

# Chapter 7

## Cloud Computing in Tourism

**Vipin Nadda**

*University of Sunderland in London, UK*

**Harminder Singh Chaudhary**

*Leeds Metropolitan University, UK*

**Ian Arnott**

*University of Sunderland in London, UK*

### ABSTRACT

*With rapid growth and development in technology, cloud computing has become a dominant platform for small businesses as well as major enterprises. Cloud computing streamlines the overall delivery of services and resources, helps keeping the costs in control, and global business is set for a huge change in the way businesses are done. The substantial transformation over the past few years has evolved tourism industry towards Tourism 3.0, where the consumers can easily connect to travel websites and interact by sharing their experiences. This considerably influences the perceptions, expectations and decisions both the actual as well as and potential travelers. This provides sufficient reasons for the tourism industry players to adopt and adept themselves with the latest advancements in the information technology, and the adoption of cloud computing is key in this regard as it provides easy access to a web platform that offers more productive, efficient, and competitive services to promote tourism as a vehicle of sustainable development.*

DOI: 10.4018/978-1-5225-9783-4.ch007

## **INTRODUCTION**

With rapid growth and development in technology, we find that cloud computing has become a dominant platform for small businesses as well as major enterprises. Cloud computing streamlines the overall delivery of services and resources, helps keeping the costs in control and significantly reduces the deployment complexities. Cloud is taking over all areas of business and technology from marketing, sales, computing, e-commerce, tourism, hospitality and technology corporates. Global business is set for a huge change in the way businesses are done and organizations operate, with cloud computing integration.

The substantial transformation over the past few years has evolved tourism industry towards Tourism 3.0, where the consumers can easily connect to travel websites and interact by sharing their experiences. This considerably influences the perceptions, expectations and decisions both the actual as well as and potential travellers. This provides sufficient reasons for the tourism industry players to adopt and adept themselves with the latest advancements in the information technology and., the adoption of cloud computing is key in this regard as it provides easy access to a web platform that offers more productive, efficient and competitive services to promote tourism as a vehicle of sustainable development.

Since cloud computing is making inroads in other industries, there is hardly any surprise that tourism industry which employs 1 in 12 people in the world and generates 5% of the global GDP, has also seen the possible benefits of going on the cloud to develop tourism across the world by helping them apply these emerging technologies to improve business efficiency and innovation through cloud-based solutions, including productivity and collaboration tools, instant messaging and e-mail, video conferencing and distance training solutions, customer relationship management, enterprise resource planning, and development and application platform tools etc.

This chapter provides an overview of Cloud computing and its role in tourism sector.

## **CLOUD COMPUTING**

“Cloud computing is a model for enabling, convenient, on-demand network access to a shared pool of configurable computing resources (e.g. networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction. This cloud model promotes availability and is composed of five essential characteristics, three service models, and four deployment models.” Also, “Gartner defines cloud computing (hereafter

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/cloud-computing-in-tourism/234575](http://www.igi-global.com/chapter/cloud-computing-in-tourism/234575)

## Related Content

---

### Information Source Before Travelling and Choice of Traveling Mode

Bilal Ahmad Ali Al-khateeb and Asef Mohammad Ali Al-khateeb (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 29-41). [www.irma-international.org/article/information-source-before-travelling-and-choice-of-traveling-mode/240703](http://www.irma-international.org/article/information-source-before-travelling-and-choice-of-traveling-mode/240703)

### Investigations Into Slum Tourism: Exploring a Case Study

Donatella Privitera (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 17-36). [www.irma-international.org/article/investigations-into-slum-tourism/210466](http://www.irma-international.org/article/investigations-into-slum-tourism/210466)

### Driving Tourism Through Sport Event in the Lipno Region: First Summer Olympic Park in the Czech Republic

Petr Studnika and Pavel Atzl (2017). *Driving Tourism through Creative Destinations and Activities* (pp. 245-259). [www.irma-international.org/chapter/driving-tourism-through-sport-event-in-the-lipno-region/174525](http://www.irma-international.org/chapter/driving-tourism-through-sport-event-in-the-lipno-region/174525)

### The Effect of Room Service, Comfort, and Reservation Process on The Performance Dimension Evaluation: The Case of Grand Mercure Hotel Gajah Mada Jakarta

Adilla Anggraeni and Meyliza Thorina (2017). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 42-52). [www.irma-international.org/article/the-effect-of-room-service-comfort-and-reservation-process-on-the-performance-dimension-evaluation/189744](http://www.irma-international.org/article/the-effect-of-room-service-comfort-and-reservation-process-on-the-performance-dimension-evaluation/189744)

### Hotel Guests' Perceptions of Green Technology Applications, and Practices in the Hotel Industry

Faranak Memarzadeh and Sulekha Anand (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 1-9). [www.irma-international.org/article/hotel-guests-perceptions-of-green-technology-applications-and-practices-in-the-hotel-industry/240701](http://www.irma-international.org/article/hotel-guests-perceptions-of-green-technology-applications-and-practices-in-the-hotel-industry/240701)