A COMPARATIVE STUDY OF TOURISM MARKETING THROUGH INTERNET
(WITH SPECIAL REFERENCE TO COX & KINGS AND THOMASCOOK)

DR. SHALINI DUBEY*; PRIYA PARIHAR**

*Associate Professor, 
Faculty of Commerce, 
ABE, D.E.I., Agra, India.

**Research Scholar, 
Faculty of Commerce, 
ABE, D.E.I., Agra, India.

ABSTRACT

The tourism sector in India is very significant for accelerating growth of the country and due to tourism marketing; India has become one of the most important international destination. It is well known that tourism industry is a service industry and information based industry, and to provide these services to the tourists, producers need intermediaries. These intermediaries are known as travel agencies. Travel agencies play an important role in Indian tourism marketing. They provide services to tourists through internet.

In this particular paper, we have discussed the awareness of internet for travel agencies, and compared the performance of Thomascook and Cox & Kings on the basis of financial performance indicators.

We have an appropriate data and including all internet activities of travel agencies. And all data is analyzed by different techniques that gave a worthy conclusion. This paper may be significant for the government and tourism industry in formulating different policies for travel agencies for provide better services to the tourists. And it helps in growth of nation.