

## **Information Technology & Tourism (ITT)**

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Information Technology & Tourism (ITT) is the first scientific interdisciplinary journal focusing on the nature and role of information technology within the context of tourism, travel and hospitality. Information and communication systems embedded in a global net have had a profound influence on these industries, as also these industries with their presence in the electronic market show an impact on the developments of IT. Advances in the use and development of tools, technologies, and methodologies that have facilitated the efficient netting of information and communication systems in tourism, travel and hospitality are to be presented and discussed within this journal.

Market wisdom today suggests that hospitality companies must embrace technology to compete against traditional competitors, as well as entrants that build their businesses with the latest technology. In this changing environment, new models of distribution must be designed to lead the charge. A strategic information management function should facilitate the business mission of its enterprise through managed information, managed processes, and managed Information Technology (IT)

The computerised networks and electronic distribution systems developed in the 1970s led to dramatic structural changes within the tourism and hospitality industry. According to Klein and Quelch (1996) A CRS is essentially a database that enables a tourism organisation to manage its inventory and improve accessibility to information within and between its partners. Individual product suppliers became aware that systems integration, and the subsequent creation of a “shop window” that allowed products to be displayed and purchased anywhere in the world, would be a crucial determining factor in the competitiveness and profitability of operations.

As a result, the vast, new all-encompassing GDSs matured from their original development as airline CRSs. GDSs are one of the major drivers of information technologies in tourism and hospitality industries, as well as being the backbone of these industries. GDSs are the single most important facilitator of the globalisation of ITs.

**CONCLUSIONS** IT and the Internet have transformed distribution of the tourism product to form an electronic market-place where access to information is

instantly achievable. Principals and consumers continue to experience unprecedented interactivity. The dramatic ongoing development of the Internet has resulted in the re-engineering of the entire production and distribution process for tourism products. As a consequence of this technological explosion, the packaging of tourism is becoming much more individualistic, leading inevitably to a certain degree of channel disintermediation, a process that will offer new opportunities and threats to all tourism partners.

#### **LITERATURE**

1. <http://www.ivoryresearch.com/samples/tourism-essay-example-it-and-internet-impact-on-tourism-and-hospitality-industry-implementation-of-technologies-for-hilton-hotels-group/>
2. [http://www.academia.edu/6576030/Information\\_Technology\\_in\\_Tourism\\_Industry\\_What\\_More\\_Needed](http://www.academia.edu/6576030/Information_Technology_in_Tourism_Industry_What_More_Needed)