

Information Technology in Tourism Industry

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Introduction. Technological revolutions in the last few decades and the resulting changes in the social systems go faster its intensity in the current century. Thus, tourism is presently a mass phenomenon involving every human being in the world. They need detailed information about each place they intend to visit.

Materials and methods. The study of information technology in tourism industry is in the works of scholars: V. G. Gulyaev, M.A. Morozov, N.I. Plotnikov, M.N. Skopen.

Results. The use of the Internet for communicating and transacting with customers has been growing rapidly in the worldwide tourism & hotel industry. There has been rapid increase in the online booking in the hospitality & tourism industry e.g., e-booking of hotel/motel rooms, airline tickets, travel packages etc. due to the fact that the industry is one of several services – which can be checked, inquired, and ordered online easily, and conveniently communicated and delivered electronically via the Internet.

Following are different area where internet is used in tourism industry: marketing, booking systems, delivery of visitor experiences, customer relationships and follow-up, Digital Coach Program.

Use of the Internet by travelers to plan and book their trips continues to grow at a rapid rate. In the United States, according to the Travel Industry Association, more than 75 million online travelers used the Internet in 2016 to get information on destinations or to check prices and schedules. The number of online travelers who actually use the Internet to plan trips has remained relatively stable. A majority (67%) of online travelers say they consult the Internet to get information on destinations or to check prices or schedules.

Not surprisingly, nearly all online travel planners say that some of the trips planned on the Internet in the past year were for pleasure, vacation, or personal purposes. For online travel planning, online travel agency websites, search engine websites, and company-owned websites (airlines, hotels, etc.) are the most popular types of websites used. A majority of online travel planners also use destination websites.

With the advent of wireless technology, portable devices are now being used to access the Internet for information, including travel information. Whether using a computer, cell phone, or PDA, four in ten business travelers say they have gone online while away from home.

Conclusions. Information Technology in tourism is of special significance. Information technology is used for Transport sector, Accommodation sector Attraction sector. These technologies are used in order to find out and satisfy the ever-changing demands for tourism.

References

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