



संस्कृत विश्वविद्यालय

Vol. VII, No.11(I) - 2021
ISSN - 2277-7067

Peer Reviewed

**Journal of
Fundamental &
Comparative Research**

शोधसंहिता

A Bi-annual Interdisciplinary Research Journal of KKSU
Peer Reviewed Journal of Fundamental & Comparative Research

शोधसंहिता

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E-COMMERCE COMMERCIALISATION OF THE HOTEL INDUSTRY

Dr.K.G. NALINA Head & Assistant Professor, Department of Corporate Secretary ship,
Sourashtra College, Madurai, Tamil Nadu, India

B. PALANIVELRAJAN Assistant Professor-Management Studies, K.L.N. College of Engineering,
Pottapalayam, Sivagangai Dist, Tamil Nadu, India

ABSTRACT

The current research focused on the evaluation of e commercialization of the hotel industry in Madurai district using the grey entropy model. The researcher studied and designed grey entropy model to evaluate e-services of hotels, a designed method was established to use the internet sites contents for all hotels in Madurai. In this analysis, the researcher designed a model consists of 4 inputs namely (1) customers (2) manpower, (3) number of visitor rooms in the hotel, (4) in-service prices (manpower salaries, food, room prices, services, and maintenance fees). The outcome is demarcated by a profit produced via a hotel. Three main sources of profits for travel hotels are (1) overall profit produced from rooms, (2) overall profit produced from food and (3) overall profit produced from other service income. For a test of the link among hotel performance and Internet commercialism instruments, grey entropy was utilized to denote a relation among e commercialization and hotel performance features. The grey entropy model revealed that all the 15 hotels studied with 50 respondents has excellent e-services and hotels exhibited maximum percentage scores at significance level of 0.05, and designates that there is a significant difference among the hotels what we studies in three stages namely stage A consists of three inputs (manpower, visitor rooms, total price) and three outcomes (food profit, room profit, and other service income), while stage B comprises four inputs (manpower, visitor rooms, total price, customers) and the same three outputs and stage C comprises five inputs (manpower, visitor rooms, total price, customers, and internet commercialism instrument) and provide the same outcome of Score 1 with 76.3%, Score 2 with 88.6%, and score 3 with 91.5 % from different weighing values using grey entropy technique was studied. By T test there are seven factors like Product(A₁), Price(A₂), promotion(A₃), processes(A₄), place (A₅), people(A₆) and physical proof (A₇). were analyzed and a customer can pick the hotel by seeing the place, price and physical proof because of t-table value was greater than the estimation of the Sig of 0.05level.

Key Words: e-commercialization services, grey entropy model, t-test, Madurai hotels

INTRODUCTION

The current development of e-services in hotel has extensively changed the working condition of the hotel business. Internet has been a new commercialism instrument in offering online transactions and travel data (Doolin & Cooper, 2002). Nowadays, the hotels net presence is never again selected for huge hotels. E-services aren't only for star hotels or resort chains but it implies also to ordinary hotels. The hotel websites that are well planned are simple to deliver independent hotels with an economical and operative structure for advertising and marketing .Madurai is a tourist city in Tamil Nadu, India. Meenakshi Amman Temple, Ayiram Kal Mandapam (Hall of Thousand Pillars) are a portion of the significant visitor puts in Madurai. It is constantly viewed as a decent explorer focus. For the hotel industry, the e-services are a significant method for pulling in clients and extending the piece of the overall industry in the wild challenge. This paper, we have attempted to investigate the impact of hotels' e-services by grey entropy technique. Initially net content investigation of the hotels in Madurai regarding website directions (data, exchange, and communication) is used and its effect on hotels' execution was analyzed. The researcher recognises the best performers of hotel resorts by analysing marketing mix.

RESEARCH METHODOLOGY

An interview schedule was prepared by the researcher for collecting the primary data. Among categories of hotels, only customers from three types of hotels namely ordinary, deluxe and hotels are selected for the current research, because they have a greater number of respondents compared to others. These hotels were selected based on a random sampling technique. collected from the number of sample respondents varied for each study based on the availability of respondents during the interview. This included a maximum of 50 respondents from 15 hotels taken for the study. Grey entropy assessment was used For e-services evaluation, a designed method consisting of 30 checkpoints, was established to use the internet sites contents for all hotels in Madurai. In this analysis, every site component was measured utilizing the binary number, instead whether or not a hotels resort site has a specific commerce feature. Here, the 3 inputs are designated (1) customers (2) manpower, (3) number of visitor rooms in hotel, (3) in-service prices (manpower salaries, food, room prices, services, and maintenance for hotels in Madurai were room, meals then open system interconnection (OSI) and other services income that together constitute about 80% of total hotels working profits. And so, three outputs (1) overall profit produced from rooms, (2) overall profit produced from food and (3) overall profit produced from other service income. For a test of the link among hotel performance and Internet commercialism instruments, grey entropy was utilized to denote a relation among commercialism and hotel performance features.

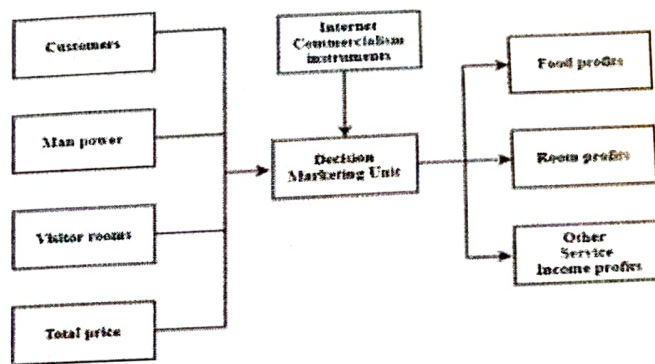


FIG.1 GREY ENTROPY ASSESSMENT MODEL

Therefore, we added the customers, as the other input evolution. And the added in commercialism mechanism as the additional input for evolution. Between the input or output variable, it is not a measurable variable, the measurable variable 'web commercialism mechanism' a created variable that contains seven gatherings regarded as capacities or administrations exhibited by the hotels sites.

ANALYSIS AND DISCUSSION

**TABLE.1 HOTEL NET CONTENT RESULTS
 (TOTAL NUMBER OF PEOPLE CONSIDERED, 50)**

Net content	Mechanism (%)	N	Net content	Mechanism (%)
Data			Communiqué	
[1] Basic Data			[4] Relations with customers	
Access map of the hotels resort	89.73	41	E-mail	50.32
hotels Resort Description	89.73	41	Online comment	5.58

Photos of hotels resort features	20.00	7	Feedback form	4.17	2
Chain hotels resort links	35.37	18	Frequent visitor program	80.42	39
3D virtual tours	8.33	4	Fax number	85.39	41
Related business link	39.28	28	Newsletter	45.83	22
Price data	100.00	48	Keyword search	6.25	3
[2] Hotels Facilities			[5] Multilingual capabilities		
Cafeterias	95.3	45	Tamil	92.35	42
Visitor Room	100	48	English	64.75	45
Hotel Features	85.30	40	Malayalam	53.85	38
Meeting Facilities	90.54	44	Other languages	6.25	3
[3] Environment			[6] Transaction		
Transportation	80.13	38	Online Dining reservation	28.32	13
The attraction of the city	69.17	29	Online room reservation	90.83	44
Local tour data	50.38	25	Electric payment	81.38	39

Six sets of E commercialism mechanisms are (1) Basic data, (2) Hotel Facilities (3) Environment (4) Communication (5) Multilingual capability (6) Online Transaction. At the end of the day, the 'E-web commercialism mechanism incorporates 30 estimating things for checking whether a hotels resort site gives certain capacities or managements or not.

Each computing element is allocated a single point. Completely, the most elevated score is 30 checkpoints for the E- commercialism mechanism of a hotels. To analyze the exploration question concerning whether e-web commercialism mechanism advance hotels resort presentations or not. The information examination was made through the data envelopment analysis and combined sample t-test just as the entropy. Initially, the unproficiency data envelopment examination is working to compute the efficiency of 15 hotels for three stages. The stage A consists of three inputs (manpower, visitor rooms, total price) and three outcomes (food profit, room profit, and other service income), while stage B comprises four inputs (manpower, visitor rooms, total price, customers) and the same three outputs. Stage C comprises five inputs (manpower, visitor rooms, total price, customers, and internet commercialism instrument) and provide the same outcome.

TABLE.2 DIFFERENT WEIGHTING VALUES USING GREY ENTROPY

DMU	Cust o - mers	Man pow er	Visit or room s	Total price	Food profit	Room profit	OSI profit	IM T	Scor e 1 (%)	Scor e 2 (%)	Scor e 3(%)
H1	964	723	628	17727643 21	10830597 91	78581296 2	83601572 8	29	94.2 7	88.9 6.	98.0 8
H2	824	625	567	14035228 2	84210156 5	89947327 8	62293246 6	21	81.6 7	62.4	96.2 7
H3	855	824	422	17659730 3	26206495	39514293 3	21587652	18	76.3 8	93.5	79.8 0
H4	628	376	347	20252155 1	13303337 3	46073460 7	20055378 9	16	64.2 5	92.6	68.2 1
H5	732	674	208	12159285 64	39821066 1	16289375 4	34800897	25	87.0 1	99.2 3.	82.3 3
H6	634	523	402	37636861 6	14035228 2	19406080 9	20549471	21	77.1 7	95.2 8	98.5 6
H7	527	234	384	27177960 7	48513688	12298675 7	18363871 1	11	37.1 8	88..8 5	98.3 9

H8	928	854	687	11657149 72	66822737 0	34778456	89626117 26	19	75.6	61.3 1	96.3 3
H9	623	432	214	91424288 9	34820849 7	20800325 8	35902707 4	21	63.3 6	94.5 4	68.2 1
H10	838	764	671	48463365 0	19315325 8	87545860	93402946	24	75.1 6	96.0 6	76.7 1
H11	984	782	643	13303378 9	87445403	75977597	20055375 9	28	37.1 5	81.4 5	96.0 6
H12	996	893	628	64052936 44	58193859 6	32843681	20549411 1	25	67.6 8	66.4 8	69.1 8
H13	628	361	228	89512568	24182063 0	26055172 8	97813056	21	78.8 4	76.2 7	95.8 5
H14	538	376	124	19431644 2	13500070 6	17155265 7	33573359 8	22	82.2 6	81.4 5	99.2 3
H15	428	228	98	34003410 1	10418819 9	12520512 1	17155266 5	26	58.6 9	75.2 5	82.3 4
MEA N	685. 3	577. 3	416.3	92553961 9	32744870 0.9	25576657 7.2	32122559	21. 8	76.3 7	88.6 9	91.6 5

Subsequently, the t-test was utilized to measure the variance efficiency among stages A, B and C. Lastly, t grey entropy was used to calculate the weighting for five inputs. For the entropy process, the objective of weighting method without rigorous statistical requirements and assumptions, this study employs the grey process to calculate the relative importance between five inputs (manpower, visitor rooms, total price, customer, internet commercialism mechanism) for 15 hotels resorts. An assessment model is represented in Fig. 1.

TABLE.3 CONSEQUENCES ESTIMATE OF THE T-TEST (PARTIAL)

Variable	t-test	t-table	Sig.	Description
A ₁	2.541	1.9863	.149	No Momentous
A ₂	2.342	1.9863	.015	Momentous
A ₃	0.345	1.9863	.778	No Momentous
A ₄	0.715	1.9863	.574	No Momentous
A ₅	2.352	1.9863	.018	Momentous
A ₆	1.923	1.9863	.332	No Momentous
A ₇	2.312	1.9863	.021	Momentous

Given table 3 clarified that there are four factors that impact isn't inconsequential alongside the choice of the purchaser in picking a hotel is a Product(A₁), Price(A₂), promotion(A₃), processes (A₄), place (A₅), people(A₆) and physical proof (A₇). This is appeared starting the after effects of the worth t-test to not as much as t-table or greater than the estimation of the Sig of 0.05. Whilst the factors to impact the shopper's ruling alongside critical in picking a hotel is a value place(A₂), price (A₅) and physical proof (A₇). To appear as of the consequences of t-test esteem more noteworthy than t-table or the estimation of Sig is littler than 0.05.

The pertinence of the EFA demonstrated a KMO examining ampleness file = .956 and criticalness as indicated by Bartlett's Test of Sphericity [A₂ (465) = 45,179.41; p < .01]. Using a strategy for extraction of rule segments and a diagonal obliging turn technique, a construction is gotten clarifying 71.26% of the difference, demonstrating the entire things to contain aspect loadings advanced

0.63. Cronbach's alpha (α) unwavering quality evaluations are somewhere in the range of 0.79 and 0.98, by the worldwide rule at 0.96.

CONCLUSION

In this paper we have analyzed the relation between e-services and hotel performance of tourist hotels in Madurai. The outcome suggests that e-commerce is positively connected with the hotel performance. Furthermore, not only a positive association between e-service commercialism instrument and hotel performance was found but complementarities amongst the internet location orientation was detected. The e-service has empowered time of client -created content. Given the expanding popularity of e-service utilization around the world, administrators should exploit includes in the internet for both site interactivity and usefulness. Subsequently, the firm administrators ought to avoid a simple presence on the e-service and instead pursue a more interactive presence directed to interaction with potential clients and build a new business pattern for giving free content sharing administration. The e-service on hotels internet site were surveyed at a certain point, and contrasted with historical information on hotel performance. An investigation on e-services on the performance of hotels in Madurai would serve to be a profitable wellspring of data for analysis later on. In this manner, a longitudinal report could enrich the finding.

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