



A EFFECTIVENESS OF TTDC'S DIGITAL PLATFORM IN ENHANCING TOURIST COMFORT AND SATISFACTION

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ABSTRACT

The rapid growth of digital technology has significantly transformed the tourism industry by enabling travellers to access tourism services through online platforms. Government tourism organizations are increasingly adopting digital platforms to enhance service quality, improve accessibility, and provide greater convenience to tourists. In this context, the Tamil Nadu Tourism Development Corporation (TTDC) has implemented a digital platform that offers services such as online accommodation booking, tour package reservations, destination information, transportation details, and secure online payment facilities. This study aims to analyze the effectiveness of TTDC's digital platform in enhancing tourist comfort and satisfaction. The research examines tourists' perceptions, usage patterns, and satisfaction levels regarding TTDC's online services. Key factors such as ease of navigation, reliability of services, accuracy of information, system responsiveness, and transaction security are considered to evaluate the performance of the digital platform. The study is based on primary data collected from tourists using structured questionnaires, along with secondary data from relevant reports and sources. The findings are expected to highlight the strengths and limitations of TTDC's digital services and their influence on the overall travel experience. The research will also provide suggestions to improve the efficiency and user-friendliness of the digital platform. Overall, the study contributes to understanding the role of digital platforms in enhancing tourism service delivery and supports the development of more efficient and customer-oriented digital tourism services in Tamil Nadu.

KEYWORDS: Digital Tourism, Online Tourism Services, Tourist Comfort, Digital Platforms, Service Quality.

INTRODUCTION

The tourism industry has undergone significant transformation with the rapid advancement of digital technology. Online platforms have become a crucial medium for delivering tourism services, enabling travellers to access information, make reservations, and manage their travel plans efficiently. In this context, government tourism organizations are increasingly adopting digital platforms to enhance service quality, improve tourist convenience, and ensure higher levels of satisfaction. The Tamil Nadu Tourism Development Corporation (TTDC) has embraced digitalization to provide seamless and customer-oriented tourism services.

TTDC's digital platform, comprising its official website and online service portals, offers a wide range of facilities such as accommodation booking, tour package reservations, destination information, transportation details, and secure online payment systems. These digital services aim to reduce time, effort, and physical interaction, thereby enhancing tourist comfort throughout the travel experience. By offering easy access to reliable information and services, the platform supports informed decision-making and improves the overall travel experience.

The findings of this research will help identify key strengths and gaps in the existing digital system and provide suggestions for improving TTDC's digital service quality, thereby contributing to sustainable tourism development in Tamil Nadu.

STATEMENT OF PROBLEM

The tourism industry is undergoing a significant digital transformation, with travelers increasingly depending on online platforms for planning, booking, and managing their travel experiences. Digital platforms play a crucial role in influencing tourist comfort, satisfaction, and decision-making by providing easy access to information, secure transactions, and efficient service delivery. In this context, tourism development organizations are expected to offer reliable, user-friendly, and responsive digital services that align with the evolving expectations of modern tourists.

The Tamil Nadu Tourism Development Corporation (TTDC), as a major government-backed tourism organization, has introduced digital platforms such as its official website and online booking systems to enhance service accessibility and improve the overall tourist experience. Despite increasing investments in digital infrastructure, there is a lack of systematic assessment of how tourists perceive and utilize TTDC's digital platform. Factors such as ease of use, information accuracy, payment security, service responsiveness, and overall user experience may significantly influence tourist satisfaction but have not been adequately studied. The absence of structured feedback and performance evaluation can limit TTDC's ability to identify service gaps and implement meaningful improvements.



OBJECTIVES

- To identify the key factors influencing tourist adoption of TTDC’s digital platform (ease of use, accessibility, reliability, trust, etc.)
- To evaluate the range and quality of digital services offered by TTDC (online booking, e-payments, virtual guides, itinerary planning, customer support).
- To measure the satisfaction levels derived from using TTDC’s digital platform compared to traditional service methods.

RESEARCH METHODOLOGY

The research design adopted for this study is descriptive in nature, as it aims to systematically describe and analyze the effectiveness of TTDC’s digital platform in enhancing tourist comfort and satisfaction. A descriptive research design is appropriate for understanding user perceptions, experiences,

and satisfaction levels with respect to digital tourism services without manipulating any variables.

The study follows a quantitative approach, supported by limited qualitative insights, to collect and analyze data from tourists who have used TTDC’s digital platform. Primary data are collected through a structured questionnaire administered to tourists, focusing on aspects such as ease of use, information quality, booking convenience, payment security, responsiveness, comfort, and overall satisfaction.

SAMPLING DESIGN

The sampling method adopted is convenience sampling, as respondents are selected based on their accessibility and willingness to participate in the study.

STATISTICAL TOOLS

Simple percentage analysis, ranking analysis, Correlation, mean score analysis, Chi-square test was used for analysis.

ANALYSIS AND INTERPRETATION OF THE STUDY

TABLE SHOWING MOTIVATED FACTORS LEVEL OF THE RESPONDENTS

What motivated you to use TTDC’s digital platform?	Total no.of. Respondents	Percentage of Respondents
Convenience	25	12.5%
Time-saving	64	32%
Better offers	80	40%
Easy payment	27	13.5%
Recommendation	4	2%
TOTAL	200	100%

INTERPRETATION

Above the table, that reveals the TTDC’s digital platform of the respondents. 12.5%% of them are Convenience,32% of them

are Time-saving,40% of them prefer better offers,13.5% of them Easy payment,2% of them are Recommendation. Most 40% of them prefer better offer

TABLE SHOWING THE MODE OF BOOKING LEVEL OF THE RESPONDENTS

Mode of booking TTDC services	Total no.of. Respondents	Percentage of Respondents
TTDC website	28	14%
Mobile application	102	51%
Direct visit TTDC	60	30%
Through travel agent	10	5%
TOTAL	200	100%

INTERPRETATION

From the above table, it reveals the booking TTDC services of the respondents. 14% of them are TTDC website, 51% of them are Mobile application,30% of them are Direct visit TTDC,5% of them Through travel agent. Majority 51% of them use Mobile application.

TABLE SHOWING THE RELATIONSHIP BETWEEN MONTHLY INCOME AND SATISFACTION

Relationship between Monthly Income and satisfaction with TTDC’s digital platform delivering services More quickly than in-person or offline channels

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.545	3	2.515	1.965	0.12
Within Groups	250.81	196	1.28		
Total	258.355	199			

HYPOTHESIS

H₀ (Null Hypothesis): There is no significant relationship between monthly income and satisfaction with TTDC’s digital

platform delivering services more quickly than offline channels.



H₁ (Alternative Hypothesis)

There is a significant relationship between monthly income and satisfaction with TTDC’s digital platform delivering services more quickly than offline channels.

Result

The calculated F value is 1.965.
 The significance value (p-value) is 0.12.
 Since the significance value (0.12) is greater than the 5% level of significance (0.05), the null hypothesis (H₀) is accepted.

TABLE SHOWING THE RELATIONSHIP BETWEEN AGE GROUP AND SATISFACTION WITH DIGITAL BOOKING COMPARED TO TRADITIONAL BOOKING

	X²	Df	Significance Value
Pearson Chi-Square	7.024 ^a	12	0.856

Note: 11 cells (55.0%) have expected count less than 5. The minimum expected count is 0.03.

- TTDC should enhance the cancellation and refund system to make it faster and more transparent.
- The organization should strengthen online payment security to increase tourist trust and confidence.

HYPOTHESIS

H₀ (Null Hypothesis):

There is no significant relationship between age group and satisfaction with digital booking compared to traditional booking.

H₁ (Alternative Hypothesis):

There is a significant relationship between age group and satisfaction with digital booking compared to traditional booking.

Result

The calculated Chi-square value (X²) is 7.024.

The significance value (p-value) is 0.856.

Since the significance value (0.856) is greater than the 5% level of significance (0.05), the null hypothesis (H₀) is accepted.

CONCLUSION

The study examined the effectiveness of TTDC’s digital platform in enhancing tourist comfort and satisfaction. The findings show that digital tourism services play an important role in improving travel convenience, saving time, and providing easy access to tourism information. Most tourists prefer using digital platforms, particularly mobile applications, for booking and travel planning.

However, the study also reveals certain challenges such as technical issues, moderate trust in online payments, and the need for improvements in the booking and refund systems. Although tourists generally perceive the platform positively, the overall satisfaction level remains average, indicating that there is scope for further improvement.

INTERPRETATION

The result shows that there is no significant relationship between age group and satisfaction with digital booking compared to traditional booking. Therefore, respondents from different age groups have similar satisfaction levels regarding digital booking compared to traditional booking.

By enhancing platform usability, improving customer support, strengthening payment security, and introducing personalized digital services, TTDC can significantly improve tourist comfort and satisfaction. Continuous technological upgrades and user-oriented improvements will help TTDC strengthen its digital tourism services and promote sustainable tourism development in Tamil Nadu.

FINDINGS

- The majority of respondents use the TTDC mobile application for booking services (51%), showing the growing importance of mobile-based tourism platforms
- A large portion of users rated the booking process as smooth or average, indicating that the system is functional but still needs improvements
- When compared with other tourism websites, most respondents feel that TTDC’s digital platform is better or similar, indicating moderate competitiveness.
- The major improvement required is in the cancellation and refund system (37%)

SUGGESTIONS

- TTDC should improve the technical performance and stability of the digital platform to reduce system errors and technical issues.
- The booking process should be simplified to make it easier and more user-friendly for tourists.