

Abstract Details

Title: Information Technology in Tourism Industry – What More Needed?

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Abstract: Tourism has become a major phenomenon of the modern society. People travel due to different motives. Tourism industry is an amalgamation of transportation, accommodation, entertainment & recreation and includes intermediaries (travel agents & tour operators). Since this is the industry of the industries, for its proper coordination & smooth running, use of information & communication technologies has become a vital part of this industry. For real time availability of seats in the airlines, railways & Volvos and their bookings IT plays very important role. Airlines are using Global Distributions System (GDS) for these purposes. Hotels are using IDS, interactive TV and Interactive Phone for reservations and operations. Many software and networking channels have been developed for travel agencies to solve the purpose ranging from bookings to accounting. Introduction of information technology in the tourism industry has changed its dimensions and resulted in the form of exponential growth. Now information and options are available online and one has to choose the best from these options to make booking and pay online. This has reduced the unnecessary rush of customers in booking offices. Its feasibility can be seen in terms of reduced manpower requirement in the offices. This study is focused on the importance & use of IT in tourism industry and its future. The study is exploratory in nature as it is based on the secondary sources of information. It covers the details of basic IT tools associated with tourism industry and the drawback involved as well as identifies what improvements are required to make it more effective and easy to use.

Keywords: Tourism, Information Technology, CRS, GDS, online booking, internet.