

Chapter 22

Tourism Promotion through Web

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ABSTRACT

This chapter studies the application of information technology in tourism promotion, particularly through Internet. In the context of tourism management, this chapter penetrates different usage of Web technology to disseminate maximum level of information for tourism promotion. This chapter is designed to determine the conditions of Websites as well as application of different application of Web technology like Virtual Reality (VR), CRS, etc. used in tourism promotion to identify the obstacles faced in this type of promotion via Web. The chapter adopts a survey from 200 respondents. Collected data is analyzed through different statistical tools like correlation analysis, simple average method, and Cronbach Alfa for reliability of the data. The results show that tourism promotion through the Web helps to increase competition as well as tourism demand if Web design helps to disseminate information about the tourism offers to the tourists' desire. Both sexes consider the Website design as a means helps to ensure the information veracity of tourism offers. The chapter recommends continuing development of the role of tourism promotion through the Internet in spreading information about tourism offers, so as to achieve the greatest possible benefits. This study also indicates how to develop and upgrade Web for promotion of tourism information and offer better tourism service excellence, while promoting less popular tourist spots.

INTRODUCTION

Tourism is one of the fastest growing industries. Tourism has emerged as a new mantra for alternative economic development. Tourism concept

has been tested and already applied for alternative development of a nation and proved to give positive result. As per World Tourism Council tourism is contributing around 10% to the world wide GDP projected to rise nearly 11% by 2014.

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Increase in supply of information to the tourists is the biggest advantage of information technology in the tourism industry. Information Technology breaks the geographical boundaries so it is shared to the global audiences. Information Technology integrates between tourism product and requirement of the tourists. Due to changes in tourists or visitors behavior, the tourism market is becoming more segmented with each potential tourist belonging to a number of market segments. Tourist operators need to be aware of these changes and be equipped to respond or better still, take a proactive approach. Technological revolution during 1990s brought with it new opportunities and challenges for the tourism industries. Technology has become fundamental to the ability of the global tourism industry to operate effectively and competitively. Information technology is being rapidly diffused throughout the tourism industry and that no player will escape from information technologies impacts. These technological innovations started in the 1970s when the main airlines set up CRSs (Computerized Reservation Systems), with the strategic aim of building a global distribution network for their products. Connecting travel agencies to the CRSs set off a process of distribution automation involving an ever-increasing number of tour operators, carriers, and car hire firms, individual hotels, hotel chains, and other hospitality firms.

SURVEY OF EXISTING LITERATURE

Tourism is now one of the fastest growing smokeless industries. It is also an interdisciplinary sector. A more technical definition of tourism was provided by Prof. Hunziker and Kraf (1942), tourism is the totality of the relationship and phenomena arising from the travel and the stay of strangers, provided that the stay does not imply the establishment of the permanent residence and is not connected with a remunerated activity. Tourism is a hybrid industry since even though it is dominated

by the provision of information; essentially it is about a physical product Driver J. (1999). Technology behind the modern information society, particularly by the way of the Internet, has brought about four key changes for the way in which business is conducted Cheng C. and Piccoli G.(2002). These changes which apply equally to the tourism sector. The ability to turn ideas into marketable innovation for a wide range of customer, with reduced buyer search costs and costs of access to market, Increased speed to market and access to new product offerings via. Internet, Changed processes and sharing of information within and between organizations, a shift in the balance of power between suppliers and customers due to the increased availability of information.

In the area of tourism, tourist information search has mainly focused on the uses of various information sources Gitelson, R.J., and Perdue (1987), Chervenak, L (1993). The tourism industry can be seen as one of the first business sectors where business functions are almost exclusively using information and communication technology Galloway, L, et al. (2004). Information mechanism leads to the establishment of specific product distribution. Online technologies within the tourism industry have significantly impacted on communications, transactions and relationships between the various industry operators and with the customer, as well as between regulators and operators. The Internet provides many advantages in the tourism industry,. Technology behind the modern information society, particularly by way of the Internet, has brought about four key changes for the way in which business is conducted Cheng C. and Piccoli G. (2002).

THEORETICAL FRAMEWORK

Impact of IT in tourism is very vital. For instance, a guide requires historical and cultural information about the destinations, tour agency requires information on transformation, reservations, ac-

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