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# AN EMPIRICAL INVESTIGATION OF THE SUCCESS FACTORS OF ONLINE TOURISM AGGREGATORS IN INDIA

Kishor Chandra SAHU\*, Anindita DAS\*\*, Trasoju Phanindra CHARY\*\*\*, Neerudu Sanjay MUDHIRAJ\*\*\*\*

**Abstract.** *This study is the reflection of the various factors affecting the online tourism aggregators in this techno-enthusiastic world. In this study, the factors affecting tourism aggregators are identified and analyzed for the purpose of measuring their success. Growing in a number of web clients and utilization of web, alongside headway in data innovation is putting forth relative information in the virtual space. Indian tourism is having new opportunities as many foreign investments are made on the hotels, which in a way is promoting the India tourism. Besides many tourism applications are also popping up each day. Even in the recent times, the government has come up with investments plans towards the tourism industry as well as the technical base for India. Hence it gives an extensive scope for the industry to grow. The latest promotional efforts and celebrity endorsements in the tourism industry have created revolutionary impact and took Indian tourism to the next level. Hence, the conglomerate of technology and tourism and their mutual impact is an integral part of the research. This research focuses on assessing the impact on the online conversion of travelers. A logistic regression model in SPSS has been designed to find a significant relation between the independent variables and dependent variable. It also analyses the factors which are affecting significantly in the success of the aggregators specific to the tourism industry. This paper seeks to explore the industry from the perspective of technology and provide a deeper insight into the same.*

**Keywords.** *Tourism aggregators, adaptability, online payment, logistic regression.*

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# AN EXPLORATORY STUDY OF THE DIGITAL MARKETING TRENDS IN DUBAI TOURISM INDUSTRY

**Sunitha K. HANEEF\***

**Abstract.** *Destinations across the world heavily compete with each other, in order to maintain their attractiveness and competitiveness in the global tourism industry. Developing a competitive position among tourism destinations is usually accomplished by creating and transmitting a favorable image to potential tourists through appropriate destination marketing. In addition, Destination marketers targeted the digital media marketing in order to reach a wider audience and generate leads because the most effective form of word of mouth is happening online. Today's tourists seek out high-quality digital resources and experiences that lead to a better decision in making destination selection. Various studies have shown that digital media influence the travelers' intentions to visit or revisit one destination over another. However, the literature has paid little attention to the concept that how digital marketing is transforming the tourism industry. This study, therefore, attempts to find out the emerging trends in digital tourism marketing-with special reference to Dubai as a tourism destination and this study will also discuss how digital marketing is transforming the tourism industry and the level of their adoption in Dubai tourism industry. To achieve these objectives, data were obtained from tour operators in Dubai through interviews and questionnaire survey.*

**Keywords.** *Digital tourism marketing, tour operators, tourism industry.*

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# NEOLIBERAL CONSERVATION AND PROTECTED AREA BASED TOURISM DEVELOPMENT IN MALAWI: THE CASE OF MAJETE WILDLIFE RESERVE

*Felix G. BELLO\**, *Brent LOVELOCK\*\**, *Neil CARR\*\*\**

**Abstract.** *Proponents of neoliberal conservation approaches continue to paint a rosy picture of the adopted approaches but what has been achieved in some places is not as good as promised. Therefore, more investigations into neoliberalisation of nature are necessary. This paper assesses the contribution of tourism development to biodiversity conservation and how local communities are involved in protected area tourism. The views of local people, tourism operators, protected area management agencies, government departments and non-governmental organizations were investigated through a qualitative study. Data was collected through in-depth interviews, focus group discussions and document review, and thematically analyzed. The findings reveal that Majete Wildlife Reserve, which was a paper park in 2003, has been rehabilitated and is thriving with wildlife. Tourism infrastructure, which was non-existent, has been developed providing income for biodiversity conservation and sustainable community development. Local communities have started sharing in tourism benefits and functional community participation has been achieved.*

**Keywords.** *Neoliberal conservation, protected area management, tourism development, community participation, Majete Wildlife Reserve, Malawi.*

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# ACCESS TO CULTURAL HERITAGE IN SWEDEN - THE WAY TO EFFICIENT CULTURAL TOURISM

**Sergiu MUSTEAȚĂ\*\***

**Abstract.** *The main goal of the paper is to analyze Swedish cultural heritage management practices, information access and links to cultural tourism. The work is based on legal acts analysis, discussions and interviews with Swedish experts and studying scientific publications. The study discusses the transition from cultural policy to the heritage policy, which makes Sweden one of the few states to have a special heritage policy. There is a summary of access to information, Databases and the communication system in the field of cultural heritage, as well as recent trends in the development of much more efficient Databases. Thus, the paper is a synthesis analysis of the cultural heritage preservation system and its role in cultural tourism development in Sweden.*

**Keywords.** *Sweden, heritage, information access, cultural tourism.*

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## A TRADITIONAL SECTOR OF THE ECONOMY IN A NEW LIGHT: EMERGING TRENDS IN HEALTH TOURISM

**Csilla MOLNÁR<sup>\*</sup>, Bulcsú REMENYIK<sup>\*\*\*</sup>**

**Abstract.** *The global health tourism sector has experienced tremendous changes in the past decades as traditional areas have lost certain priorities. As new actors posed new challenges demands were modified and the new type of consumer seeks new supply. The globalization driven competition compels innovation for countries offering traditional health tourism options. Although several nations, including Central and Eastern European countries have an internationally notable health tourism potential based upon outstanding features and excellent traditions, the lack of differentiated marketing responding to the respective needs frustrates its maximization. Success in the increasingly globalized health tourism market requires familiarization with the demands of traditional and new markets, the search for and identification of market gaps, innovative facility and service development responding to continuously changing needs, product and market diversification along with effective communication. The authors relying on one and a half decades of related professional experience along with the use of internationally and domestically available secondary sources aim to summarize various recent tendencies and developments expected to alter the current marketing practices.*

**Keywords.** *Health tourism, consumer behavior, marketing trends.*

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