E-TOURISM SATISFACTION OF PUDUCHERRY TOURISTS
- EMPIRICAL EVIDENCE

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ABSTRACT
Internet is an important tool for information searching and purchasing of products especially in tourism. E-tourism is the part of e-commerce that creates new opportunities to increase demand for product and services, and improve management capabilities in tourism sector. This paper deals with e-tourism satisfaction in Puducherry state of tourist people. Through a questionnaire survey, the basic situations, the attitude of tourists, the concerned issues, the understandings to e-tourism satisfaction were carefully calculated and analyzed. The results showed that various tips of developing e-tourism satisfaction in Puducherry State of India. The paper also represents future developments in e-tourism that will influence the tourism industry structure.

KEY WORDS: e-commerce, e-tourism, internet, satisfaction.

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