

## Original Article

# ICT Adoption and Tourism Development in Shriwardhan-Raigad: An Analysis

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## Abstract

*The Tourism Industry is a key contributor to India's economy. Information and Communication Technology plays a vital role in development of this industry. This study examines the adoption of ICT in Shriwardhan-Raigad, a coastal region of Maharashtra State and its impact on tourism development. This paper analyses the current state of ICT adoption among local tourism stakeholders, including restaurants, hotels, travel agencies and lodging and boarding. It also investigates the challenges and opportunities of ICT adoption in promoting tourism in Shriwardhan-Raigad. The findings of this study highlight the potential of ICT in enhancing the tourist experience, improving destination marketing, and increasing the competitive capacity of local tourism business. This research concludes with recommendations for policymakers, tourism stakeholders, and future researchers on leveraging ICT for sustainable tourism development in Shriwardhan-Raigad.*

**Keywords:** ICT Adoption, Tourism Development, Sustainable Tourism, Tourism Management.

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## INTRODUCTION

The first definition of tourism was made by Guyer Feuler in 1905, "Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work. M and their activities during their stay at each destination." UNWTO Definition of Tourism- "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." Tourism means traveling for fun, pleasure, adventure, relaxation or business. It includes activities such as sightseeing and camping. People who travel for fun are called "tourists". Places where many tourists stay are called "resorts". Places that people go to for tourism are called tourist destinations. Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation.

## Tourism Management

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to

attract tourists to travel to particular destinations. Tourism management implements marketing efforts in attracting tourists to travel to particular destinations.

### Tourism Management includes three areas:


1. Business administration functions, such as finance, human resources, and marketing
2. Management theories and principles
3. Tourism industry topics, such as travel motivation, environmental factors, and tourism organizations.

### Scope of tourism management in India

India is a land of rich cultural heritage. This makes it a popular choice for tourist destination. Tourism industry is related with maximizing the experience of tourists, travel management and tour operations. With the increase in people travelling for different purposes from across the world to our country, the need of expert services in this domain is witnessing an upsurge. Thus, the scope of tourism management in India is on a rise and is expected to facilitate high career prospects. With the right set of knowledge and skills, one can gauge the immense opportunities to establish a successful career in this industry.

### Konkan Tourism

Konkan Coast is a rugged section of land present along the Western coast of India in the south parallel to the Western Ghats.

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Span over the states of Maharashtra, Goa and Karnataka, the coastlines run for 720 kilometres over several cities. This region is called Karavali in Karnataka. The region is bounded by Arabian Sea in the West, Mayura River in the north and Gangavalli River in the south and Western Ghats in the East. The largest city of the region is Mumbai which is also the hotspot of tourism. Another popular destination is Goa which is flooded with tourists all around the year.

### Shriwardhan-Raigad Tourism

Raigad District is a district in the Konkan division of Maharashtra, India. Shriwardhan is a taluka, city and municipal council in the Raigad district of the Indian state of Maharashtra. It has developed into a seaside resort, which is a hidden gem in Maharashtra, India, offering a perfect blend of natural beauty, rich history and tranquil beaches. Top attractions are Shrivardhan beach, Hariharshwar Temple, Diveagar beach, Kondivali beach, Kal Bhairav Temple, Peshave Mandir etc.

### Role of ICT in Tourism Development

ICT (Information and Communication Technology) plays a vital role in promoting tourism in Shriwardhan-Raigad by:

1. **Online Visibility:** Enhancing the destination's online presence through websites, social media, and travel platforms, making it easier for tourists to discover and plan their trip.
2. **Digital Marketing:** Promoting Shriwardhan-Raigad's unique attractions and experiences through targeted online campaigns, reaching a wider audience.
3. **Booking and Payment Systems:** Facilitating easy booking and payment options for accommodations, activities, and services, improving the overall tourist experience.
4. **Information Dissemination:** Providing tourists with essential information about the destination, including maps, events, and safety guidelines, through mobile apps and websites.
5. **Reviews and Feedback:** Allowing tourists to share their experiences and feedback, helping to build credibility and attract more visitors.

### Harnessing ICT for Tourism Growth in Shriwardhan-Raigad

The potential of ICT in enhancing the tourist experience, improving destination marketing, and increasing competitive capacities of Shriwardhan-Raigad is vast. Some possibilities include creating immersive virtual tours of Shriwardhan-Raigad's attractions, allowing tourists to explore the destination remotely and plan their trip more effectively. Developing mobile apps can provide tourists with real-time information on attractions, events, and services, as well as booking and payment facilities. Leveraging social media platforms can promote Shriwardhan-Raigad's unique experiences, engage with potential tourists, and encourage user-generated content.

Utilizing data analytics can help understand tourist behavior, preferences, and patterns, enabling

targeted marketing and improved services. Installing digital signage at key locations can provide tourists with information on attractions, events, and services. Partnering with online booking platforms can increase visibility and accessibility of local accommodations and services. Collaborating with influencers and bloggers can promote Shriwardhan-Raigad's unique experiences and attractions. These ICT initiatives can enhance the tourist experience, improve destination marketing, and increase competitive capacities of Shriwardhan-Raigad by increasing online visibility and reach, providing personalized experiences for tourists, enhancing engagement and interaction with local businesses, improving operational efficiency and reducing costs, and encouraging sustainable tourism practices.

### Review of Literature

J. K. Sharma (2000) wrote his famous book "Tourism Planning and Development: A New Perspectives". He attempts the basic foundations of tourism planning and development caters to tourism designers, planners and developers of varied experiences and knowledge for planning of tourism industry in near future. Dr. O. P. Kandari and Ashish Chandra (2004) wrote a book entitled "Tourism Development Principles and Practices" who noted that planning and assessment are important parts of sustainable development of tourism. M.A. Khan (2005) wrote a book on "Principles of Tourism Development" who focused on the role of information technology in tourism industry. Dr P .R Karulkar and Dr. Madhukar Dalvi indicate in their research paper "Tourist satisfaction about tourism place: A study of Sindhudurg and Palghar District of Maharashtra." that Tourism is now emerging service sector. The flow of tourists at Tourism place is depending upon satisfaction of tourists regarding tourism place is very important to develop tourism business.

### Research Methodology

#### Research Jurisdiction

The research jurisdiction for this study is Shriwardhan-Raigad, Maharashtra, India, focusing on the role of ICT in promoting tourism in this specific region.

#### Research Objectives

The objectives of the research are to evaluate the impact of ICT on tourism management and business promotion in Shriwardhan taluka, collect perspectives of hotel owners/managers on ICT's role in tourism promotion, analyze responses and correlate with the hypothesis, and provide suggestions for improving ICT-based tourism management, ultimately enhancing the overall tourism experience.

#### Limitations of the Research

Unlike other factors, there are many other factors present which hampered the success of the research work. Some of them are depicted as follows. Issues related to time constraints, high cost, limited application, non-availability of skilled personnel, lack of accuracy of results etc. Following are the limitation of this research. The study is constrained by time

limitations, high costs, limited applicability, unavailability of skilled personnel, and potential inaccuracies in results, and is specifically confined to Shriwardhan taluka, which may limit the generalizability of the findings.

**Data Collection**

Primary data was collected through in-depth interviews with tourists, hotel owners, and travel agencies, as well as a questionnaire survey of restaurants to gauge the current state of ICT adoption,

while secondary data was gathered from credible sources such as local newspapers, research papers, reference books, MTDC, and relevant websites to provide context and support the primary research.

**Sample Size**

A sample size of 15 hotel/lodges was carefully selected randomly from a total of 55 establishments in Shriwardhan taluka, ensuring representation of the local tourism industry.

**The Sample Size of 15 Hotel/lodges are mentioned below:**

Sr. No.	Hotel Name	Contact No.
1	Kainat	8552889918
2	Crown Hotel	9112232263
3	Patange Resort	7798141140
4	Naumi Residency	9822095346
5	Sea View Beach Resort	9545186616
6	Shri Samarth Niwas	9403067272
7	Nadkar Holiday Inn	9665594748
8	Chandan Food Corner	9325766282

Sr. No	Hotel Name	Contact No.
9	ANM Holiday Home	9673763787
10	Royal Darbar Restaurant	8767942842
11	Lambe Holiday Inn Resort	8976828631
12	Mezbaan	7276184715
13	Bytes and Beans Cafe	9552037576
14	Mariya Caffeine	9822095346
15	Ashtavinayak Lodge	9822828978

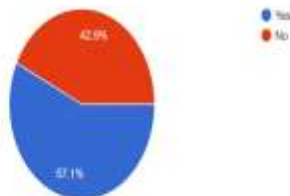
**Sampling Techniques**

Purposive sampling technique was employed to select the sample for this study, allowing for targeted and relevant data collection.

**Techniques of data analysis**

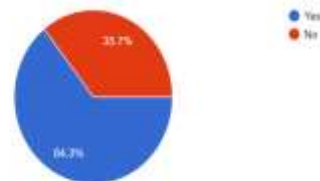
Data analysis was performed using percentage techniques, supplemented by diagrams and graphs, to effectively communicate the findings and facilitate understanding of the role of ICT in promoting tourism in Shriwardhan-Raigad

3. Do you use your website for online booking?  
14 responses



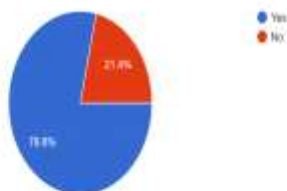
**Analysis:** 57.1% sample hotels use their website for online booking while 42.9% sample hotels don't have their website for online booking.

7. Do you provide Internet service (Wi-Fi or Lan) for tourists?  
14 responses



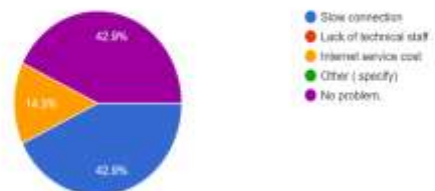
**Analysis:** 64.3% sample hotels provide internet service for tourists and 35.7% sample hotels don't provide internet service for tourists.

4. Do you use social media for promoting your hotel business?  
14 responses



**Analysis:** 78.6% sample hotels use social media for promoting their business while 21.4% sample

9. Which one of the following internet problems is the direct to you?  
14 responses



**Analysis:** 42.9% sample hotels facing slow internet connection,

## Findings, Conclusions and Suggestions

### Findings

This survey reveals that most sample hotels (64.3%) have been operating in Shriwardhan Taluka for 0-5 years, with 92.9% having 0-10 rooms. While 57.1% use their website for online booking, 78.6% leverage social media for promotion. The primary purpose of visit is sightseeing and pleasure (71.4%), with most tourists staying 1-3 days (64.3%). Although 64.3% of hotels provide internet, 42.9% face slow connections. Additionally, 78.6% lack nearby ATMs, highlighting areas for improvement. Overall, the data suggests opportunities for growth and development in Shriwardhan's tourism infrastructure.

### Conclusions

The study reveals that hotel owners in Shriwardhan taluka lack a forward-thinking approach, not considering future needs and prospects of the tourism industry. However, respondents believe that increased ICT use can positively impact tourism, and that tourism contributes to local development. They also acknowledge using ICT and new technologies to attract tourists, with social media playing a significant role in promoting tourism. To retain tourists, offering discounts and complementary services is seen as effective. Yet, the industry lags in adopting modern facilities and social media for business growth. The COVID-19 pandemic has significantly impacted tourism, with decreased bookings in 2020-2021. To recover, industries plan to leverage ICT tools for marketing. Currently, services are somewhat traditional, and additional amenities are needed to attract new customers. Overall, ICT is seen as a key driver to boost tourism business in Shriwardhan, playing a crucial role in its upliftment.

### Suggestions

To boost tourism in Shriwardhan taluka, hotels should adopt ICT tools to provide online reservation facilities, promote their business through websites and social media, and offer unique services like local products and concessional rates during off-seasons. Utilizing ICT can enhance customer experience, provide essential services, and ensure security. Hotels should also gather feedback online and conduct customer satisfaction surveys to improve services. Additionally, providing Wi-Fi, expanding social media coverage, and creating employment opportunities for locals can contribute to growth. It's essential to maintain cleanliness, plan future strategies using ICT, and establish a grievance redressal mechanism. By embracing ICT, the tourism industry can increase profitability, attract more tourists, and showcase Konkan specialties, ultimately driving development in the region.

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### Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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