ICT and Tourism: An Approach to Enhanced Experience

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ABSTRACT

Nowadays information and communication technologies (ICT) are strongly driving tourism and transforming modern tourism experiences at every stage of tourist journey i.e. pre, during, & post travel. Technologies have huge potential to enhance the customer experience by supporting tourists throughout a range of tourism activities and also benefited tourism organizations, such as travel agencies, tour operators, hotels, etc in planning & providing better products and services. This study is aimed at knowing the enhanced experience of tourists by integrating emerging information and Communication technologies (ICT) with tourism activities and the benefits tourism organizations draw from ICT.

Keywords: ICT, Tourism activities, Enhanced experience.

TOURISM INDUSTRY

Tourism is presently one of the profligate expanding enterprises globally. It is chiefly a facility business since it is not producing properties rendering facilities to numerous lessons of individuals. It is a grouping of numerous unified businesses and profession alike food commerce, conveyance business etc. It is a complex commercial since it includes manifold socio-financial events like appealing persons to a terminus, conveying them, covering, nourishing and amusing etc. In the procedure, it transports about marvelous infrastructural developments and assistance in the growth of the area. Conceivably leisure business is unique such rare manufacturing, which makes distant conversation deprived of spreading nationwide prosperity.

Travel is the chief disruption of finances of numerous republics and in India it has arisen as a solitary major remaining stipendiary of distant conversation. Travel, like other financial happenings accompaniments finest once it hysterics hooked on the setting of overall financial strategies and programs intended for the finest development of the financial gain of the nation altogether.

The Tourism industry is presently a tremendously delicate combination business and includes separate topographies of evidence civilization. Though the essential creation in the manufacturing is a corporeal facility, which is fashioned and expanded in the corporeal biosphere, it is conquered and attained finished material facilities. The flawless incorporation of evidence and corporeal facilities is the task for the modern travel manufacturing crossways the sphere. Henceforth it is mainly a material creation. For instance, tourism stations are person’s chairs the location are predictable to be solitary and different from the ordinary knowledge.

One has to portable to the home of ingesting to examination the creation or facilities and which cannot be completed in prior for an experimental. Provisionally, portable amenities are consumed the actual period they are formed; it is mainly founded communal communication amid the dealer and the customer. The excellence of the facility or creation is mostly clear by the communication. To be more intricate, a customer has admission to only a no concrete perfect of the creation at the time of executive and votive contract. Henceforth executive and ingesting are unglued in a period and interplanetary. Few of these breaches can be stunned by the statistics of the merchandise, which is obtainable in a loan to the shopper. Thus travel facilities and creation are founded on sureness, material and message. The instrument points to establishing of precise produce supply and extensive material and worth addition shackles.
ICT and Tourism

Modern civilization has prepared Tourism an extremely information-intensive manufacturing as ICT has a possible influence on travel commercialism. The function of ICT in tourism business cannot be undervalued and it is imperative lashing strength in the existing communication enthused civilization. It has delivered new apparatuses and permitted new circulation stations, thus making a new commercial ecosystem. ICT gears have eased commercial operation in the business by interacting with exchange associates, distribution of result services and providing material to customers across the sphere. On the other hand, customers are also using connected to obtain material and strategy their trip and tourism. Communication is the key component in the travel manufacturing. ICT permeates nearly all features of travel and related business.

For example, we are contingent upon it right from the scratch while identifying and developing tourism sites 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 barring in availing its compensations. Traveler specialists to define the boundaries of the recommended tourist site as well its neighboring areas and the populations existing in it can use it. It can also get material on roads involving to the places and obtain ability of other conveniences like water, power, market etc. Such machineries are also valuable for site organization and checking. The role of ICT tools in the manufacturing for advertising, process, and organization of purchaser is widely known. Advertising methods can be more groundbreaking finished ICT tools. The table underneath discloses the potential use of ICT tools in the manufacturing firms.