Information SYSTEMS IN TOURISM

DILEEP M R

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DR. DILEEP M R

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Preface

Tourism, one of the largest industries in the world, has become part and parcel of the modern society. It has expanded and grown exceptionally well in the post World War era, to become a major force in the economy of the world. Information technology is another sector that has grown at a rapid pace in the same era. Both the sectors offer employment to millions and millions of people world over and generate business of billions. The expansion and development in each sector was complementary and the happy co-existence of them led to many changes and development in the society at large. The application of Information Technology in Tourism is now extensive due to many reasons and has become the lifeblood of the system of tourism, as suggested by Pauline J Sheldon. In addition to the advantages and benefits, IT applications instigate new opportunities and challenges and threats to the various players in the tourism sector. The experiences in different sectors in tourism reveal that those who fail to exploit the opportunities and cope up with the challenges posed by IT, will face issues, even to exist. The strategic use of IT gives better competitive advantage in this dynamic business era. Against this backdrop, this book has been prepared in a manner to give a comprehensive idea on tourism, information technology and their mutually beneficial coexistence. Efforts have been taken to discuss in detail the advantages, benefits and impacts of IT application in Tourism, with focus on Information systems, which form the core of IT application in businesses.

Who will benefit from this book?

Tourism and Information Systems are basically multi-disciplinary subjects and hence, the book will be useful for persons who belong to many areas. All those who deal with Tourism, operation and management of tourism organizations, information technology and information systems will be benefited by this book. They include students of various subjects such as management, computer science, information systems, travel and tourism, hotel management, etc.; managers and executives at all levels in tourism organizations; researchers in IT, MIS and Tourism; Tourism policy makers and planners and the like. For IT experts, this book will throw some light into a new area of IT application. Altogether, the book will be useful for all those who wish to know more about the use of IT and information systems, particularly in a service industry like Tourism.

Organization of the Book

As mentioned earlier, this book gives a comprehensive idea on nature and processes in Tourism industry and how does it embrace Information Technology for more effective operation, managing and marketing. The book takes a positive stand towards technology, in general. Its contents are structured into four sections such as Tourism Industry, Information System, Information Technology in Tourism and Information Systems in Tourism. The first

section deals with Tourism, its nuances, characteristics, components and trends in detail. The first chapter introduces the concept of tourism, gives definitions, and history in a nutshell. The second chapter discusses in detail the motivation in tourism, tourism demand and the way demand is measured. Following it, the next chapter deals with various aspects of tourist destination, which is the most vital component of tourism system. An overview of various industries in the tourism sector is the content of the following chapter. As tourism is a sensitive and international industry, variety of organizations are working at different levels, from the local to the global. The fifth chapter deals with the focus and activities of them. The last chapter in the first section discusses the current trends in Tourism, like the trends in tourist arrivals, influence of technology and the like.

Introduction to Information System, its concept, uses, components and trends constitute the second section. The first chapter focuses on the concept of Information system and the evolution of it through various decades. This is followed by a chapter on introduction on Information Technology, which involves the concept, components, Internet and the recent trends. After introducing Information systems and information technology, an attempt is undertaken to link the concept of them with business management, in the next chapter. Importance of information and information systems in management, its role and relevance, and the need of information systems for managers and in decision making are dealt with in it. It is followed by a comprehensive chapter on various types of information systems used in large business organizations, at different levels, functions and contexts. Overall, this section gives a clear view on the concept of information system, its elements and components and its role and relevance in business organization for better operation, management and marketing. While the first section lays platform for understanding Tourism, the second section attempts to introduce information systems in the context of business management. Hence, it would be easier for a learner to understand the application of IT in Tourism and the use of Information systems in its different industries.

The third section gives an exclusive discussion on IT application in Tourism sector. The first chapter of it consists of the importance of information in tourism and the role of IT in it, in general. This is followed by a detailed discussion on how IT is incorporated by various sectors in Tourism industry, particularly Transportation, Hospitality, Travel agencies and Tour Operators, and Destinations. Marketing is an important area in business management and the next chapter on electronic marketing of Tourism deals with the concept of online marketing, various aspects associated with it, role of IT in travel product distribution and various tools used to market tourism products globally. The following chapter gives an introduction to the current and emerging trends in Tourism information technology.

The fourth section is dedicated to the use of various types of Information Systems in different sectors of Tourism, which is the ultimate objective of this book. The first chapter involves discussion of various information systems used in transportation sector. The case studies given at the end of the chapter, particularly on exert systems, flight scheduling system and crew scheduling function are useful to get better knowledge on systems used in air transportation sector. The following chapter gives a clear picture about various systems used by travel agencies and tour operators. Examples, like VIA Voyager, would be very much useful and the cases given would be effective in understanding the use of information

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systems in the intermediary environment. The next chapter discusses travel distribution systems like CRSs and GDSs. Hotels also use a variety of information systems for the effective and competitive survival. The following chapter deals with various types of Information systems used by the Hospitality sector. Suitable case studies are added to learn the usage of systems in the hospitality environment. Destination management agencies also rely much on information systems to managing and market destinations efficiently. The last chapter in it deals with information systems established by destinations and the aspects associated with it. Useful case studies are also given along with suitable examples to know the concept better and to use the theory into practice.

To know the real situation, a detailed case study on application of information system, based on a field study undertaken in Kerala, is given at the end. It will give information about the type of information systems used by various sectors, the benefits of using such system by them, comparison of the usage with international standards, how good is the information provision by tourism industry, and the reasons for why many organizations are yet to incorporate information systems in their business environment. Also, a framework is given for the improvement of use of information systems at the destination level to manage and to market the destination internationally.

DR. DILEEP M R

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About the Author

Dr. Dileep M R, a renowned Tourism academician, is currently engaged as Assistant Professor with Ministry of Higher Education (Ibri CAS), Sultanate of Oman. Prior to this, he worked as the Head of Department of Tourism at Kerala Institute of Tourism and Travel Studies (KITTS), an autonomous institute established under Ministry of Tourism, Government of Kerala. After his postgraduation in Tourism Administration (MTA) from IMS, Devi Ahilya University, he began his career as lecturer in Tourism at Pazhassi Raja College (University of Calicut), Wayanad, Kerala, in 1997. His other qualifications include MPhil, PhD, IATA-FIATA Cargo course and IATA course on Introduction to Airline Industry. His research focus, as part of PhD (at IMK, University of Kerala), was 'Information Systems in Tourism Sector'.

Dr Dileep, being one of the most experienced teachers in Tourism in India, acted as Joint Secretary of Indian Tourism Congress (ITC), which is the apex body of academicians in the country. He has published a number of papers in national and international journals, of which two have been published in journals such as *Asia Pacific Journal of Tourism Research* (APJTR) and *Tourism Recreation Research* (TRR). He is a member of the Board of Studies in a number of Universities and has presented several papers in national and international seminars and conferences. Also, he is a listed supervisor (external) for PhD programmes with School of Tourism and Hospitality Services of IGNOU.

Dr. Dileep also worked as the Associate Editor of *Indian Journal of Tourism and Hospitality Management* and Executive Editor of newsletters published by KITTS. He has organized more than 30 training programmes for working professionals as part of capacity-building programmes of Dept. of Tourism, Govt. of Kerala, and has undertaken a few research programmes on different areas of Tourism. Throughout his career, he has actively participated in academic, curricular and co-curricular activities.

Abbreviations

AAI	:	Airport Authority of India
ADSL	:	Asymmetric Digital Subscriber Line
AGVA	:	Automated Guided Vehicles
AI	:	Artificial Intelligence
ARC	:	Airline Reporting Corporation
ARINC	:	Aeronautical Radio Incorporated
ASP	:	Application Service Provider
ATC	:	Air Traffic Control
ATM	:	Automated Ticket Machines
ATM	:	Automated Travel Machines
ATMS	:	Automated Traffic Management Systems
AVL	:	Automated Vehicle Location
B & B	:	Bread and Breakfast
B2B	:	Business to Business
B2C	:	Business to Consumer
BHS	:	Baggage Handling System
BITE	:	Built-In Test Equipment
BPR	:	Business Process Reengineering
C2C	:	Consumer to Consumer
C2B	:	Consumer to Business
CSD	:	Commission on Sustainable Development
CRM	:	Customer Relationship Management
CRO	:	Central Reservations Offices
CRS	:	Computer Reservation System
CRT	:	Cathode Ray Tube
DBMS	:	Database Management Systems
DIS	:	Destination Information Systems
DMIS	:	Destination Marketing Information System
DMO	:	Destination Management Organization
DICIRMS	:	Destination Integrated Computerized Information Reservation Systems
DSS	:	Decision Support Systems
DPAS	:	Document Printing Agency System
EBB	:	Electronic Bulletins Boards
EDI	:	Electronic Data Interchange
EIA	:	Environmental Impact Assessment
EFT	:	Electronic Fund Transfer
ENIAC	:	Electronic Numerical Integrator and Computer
ERP	:	Enterprise Resource Planning
ETP	:	Electronic Travel Planner
FECP	:	Front End Communication Processors
F & B	:	Food and Beverage
FHRAI	:	Federation of Hotel and Restaurant Association of India
FIDS	:	Flight Information Display Systems
GDS	:	Global Distribution System
GHG	:	Green House Gas
GIS	:	Geographic Information System
GPS	:	Global Positioning System
GTP	:	Gross Travel Propensity
GUI	:	Graphical User Interface
HR	:	Human Resource
HTML	:	Hyper Text Mark up Language
IATA	:	International Air transport Association
IATO	:	India Association of Tour Operators
ICAO	:	International Civil Aviation Organization
ICT	:	Information and Communication Technology

IDTV	:	Interactive Digital Television
IP	:	Internet Protocol
IPTV	:	Internet Protocol Television
ISDN	:	Integrated Service Digital Networks
ITDC	:	India Tourism Development Corporation
IT	:	Information Technology
ITO	:	Inbound Tour Operator
ITS	:	Intelligent Transportation Systems
LCD	:	Liquid Crystal Display
LED	:	Light Emitting Diode
MAP	:	Metropolitan Area Networks
MICE	:	Meetings Incentives Conventions and Exhibitions
MIS	:	Management Information System
MRP	:	Manufacturing Resource Planning
NTO	:	National Tourist Offices
NTP	:	Net Travel Propensity
OIS	:	Organizational Information Systems
OR	:	Operations Research
OTA	:	Outbound Travel Agency
PATA	:	Pacific Asia travel Association
PBX	:	Private Branch Exchange
PC	:	Personal Computer
PDA	:	Personal Digital Assistants
PNR	:	Passenger Name Records
PMS	:	Property Management Systems
POS	:	Point of Sales Systems
PPC	:	Pay Per Click
QFD	:	Quality Function Deployment
RAM	:	Random Access Memory
RCC	:	Remote Communication Concentrators
RGS	:	Route Guidance System
RMS	:	Revenue Management Systems
ROM	:	Read Only Memory
SABRE	:	Semi-Automatic Business Research Environment
SCM	:	Supply Chain Management
SCS	:	Sales and Catering Systems
SEO	:	Search Engine Optimization
SMDR	:	Station Message Detail Recording
SEO	:	Search Engine Optimization
SITA	:	Society for International Telecommunications Aeronautique
SME	:	Small and Medium Establishments
SMS	:	Short Message Service
STEP	:	Sustainable Tourism-Eliminating Poverty
TAAI	:	Travel Agents Association of India
TALC	:	Tourism Area Life Cycle Concept
TDR	:	Tourist Destination Region
TFT	:	Thin Film Transistor
TGR	:	Tourism Generation Region
THISCO	:	The Hotel Industry Switch Company
TO	:	Tour Operator
TQM	:	Total Quality Management
TRR	:	Transit Route Region
TSA	:	Tourism Satellite Account
TRS	:	Travel Recommender Systems
UFIS	:	Universal Flight Information System
UFTAA	:	United Federation of Travel Agents Association
UGC	:	User Generated Content
UPS	:	Uninterruptible Power Supply
URL	:	Uniform Resource Locator
UNWTO	:	United Nations World Tourism Organization
VFR	:	Visiting Friends and Relatives
VIP	:	Very Important Person
VR	:	Virtual Reality
WAP	:	Wireless Application Protocol
WAN	:	Wide Area Network
Wi Fi	:	Wireless Fidelity
WiMax	:	Worldwide Inter-operatability for Microwaves Access
WLAN	:	Wireless Local Area Networks
WBST	:	Web-based Staff Terminal System
WTTC	:	World Travel and Tourism Council

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