

The Impact of Digitalization in Development of Tourism Industry

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Abstract

Over the year's development of technology has contributed enormously for the development of tourism all over the world. Internet and networks expansion has provided a good platform for tourism E-marketing in the idea of connecting consumer with the target segment supply, which is contribution of technology for development of tourism with other latest innovative technologies. This article has made an effort to know about the importance, innovation and utilization of digitalization in tourism industry. The data has been collected by the secondary data collection review of various articles, brochures, advertisements. It is a conceptual study.

Key Words: Technology, Tourism, Digitalization, Innovation.

Introduction

Technology in Travel & Tourism industry in today's world, control & deliver swiftness and power your need to achieve your business ambition. It also delivers effective solution to meet their customers' precise business needs, increasing profit and work rate improving customer relation and decreasing cost. Technology has contributed in many dimensions to improve tourism from centuries, may be from face to face communication to digital world, bulla cart to chartered plane, bullet train, cruise or cable cars, it has also helped in preparation and preservation of food with the economic usage of time energy and money. It has also made possible to reach and conduct tourism in surface, marine, air and even in space. More over technology has made easy and faster ways of money transaction which is the blood of any industry.

Technology has played an important role in achieving economic growth by gathering economic means for consumers to travel the development & contribution of air travel as a means of transporting tourists to different locations is an important contribution of technology to the tourism and travel industry. The tourism industry is often defined as the sectorized system of innovation and production. This sectorized system in tourism is extremely complex given the fact that the changes in the external forces of the evolution and progress of information technology has therefore had a tremendous impact in tourism.

Research Methodology:

The data has been collected by the secondary data collection review of various articles, brochures, advertisements. It is a conceptual study.

Impact of Digitalization in Tourism Industry:

An industry that's been completely turned on its head in recent years due to extreme digitalization transformation is tourism and hospitality industry. With a global economic contribution of more than 7.6 trillion USD in a single year alone, travel and tourism represents one of the world's largest industry sectors. The Hospitality & Tourism industry has been completely digitalized by various trends including mobile integration, artificial intelligence and chat bots, integration of the "Internet of Things".

Impact of Information Technology:

The advancement of the internet has deeply affected the way tourism & travel intermediaries perform their business. When a customer is able to make flight search & go through the various options available and finally take a decision. The internet has made it possible for customer to access information within short time. Software and internet technology gained importance as it became the major force to work safely and effectively. This technology also helped airways to reduce costs & get closer to customer.

The tourism & travel sector makes extensive use of both information and transactions in all stages of the value chain. Consumer search for information before a trip. They compare and check opinions of other travelers then they reserve tickets, hotels & even tickets for activities on the destination like shows & museums, during the trip, from online check-in to looking up information about Restaurants, Leisure activities etc. After travelling they add their review to the information that other travelers will consult (Trip Advisor). More than half of the tourists follow this trend.

HOCHSCHULE FRESENIUS, University of applied science offering M A degree in a variety of areas including Digital Management (M A) & International Tourism & Event Management (M A). The university provides students with the high level knowledge & practical skills to take on control and strategic roles in the Digital Information which has taken a step ahead of preparing the next generation of travel & tourism leaders.

Smart Phone Communication Apps: The evolution of the internet, the smart phone & the technologies now provide significant convenience & savings to travel consumers. Numerous travel websites that allow travelers to find the best deals, self-guided tour audio Apps & real time updates on flight times & arrival are now standard travel tools, accessible to both travel professional & consumers alike.

Travel Websites & Apps: There is a plethora of online travel sites & Apps which can be used for many different purposes such as individual vendor websites third party booking sites & online travel products. It including transportation, accommodation excursions and car rental. In today's era traveler can easily complete necessary research and select the vendors with the best price. Both travel agents and consumers alike can book travel online without ever having to speak to a vendor representative. Many airline provides updated flight information via text or automated calls which helps travelers to check flight status on their own and also family to track the arrival of their guests. Many airlines and hotels offer loyalty points programs. Apps and Websites allow loyalty points program members to check their status and redeem points as they wish.

When things go wrong while travelling it's essential, to able to communicate with people who can help Such as customer service representatives and travel agents. Some travel agents use Apps to make themselves available to travelers who may need to reschedule a missed flight or book a new hotel. Some star category hotels have smartphone Apps which communicates the problems to the attentions of the management, so that they can be sorted out right way as early as possible.

There are innovative Apps available which are transforming the travel industry some applications make booking hotels and flights more efficient while others are intended to make your travels more enjoyable or easier like translating words or currency "On The Fly".

Will look at some of the latest Apps.

Kayak: Available in 30 odd countries with 18 languages. Kayak.com is the web and mobile based application that lets you search multiple travel sites at once from online travel agencies to airlines, hotels and car rental websites to find the best rates. It recently rolled out the ability to search for flight and hotels via slack a popular chat service.

Trivago Apps: This App works as a hotel search engine and has websites in more than 50 countries, said to be world's largest online hotel search site, comparing rates from over 1 million hotels and more than 250 booking sites worldwide. The site includes over 190 million hotels and 14 million photos and reports over 120 million visitors per month. Trivago's search tool scans hotel booking sites for prices, availability, images and reviews within seconds. The App provides interactive maps and displays accommodations in close proximity to the users' current location. After being started from Germany, now it's one of the best Apps in USA, Australia, Ireland and to many countries to save time and money.

Flight Status: The App lets you track flights on a map, by number; airport or route. It also allows you to check airport conditions like current delays and weather conditions available via the web, i-phone, Android phones and App watch. This application has full-fledged tools to make sure that you never miss your flight.

App in The Air: This App is almost similar to flight status but it checks flight status in four stages Check-in, boarding, Takeoff & landing. What's cool about this App is they show you a "Timeline" of those steps to ensure that your check-in on time or make it to your gate before it close. It even helps in knowing weather, delays & currency information for active main airport around the world. There's also a gamification feature where you can earn achievement for your flight experience & contribution to flyer's community, making your travels just a little more fun.

Bravolol: This App helps the travelers to convert foreign language, where traveler has traveled, to his native language, where foreign language is not your native tongue. More than 15 odd languages can be converted to native language through this App mainly phrases and vocabularies. You can learn from their "speaking parrot" which works together with you to practice your speaking & listening skills wherever & whenever you need.

Features:

- Many useful foreign phrases & words
- Pronunciation recorded by native speaker
- Voice recording & playback
- No internet connection required
- Instant search by key words
- Customizable font size
- If you are unable to catch the words you can tap the Snail/Turtle icon to hear the words more slowly.

By using this App, language barrier while travelling abroad will no longer exist.

Google Maps: Was launched in Feb 2005. Is a web mapping services developed by google? It offers satellite imagery, street maps, 360 degree panoramic views of streets, real time traffic conditions & route planning for travelling by foot, car, bicycle, or public transportation. Google map satellite view is a “Top Down” or “Birds Eye” view. Which is updated on regular basis. This App helps foreign as well as domestic tourist to know whether the hired transportation service is guiding and caring to right destination on correct routes for exact price.

Currency: Helps to know the current currency rates especially if you are frequently travelling to various countries. Currency App provides timely rates updates for over 150 currencies and countries. Around 2008 it was one of the first 500 Apps in the App store.

Around Me: This App is more useful once you reach your destination and which is new to you. This App is useful to explore nearby place. It helps to discover restaurants coffee shops local guides and more and also allows you to get GPRs direction to your chosen destination (Google Navigation).

It's Easy: This App is for letting you renew your passport. Its enables you to take passport which can then be delivered to your door or instantly through the App. This digital delivery is particularly useful if you are going on a last minute trip but your passport has expired. Also you can view travel visa requirement and process that visa through the App as well.

Conclusion

Technological revolution has changed the speed, trend & mannerism of tourism industry. It made easier to reach different destination with lesser time. One of the most valuable contribution of technology is digitalization, which made more effective to communicate, visibility, decision making, travel and post travel activities. It has boosted and uplifted tourism industry by its helpful app's. Today every tourist has a personal guide in his pocket in the form of mobile which guides him step by step throughout the journey.

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