coast along the Bay of Bengal, Odisha stands for its ancient glory and modern endeavour. Endowed with nature's bounty, a 482 km stretch of coastline with virgin beaches, serpentine rivers, mighty waterfalls, forest-clad blue hills of Eastern Ghats with rich wild life. Lord Jagannath Dham Puri is one of the most popular destinations due to its aesthetic value and decent coastal expansion.

Places of People Interest:

**Puri:** A heaven on earth is the common description of Puri as the world's biggest Jagannath temple. Both the devout and the pleasure-seeker bestow such praise on the place.

**Puri beach:**

As Hindu mythology regards the beach at Puri has been the venue of countless pilgrims taking the traditional purification bath as most important Hindu pilgrimage destinations. Recently both Indian and foreign beach lovers have made it their special haunt due to beauty and calmness of the sea.

**Other major popular beaches in Odisha**

Odisha has beaches where the waves speak volumes. One can spend hours soaking the sun, surfing or just frolicking in the lovely blue waters. Besides Puri beach Odisha is rich in abundant natural beaches like Chandipur beach, Gopalpur beach and many other.

**Handicrafts in Odisha:**

Odisha is famous for its handicrafts exhibit the skill and creativity of Odishan artisans. Its brass work have a huge display of metal ware - brass bell metal work (like the flexible brass fish of Ganjam, the brass figurine of Kantilo, the brass and bell metal ware of Cuttack and Sambalpur, Dhokra (using wires of beewax that gives an antique look) craft is practiced mainly in Nayagarh, Dhenkanal, Mayrbhanj, Angul and Narsinghpur in Cuttack district. Silver filigree work of Cuttack has been an important export item of Odisha from ancient times and has been a symbol of the summit of excellence reached by Odishan craftsmen, Stone carving of Odisha has elegantly carved stone sculptures, embroidered on the walls of the ancient shrines and monuments demonstrates the artistry of those sculptors who had done just wonder the skill through centuries of disciplined efforts. The descendants of these artisans who built the magnificent temples of Mukteswar, Lingaraj, Puri Jagannath, Sun God at Konark, Kichakeswari Temple of Khiching have kept alive the sculptural heritage of their forefathers and their apt hands still continue to chisel and carve literal replicas of the original temple sculptures besides producing a variety of other items. Terracotta art is traditionally done by the tribal. They use special type of clay and design to match their skills. Popular items are roof tiles and utensils such as plates, khullars (earthen tea cups), jars and other kitchen items. Artists prepare many items most of which they outline and highlight with colours. Barapalli in Baragarh district, Nuagaon in Khurda district, Batahaladharpur in Keonjhar district are famous for terracotta craft, and applique works are unique examples of artistic excellence. The appliqué work of Pipili, Butapalli, Khallikote, Tushra and Chikiti are known for its bold character and vitality. The artisans deftly stitch traditional motifs such as elephants, peacocks and flowers on umbrellas, canopies and fans on cloth background to form harmonious and colourful patterns with embroidery work. In fact, the basic inspiration for this art form is mainly religious in nature. The umbrellas and canopies for lord Jagannath, lord Balabhadra, goddess Subhadra and other deities of Orissa. But with progressive modernization, tastes have also become secular in content. Today Appliqué work reflects these modern trends and is a flourishing industry. Items like garden umbrella and lamp shade could be able to fetch good export market.
Wildlife in Odisha
One of the greatest benefits of Odisha’s vast expanses of unspoilt natural landscape has been its ability to offer a protected yet natural habitat to the state’s incredible wildlife.

Dance & Music of Odisha
Odissi Music is a classical form consisting of all the necessary ingredients common to Hindustani and Karnatic Music, such as rags and tala Jayadeva' was the first Odia poet who composed lyrics meant to be sung and thus the words of those Lyrics were musical to start with.

People & Lifestyle of Odisha
Ancient Odisha was a confluence of racial streams. History tells us that the Aryans entered Odisha from the north-east, subjugated the primitive people living there and imposed on them their language and culture.

Fairs & Festivals of Odisha
Odisha being a land of ancient and sacred temples, and a state where three religions flourished, is thronged by pilgrims throughout the year. There are a large number of fairs and festivals celebrated in the state.

Tribals of Odisha
Among the tribes there is very little specialization of social roles, with the exception of role differentiation in terms of kinship and sex and some specialization in crafts, the only other role specializations are Head-man, Priest, Shaman and the Haruspex.

CONCLUSION:
The supply of tourism services is characterized primarily by the cross-border movement of consumers - i.e. the consumer coming to the supplier, rather than the opposite as is the case with many other services. Tourism is actually composed, at least partially, of a significant number of services sectors; as a result, its full economic impact is often not clearly defined within national statistics. Tourism is also a highly "perishable" commodity, in the sense that unsold airline seats, hotel rooms, etc. have no residual value. The industry is highly infrastructure dependent, and relies upon various transport services to deliver clients. Immigration and entry/exit control regulations have a direct influence on the supply on international tourism services. Important challenges facing the industry include environmental and infrastructure problems, as well as rapid technological change. Tourism in India has developed considerably in recent years due to the various attractions of Odisha, ranging from wildlife reserves and beaches to temples and monuments and the arts and festivals. The state has rich flora and fauna inhabited the abundant green forest and is home to the Royal Bengal Tiger. Eco-tourism is important in Odisha and notable wildlife sanctuaries include Bhitar Kanika, Chandaka, Chilika, Simlipal, Tikarpada, Gahirmatha and Nandan Kanan. Locations which attract tourists because of their natural scenery include Darjeeng, Daringbadi, Barunei, Dhamra, Chandbali, Tensa, Narayani and Saptasajya. Eco-tourism provides a high scope for rural tourism and a degree of alternate employment to the local community and generates environmental awareness, among local residents as well as visitors, about the conservation and sensible use of the lake’s natural resources in Odisha. That seed germinated when the opportunity for good quality tourism in a virgin field like Odisha is available. Odisha is suitable for exploring rural tourism because of its strategic location mainly its tribal population to the more famous markets. all the reasons mentioned above are value added themes that are part of the package. Almost every concept of this state is unique and cannot be replicated anywhere in the world because this is one of the very rare things that only needed someone to understand the opportunity and bring it off.
Research Methodology:

Survey report: Source: Field survey:
Geographics: (Odisha)
Blocks/ NAC/ City:     Districts:     Sample size: 300
Cutack city            Cutack
Bhubaneswar            Khurda
Puri                   Puri

Findings:

There is a gap realized over survey between the training methodology applied in urban and rural areas in Odisha. Where as in urban areas the system training is imparted with updated techniques and methodology but the same is lacking in rural areas.

Rural Tourism and its relating organizations are only running the training sessions for trafficking based on basic and fundamentals may be due to cost of the methodology and affordability of the Odisha population.

e-Commerce have ample opportunities to facilitate in promotion of Rural tourism in Odisha. But only Tourism Department, Government of Odisha, Hotel Industries and Resorts are focusing on e-Accessibility. Whereas a lot many other players involved in this industry may take initiative to position their activities and information for visitors on e-media promotion through open window for easy enrollment and registration due to technical advancement in recent era.