

A PROJECT REPORT ON
A STUDY ON THE EFFECT OF E MARKETING ON HOTELS AND TOUR
OPERATORS

Submitted by

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VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

SHOBHAVANA CAMPUSMIJAR, MOODBIDRI.

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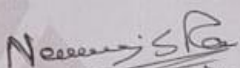
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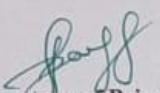
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CERTIFICATE

This is to certify that **GAGANA V** bearing **USN 4AL21BA031** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "**A STUDY ON EFFECT OF E-MARKETING ON HOTELS AND TOUR OPERATORS**" prepared by her under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


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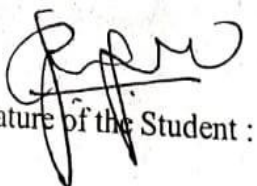
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Declaration

I Gagana V , hereby declare that the Project report entitled "A study on the effect of E marketing on hotels and tour operators" prepared by me under the guidance of Mr Neeraj S Rai faculty of M.B.A Department, Alva's Institute of Engineering and Technology Mijar. I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: AIET, Mijar

Date: 1-9-23


Signature of the Student :

AKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to my internal guide Mr. Neeraj Rai, Assistant professor, P G Department of Business Administration, for having guided me on every aspect right from the beginning of the project report.

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I express my genuine thanks to all the teaching faculties and the support staff of the PG department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodubidire.

I express my deepest thanks to my parents and family members for their active role in my professional development without which my higher studies would have been just a dream.

Finally, I thank my friends for their valuable suggestions offered to me to complete this study successfully.

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EXECUTIVE SUMMARY

The Project work on “A STUDY ON THE EFFECT OF E MARKETING ON HOTELS AND TOUR OPERATORS,” as required by the Alva’s Institute of Engineering& Technology, PG Department of Business Administration, Visvesvaraya Technological University, Belagavi.

Objectives of the study

1. To determine the effectiveness of different e-marketing channels in enhancing the competitiveness of hotels and tour operators.
2. To assess the impact of e-marketing on customer engagement and bookings in the hotel and tour operators’ industry.
3. To identify the challenges faced by hotels and tour operators when implementing e-marketing strategies.

This report is divided into five chapters.

First chapter is about Introduction, Industry profile and hotel profile which is all about the hotel in which survey was done. Second chapter shows Conceptual background and Literature review of the topic studied. Third chapter is about Research design which contains statement of the problem, need for the study, objectives, scope of the study, research methodology, hypotheses, and limitations of the study. Fourth chapter is about analysis and interpretation of the data which is collected by the Business owners, managers, and workers through the questionnaires by using tables and graphs which helps to know the various factors about the impact of covid on hotel and restaurant. Fifth chapter is about findings, conclusion and suggestions based on the study.

Then it contains bibliography which is about the various journals I have studied, and the questionnaires. The source of data referenced here is primary data by using questionnaires which is collected from the business workers and secondary data which refers to website.