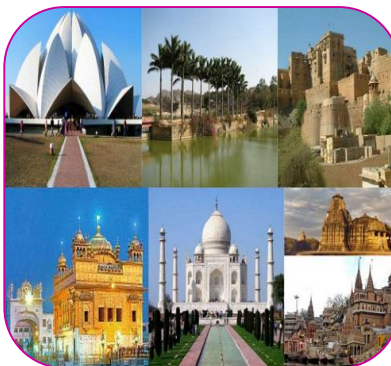_____

"TOURISM INDUSTRY AND ICT"

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ABSTRACT

Tourism is travel and stay of non-resident. Tourism industry consists of three components attraction, accommodation and transport. Today ICT plays very important rolein each field. Today through the internet anyone can get world wide information within afraction of seconds. Frequent technological updates are adding new trends in different field which tend to improve a lot in respective fields. Use of ICT for tourism industry has increased enormously over past few years. Tourism is a highly information-intensive industry, so information and communication technology (ICT) has a great impact on the tourism business. In this new environment tourism professionals need skills to identify opportunities for cross-promotion, skills for finding efficient combination of distribution channels and making profit out of this process. In the tourism value net, revenue management becomes as important and challenging as never before.ICT has a great impact in tourism industry – it enables direct communication with clients and improves efficiency and effectiveness of customer service.

KEYWORDS : *Tourism industry , Frequent technological , direct communication.*

INTRODUCTION :

Tourism is now one of the most important industries in development of culture and nation's communications has played an excellent role in establishing peace in the world. Tourism in the third millennium, known as the most valuable money-making industry in the world, that government must make effort more with a national commitment. These efforts can bring attracting tourists, introducing country in global level and raise gross national growth. Income that we could earn through IT to attract tourists it's not comparable with the oil revenues. Difference between Tourism income and other revenues is in other revenue, we'll replace the dollar with their national assets. But in tourist income, do not give anything valuable, and in return we get capital. Actually is a new emerging technology that humans in the new century, plans to use it as a signal, and perform a big leap in the field of science, Information and communication technology in all disciplines of science have opened its place. In medicine, various industries, humanities or basic sciences, is an inevitable axis. Fortunately, the value and importance on information and communication technology that create for development of tourism infrastructure in the world, is very interesting and thoughtful.

In today's world it is known to age of communication and information, No industry without the use of modern technologies ICT and being in line with digital developments cannot pass dynamics way and

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develop competitive economy in the world and even local and The tourism industry is no exception. So today in the field of global tourism, ICT as an essential element plays decisive role in national and international competitions of countries. The quality and the utilization rate of its applications are significantly affect on competitive success and each day; the role of these technologies is expanding with an unbelievable speed. The very near future countries without proper ICT substructures, will be actually eliminated from the cycle of global competition and regional tourism n such circumstances, it hurts tourism industry is one of the ten most attractive countries in the world, regardless of the realities and the without lowest facilities and infrastructure in this field. And worse, even a clear strategy and program for the future and to fill the gap, join into the global electronic tourism and expansion of applications of technologies in their substructures.

TOURISM & TOURISM INDUSTRY

Tourism is travel and stay of non-resident.Tourism is a relevant opportunity for economic development and social well being.Tourism industry consists of three components attraction, accommodation and transport.Tourism is travel for recreational, leisure or business purposes. The World TourismOrganization defines tourists as people "traveling to and staying in places outside their usualenvironment for not more than one consecutive year for leisure, business and other purposes. Compared to other sectors of the global economy, the tourism industry is one of the fastest growing, accounting for more than one third of the total global services trade. Tourism is currently one of the fastest gowning industries across the world. It is primarily a serviceindustry as it does not produce goods but renders services to various classes of people. It is an combinationof various interrelated industries and trade like food industry, transport industry etc. It is an complicatedbusiness because it involves multiple socio-economic activities like attracting people to a destination,transporting them, housing, feeding and entertaining etc. In the process it brings about tremendousinfrastructural improvements and helps in the development of the region. Perhaps tourism is one such rareindustry, which earns foreign exchange without exporting national wealth. Tourism is the main stay ofeconomics of many countries and in India it has emerged as a single largest net earner of foreign exchange.Tourism, like other economic activities flourishes best when it fits into the context of general economicpolicies and programmes designed to lead to the optimum growth of the economy of a country as a whole.

PROBLEMS IN TOURISM BEFORE ICT

➢ The travel distribution role has been performed by outbound travel agencies, tour operators (TOs) and inbound travel agents or handling agencies
➢ Time required for doing complete transaction was more.
➢ Availability of resources was limited.
➢ Cost required per transaction was more.
➢ Tourism suppliers had provided this information in the form of print-based media such as brochures or flyers, and through listings published in local or regional guides which is costly, time-consuming and labour-intensive.
➢ Very limited ability to access the market directly

ICT BASED TOURISM

Advances in electronic-based information and communication technologies (ICTs) are rapidly transforming social and economic conditions across the globe. As the cost of ICTs continues to fall and their capabilities increase, their applications are becoming even more vital to all sectors of the economy and society. Developments and continued growth in ICT and its application in the tourism sector have empowered the tourism consumer and are driving significant change within the tourism industry. The increasing spread and uses of ICT create new opportunities for countries to harness these technologies and services to promote social and economic development and human justice. Given the growing importance of

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technology in all organizational functions and areas, organizations can either adapt to technological changes or will have to face a decline in their organizational viability. This article is concerned with the administration of ICT in tourism regional planning and the concept of organizational change. The paper explores areas of ICT literacy, and concludes that a number of challenges must be addressed if the full benefit of the use and application of ICT in tourism. The article draws the attention of all the stakeholders in the tourism sector to the need to support and promote ICT as the most effective tool for tourism regional planning, tourist information access and dissemination as well as the tourism regional development participants need for organizational change.

ICT & TOURISM INDUSTRY

The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. ICT facilitates an individual to access the tourism products information from anywhere any time. Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc.Contemporary information society has made Tourism a highly information-intensive industry as ICT has a potential impact on tourism business. The role of ICT in tourism industry cannot be underestimated and it is crucial driving force in the current information driven society. It has provided new tools and enabled new distribution channels, thus creating a new business environment. ICT tools have facilitated business transaction in the industry by networking with trading partners, distribution of product services and providing information to consumers across the globe. On the other hand consumers are also using online to obtain information and plan their trip and travel. Information is the key element in the tourism industry. ICT pervades almost all aspects of tourism and related industry. For instance, we depend upon it right from the scratch while identifying and developing tourisms site and destinations itself. The use of Geospatial Information Technologies in the recent years across the globe for varied purposes is popularly known and Tourism industry has not been an exception in availing its advantages. It can be used by tourist professionals to define the boundaries of the proposed tourist site as well its surrounding areas and the communities living in it. It can also get information on roads linking to the sites and availability of other utilities like water, power, market etc. Such technologies are also useful for site management and monitoring. The role of ICT tools in the industry for marketing, operation, and management of customer is widely known. Marketing techniques can be more innovative through ICT tools. The table below reveals the potential use of ICT tools in the industry.

CONCLUSION

Today ICT plays very important role in each field. Today through the internet anyone can get world wide information within a fraction of seconds. Frequent technological updates are adding new trends in different field which tend to improve a lot in respective fields. Use of ICT for tourism industry has increased enormously over past few years. Tourism is a highly information-intensive industry, so information and communication technology (ICT) has a great impact on the tourism business. ICT is advantageous for activities in almost all types of tourism and everylevel of it. Not only major stakeholder of tourism industry; consumer and supplier gettremendous benefit of new technology but service providers like Hotel, Transporters,Shopping Mall also. ICT has become a boon for day to day life of person. The services areavailable at the tip of figure.We plan to design a knowledge based system for e-tourism which will have all the facilitiesincluding information gathering to tour planning.ICT has a great impact in tourism industry – it enables direct communication with clients and improves efficiency and effectiveness of customer service.

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