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INNOVATION AND IMPLEMENTATION OF
INFORMATION TECHNOLOGY IN
GLOBAL BUSINESS

Editor

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INFORMATION TECHNOLOGY IN TOURISM

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Tourism is a travel for recreational, leisure or business purposes. Tourism in today's world is a very big economic and social activity, generating a large amount of income, employment and foreign currencies and investment opportunities. Development of Information technology and the creation of computer networks and the internet have enabled a new way of communication. The Internet has become a support to more complex and critical functions in tourism and hospitality industry and it contributed to its significant innovation. These technologies are used in order to find out and satisfy the ever- changing demands for tourism. Travel and tourism has not only become one of the world's largest industry but also grows consistently every year. The tourism industry is very expansive and incorporates other many sectors thereby enhancing the great need of using well established marketing strategies. Among the ways that technology is used in marketing in the tourism sector include the use of internet, offline marketing through use of billboards and social media. These marketing strategies are much diversified and mainly target on reaching as many people as possible. This has been quite important in that it has made it easy to create awareness about the existence of great features in the tourism sector. By extension, the use of technology in marketing in the tourism sector has also gone a long way in ensuring that other sectors affiliated to tourism also grow. These are sectors such as air transport, the hotel industry and tour firms among other sectors. Tourism in India is economically important and is growing rapidly. The World Travel & Tourism Council calculated that tourism generated ₹8.31 lakh crore (US\$120 billion) or 6.3% of the nation's GDP in 2015 and supported 37.315 million jobs, 8.7% of its total

employment. The sector is predicted to grow at an average annual rate of 7.5% to ₹18.36 lakh crore (US\$270 billion) by 2025 (7.2% of GDP).

Development of tourism in India

The first conscious and organised efforts to promote tourism in India were made in 1945 when a committee was set up by the government under the chairmanship of sir John Sargent. Thereafter, the development of tourism was taken up in a planned manner in 1956 coinciding with the second five year plan. The sixth plan marked the beginning of a new era when tourism began to be considered a major instrument for social integration and economic development. It was only after 80's tourism activity gained momentum. The government took several significant steps for achieving a sustainable growth in tourism. Accompanying the technological revolution of the 1990s there are many new opportunities and challenges for the tourism and hospitality industries. Since tourism, global industry information is its life blood and technology has become fundamental to the ability of the industry to operate effectively and competitively. In 1992, a National Action plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted.

In 1997, the new tourism policy recognises the role of central state governments, public sector undertakings and the private sector in the development of tourism were. The ministry of tourism is the nodal agency for the development and promotion of tourism in India and maintains the "Incredible India" campaign. The India travel and tourism industry ranked 5th in the long term (10 year) growth and is expected to be the second largest employer in the world by 2019.

Need of Information in tourism:

Travel is a basic human nature. Information Technology (IT) developments over the past two decades have revolutionized the functioning of business all over the world. Its impacts have been most felt in the information dependent industries. Tourism is one such industry. Technological revolutions in the last few decades and