

# Role of Disruptive Technology in Tourism Industry, Leading to Life Style Transforming - A Study with Special Reference to Coorg

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## ABSTRACT

Coorg is called as “Scotland of India”. The district is known for its tourism activity due to which Homestays and Resorts are into getting a household income, and provide homely atmosphere. The technological advancement has made the world a small place to live in. Through this study an attempt is made to analyze the transformation in the LIFE STYLE of people in Kodagu due to the adaptation of DISRUPTIVE TECHNOLOGY this study is with special reference to home stays and resorts in Coorg the process of how they overcame the challenges. Depending on the disruptive technology, the paper estimates the problems faced by Homestay and Resorts and how they overcame it. Further the paper puts forward the coping strategies which are used to overcome the Obstacles and facilitate recovery.

The study focuses on measuring, analyze the role of disruptive technology in life style transformation of people in Kodagu district and model the effect disruptive technology in transforming the life style of the people. In addition, the objective is to investigate the positive and negative impact of the same. The research has also set an objective to suggest the best and worst impact of disruptive technology on life style transformation. This descriptive, causal and exploratory study is conducted using primary data, which was collected from various reliable sources. The non-probability sampling design was used for the study and 115 respondents were selected based on convenience sampling method.

The researcher has set up various hypotheses to analyze and investigate the causal relationship between the role of technology in life style transformation. The primary data has been analyzed using appropriate statistical tests viz., t-test, One-way ANOVA, correlation, the factor analysis was used to determine the role of disruptive technology on life style transformation factors that are considered by home stays and resorts in Kodagu.

Through this study an attempt is made to analyze the transformation in the LIFE STYLE of people in Kodagu due to the adaptation of DISRUPTIVE TECHNOLOGY this study is with special reference to home stays and resorts in Kodagu the process of how they overcame the challenges. Depending on the disruptive technology, the paper estimates the problems faced by Homestay and Resorts and how they overcame it. Further the paper puts forward the coping strategies which are used to overcome the Obstacles and facilitate recovery.

**KEYWORDS:** Coorg, Challenges, Homestay and Resorts, Obstacles, Technological advancement

## I. INTRODUCTION

Tourism entails the movement of people to countries or places outside their usual environment for personal or business/professional purpose. Now a day's people prefer to stay out of their house and relax completely in a peaceful place which is good for their health and mental peace. In today's busy life every one prefers to

spend their holidays in fruitfully and prefer to stay in resorts and home stays where everything is organized for them and they take little interest in the country they are visiting. Others prefer to travel around the country and to see how the people live, to get to know their customs and traditions and cuisine. In recent

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years life of people has become so hectic and burn out, to reenergize them self and to rejuvenate, people prefer to travel outside and re boost their energy staying in between the nature. It was become one of the most essential part of time starving customers making their life much more energizing, Advancement in standard of living of the people has brought a tremendous changes in the life of current generation and it has been welcomed by them and the desire to travel in free time has become the passion of the present generation, travelling to different places is one of the stress buster and it restores the energy, health and mental peace.

The lap of nature in Kodagu where aromatic coffee and spice plantations, lush green hills, cascading waterfall, countless streams, rich flora and fauna, lush forest and breath-taking views are the reasons and distinct old world -charm sooth the senses, is one such place where people rush to relax and this in turn promoted for starting home stays and resorts asa major business in Kodagu.

By considering the profile within the population this research compares the impact of disruptive technology on the home stays and resorts and what were the major challenges faced by them to overcome the same.

## II. STATEMENT OF THE PROBLEM

The statement of problem indicates A Study on ROLE OF DISRUPTIVE TECHNOLOGY IN TOURISM INDUSTRY, LEADING TO LIFE STYLE TRANSFORMING - A STUDY WITH SPECIAL REFERENCE TO COORG especially in Homestay and Resorts and an insight on overcoming obstacles problem in Home stay and resorts while adopting themselves which payed a new way in tourism sector. A comparative analysis has been done through this paperto see the impact of disruptive technology on home stay and resorts with special reference to Kodagu district. Information technology is revolutionizing the product and service sectors and new innovations are being done by various service sectors to be customer friendly. This was a great boon to various business sectors like tourism and various high class service sectors Therefore, an attempt is done through this paper to study the life style transformation in tourism through disruptive technology with special reference to home stay and resorts during.It was a great challenge for the technophobic segment left them in confusion. Additionally this became a learning phase for population who were adoptable to the changes and adjust themselves. The drastic adoption to the changing situation and circumstances was really challenging. For these reasons, it's important to look at the method of adaption to changes and come over the obstacles and maintain the advancement.

## CHALLENGES OF HOMESTAY AND RESORTS

- Poor infrastructure facilities such as good roads, transpirations, electricity, healthcare, communication and other residential facilities and without these facilities it is difficult to establish and promote better service to existing as well as potential homestay and resort visitors.
- Lack of skilled human resources such as guides, entrepreneurs, hospitality professionals and this is due to lack of availability of education and training institutes.
- There is lack of proper legal regulation for example registration, booking of and other relevant policies.
- Marketing and promotion of homestay and resorts tourism is also lacking in the country. There is no proper arrangement for extension of marketing and network in the nation.
- Poor maintenance of peace, security and chaos situations which demotivate foreign tourist to visit Kodagu

## III. LITERATURE REVIEW

Ashish Ankush Naik & Sunil Kumar Jangir (2019) analyze a social aspect of tourism development in India and mainly focused on the prospects of tourism industry especially in India in the present era of liberalization, privatization and globalization. Now in India tourism industry is on the initiation of a major breakthrough for great financial gains.

The author reviews the pandemics global impact in the beginning, and I focus on India's because only a handful of pandemic research studies are documented. Epidemic and pandemics have long played a role in social and economic changes. However, the nature of such changes is selective. That means, in some cases the changes are minimal, while in other cases, the changes are unexpected

Alick Mhizha et.al (2020) carry out a study on how tourism effects culture in and around Victoria falls in Zimbabwe (n=124) living in the town which consists of leisure and hospitality industry, those are working in tourism, employees in community heads and members of public. Total no of seven factors which influence the impact of tourism on local residents were analyzed. After analysis they derived tourism does have significantly higher negative impacts than positive impacts in communities in and around Victoria Falls.

## IV. OBJECTIVE OF THE STUDY

To analyze the life style transformation technological Disruption has brought –

1. Comparative analysis the challenges faced by home stay before and after technological

disruption

- To come up with suggestion to overcome such challenges and to see the changes they faced

### V. RESEARCH DESIGN

The present research topic was selected keeping in mind the changes the technological disruption brought bringing a sudden transformation in tourism Industry creating an advancement in the growth of service

Industry leading to enhancement of business sectors. An attempt was made to select a sample of respondents who are owners of home stay and. The current study is a casual and descriptive research study on analyzing the lifes style transformation brought disruptive technology To achieve the above objectives, purposive judgmental sampling method was used

## RESULTS

### 1. Respondents Table No: 1

Sl. No	Response	Total
1	Owners of Home stay	40
2	Owners of Resorts	45



Figure no 1.0

The above table 1. and figure 1 depicts that 47% Home stay owners and 53% are Resort Owners participated in the survey conducted.

### 2. Impact of disruptive technology on lifestyle transformation

Sl.no	Response	Home stay owners	Resort Owners
1	Positive	30	43
2	Negative	10	2

Table no: 2



Figure no: 2

The above table 2 and figure 2 depicts the impact of disruptive technology on lifestyle transformation of Resorts and Home stay owners. 86% of them consider there is positive lifestyle transformation and 14% as consider there is negative lifestyle transformation.

### 3. Problems faced while adopting to technical challenges after

Sl.no	Response	Home stay Owners	Resort Owners
1	Yes	12	0
2	No	20	42
3	Maybe	13	3

Table no: 3



Figure no: 3

The above table 3 and figure 3 depicts the problems faced by the respondents while adopting to technological challenges Changes. Out of them 64% of both haven't faced any problem, 12% of them faced problem and 24% are in the state of maybe where in certain areas they faced problems.

#### 4. Lifestyle evaluation due to Disruptive technology

Sl.no	Response	Resort Owners	Home stayowners
1	After	24	28
2	Before	4	0
3	No change	12	17

Table no: 4

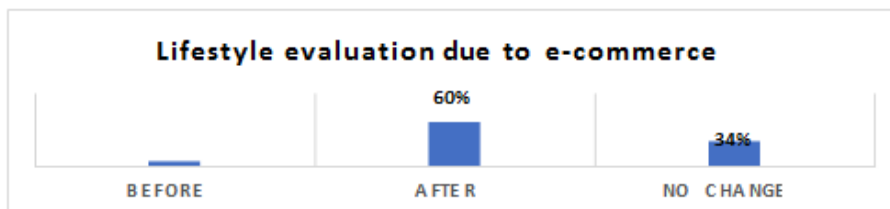


Figure no: 4

The above table 4 and figure 4 depicts the lifestyle evaluation due to technological disruption. 6% felt lifestyle is better before technological disruption, 60% felt lifestyle is better after technological disruption and 34% felt no change after technological disruption.

#### VI. FINDINGS

- The findings show that 47% are Resort owners and 53% are Home stay owners participated in the survey.
- The data represents 36% of both agreed that they had to face great problem due to network issues and other technical adaptation and loss s and mental peace due to sudden transformation in the business due to technological disruption and 14% as they silently accepted the challenges and 32% were neutral without any opinion and 18% were adoptive to challenges and were happy as it saved their time and money.
- 86% of both consider the impact of technological disruption on lifestyle as positive and 14% as negative.
- Out of 100%, 64% of both haven't faced any problem, 12% of them faced problem and 24% are in the state of maybe where in certain areas they faced problems while adopting to technological disruption.
- For 6% of both owners of resort and home stay felt lifestyle is better before technological disruption
- 34% of both and felt no change in their lifestyle due to technological disruption.
- According to the data collected 64% of them are well prepared to adopt themselves to the innovative technological disruption which may be adopted in future as it brings as drastic transformation and development in the field of Business and will be well prepared for challenges in future. 20% of them are not prepared to adopt but have the courage to meet the new new challenges 16% had a neutral view regarding adoptability for the technological disruption.
- For 56% of the said technological disruption have brought major changes in marketing strategy after adopting innovative strategies 42% has a opinion in that technological advancement has no great impact due to network issues and other technical complications 46% has neutral opinion.
- 26% responded said they will welcome any challenges in technological advancement and adopt it to have a gain in business, 54% of them wish that such technological disruption will pay a new wave in the service sector 20% of them have a neutral opinion.

#### VII. IMPLICATION OF THE STUDY

- The current study has provided an insight into the role of technological disruption in life style transformation of tourism industries in coorg with special reference to Home stays and resorts using this study, many other interesting factors that influences the marketing strategies of Home stays and resort can be analyzed, A comparative study was conducted on the impact of technological disruption on lifestyle transformation of resort and home stay owners, similar study can be conducted using a huge sample size in various other tourism sector and service Industry Conducting a study using a huge sample size would enhance the reliability of the data, which can be further used by the authorities to find out the obstacle faced by these business sectors and



challenges faced by them and the strategies adopted by them to overcome the same in managing their sustainable profit and enhance the quality of their service by enhancing the knowledge of the customers. If sample size is huge, the results can be generated.

- The current study is an attempt to understand the impact of Challenges on selected sectors, A comparative analysis. The data obtained from the study can be used to avoid the risk faced by the respondent's and to train, council and coach them and encourage themselves to changing situation has an impact on life style transformation. Train the population which has faced similar challenges and to develop appropriate strategy to deal with such obstacles more carefully and enhance the quality-of-life style transformation.
- Results provided in the current study can also be used to conduct comparative study. The challenges faced by resort and home stay owners can be compared to other sectors. This helped in understanding the challenges severely faced by the people in various sectors. A comparative study will also help us to know the factors effecting various business in various manner.
- The current study takes into consideration the owners of Resorts and home stay, study can be conducted on the technological disruptive challenges faced by the various population in various manner due to various reason can also be considered.

## VIII. CONCLUSION

Homestays and Resorts have been adopted to provide stable household income, and promote environmental awareness and cultural experiences to various travelers across the world. The technological advancement brought a new wave in business sector leading to save the time energy and effort of the population. Through this study an attempt is made to analyze the impact of technology disruption on challenges faced by homestay and resort in Coorg and this study provides a quick overview of the how this has made a life style transformation in Kodagu (Coorg). Depending on the

situation, the paper estimates the problems faced by Homestay and Resorts to adopt themselves for technological disruption. Further the paper puts forward the measures which are used to overcome the Obstacles and facilitate them to be adoptive and welcome the changes. These factors were taken into account in the research on Role of Disruptive technology in tourism, Leading to Life style transforming - a study with special reference to coorg.

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