

E-tourism-Paradigm Shift

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Abstract— Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country.. E-tourism is the digitization of all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organizations to maximize their efficiency and effectiveness. Journey of tourism to e-tourism start at year 1962 with Central reservation system followed by Airline Computer Reservations Systems, e-ticketing ,Graphical information system and cloud technology service in tourism.

Keyword- Central Reservation System, Global Distribution Systems, *E-Ticketing*, Global Distribution Systems, *Cloud Technology*

I. Introduction:

Tourism is travel for recreational, leisure, or business purposes, usually of a limited duration. Tourism is commonly associated with trans-national travel, but may also refer to travel to another location within the same country. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

E-tourism is the digitization of all the processes and value chains in the tourism, travel, hospitality and catering industries that enable organizations to maximize their efficiency and effectiveness. (1). Journey of tourism to e-tourism start at year 1962 with CRS. It includes Airline Computer Reservations Systems, e-ticketing ,GIS and cloud technology service in tourism.

II. CENTRAL RESERVATION SYSTEM (1962)

In American airline introduces first commercial Central reservation system Semi Automated Business Research Environment (SABRE) developed by IBM. That system was used for generating flight plans for aircraft, tacking spare parts and scheduling crews. SABRE includes day and time for flights operated by airline. It also shows seats availability on flight by services class i.e economy, business and first class. It also includes consolidated fair for itinerary based on time, day date services class and passenger type chosen. This system also manages Reservation information, ticketing information, cancellation and refund. (2)

In the 1970s, the USA air transportation deregulation enabled airlines to change their routes and fares as frequently as

desired. This generated an huge growth of air traffic as well as a greater demand for information. Airline computer reservations systems emerged to become global distribution systems (1980). CRSs allowed airlines to improve their internal organisation and also provided a powerful tool to manage their inventory. They also enabled airlines to communicate with travel agencies, consolidators and other distributors and to update routes, availability, and prices constantly. (1)

III. AIRLINE COMPUTER RESERVATIONS SYSTEMS EMERGED TO BECOME GLOBAL DISTRIBUTION SYSTEMS (GDSS) (1980)

In the mid-1980s, CRS developed into much more comprehensive global distribution systems offering wide range of tourism products and providing the backbone mechanism for communication between actors in tourism industry. GDSs is an integrated information system and communication channel that incorporates all travel services, connect service provides with end users, provides information from all segment of journey and allow booking and selling of required services. Today's global distribution systems are more than just reservation tools. It integrates the core business processes of tourism and therefore increases their productivity speed and performance. GDS is most cost effective tool for buyers of business travels to manage the complexity of supply. Some examples of GDS are Sabre, Amadeus and travel point. (2)

Since the early 1990s, GDSs effectively became travel supermarkets, offering information and reservation capabilities for the entire range of travel products, including accommodation, car rentals, schedules for non-air transportation etc. GDSs enabled travel agencies to access all

essential information on their screens and to develop comprehensive travel itineraries from the convenience of one inter-connected system. GDSs are at the heart of scheduled airline operational and strategic agendas as they control and distribute the vast majority of the airline seats. Strategic alliances, consolidations, mergers and interrelations between

CRSs resulted to four major GDSs, namely SABRE, Worldspan, Amadeus, and Galileo(3)

Table 1 demonstrates that GDSs emerged as highly successful businesses in their own right and often were far more profitable than their airline parents themselves (4)

Table 1: GDSs Operating Statistics

Company	Period Ending	Worldwide locations	Segments per year	Total revenues	Operating expenses	Operating income / lose	Operating margins	Other income	Less taxes	Net earnings \ loss	Net margins
Sabre	2/31/99	N/a	353	\$2,434.6	\$2,062.1	\$372.5	15.3 %	\$155.4	(\$196.0)	(\$196.0) \$331.9	13.6 %
Galileo International	2/31/99	40,192	325	\$1,526.1	\$1,213.2	\$312.9	20.5 %	\$361.2	(\$143.0)	\$218.2	14.3 %
Amadeus	2/31/99	48,126	269	\$1,316.2	\$1,093.4	\$222.8	16.9 %	\$25.2	(\$77.5)	\$170.4	12.9 %

Source: Global Aviation Associates, 2001(5)

For many years, tourism industry based on Traditional supply chain, Brochures, Free-sale allocation and Telex confirmations.

IV. E-TICKETING

An electronic ticket or e-ticket is a means by which a passenger or a group of passengers can ensure their seat in a commercial airline by booking over the internet. This greatly reduces the procedures associated with issuing a paper ticket, which consists of a number of copies. Both the airlines and the passenger are benefited by this form of ticketing. An image of the ticket is stored in the computer from which the customer can take a print out and board the plane directly if he or she is carrying no luggage. If there is luggage after obtaining the clearance the passenger can board the aircraft. The customer can request that a hardcopy confirmation be sent by postal mail, but it is not needed at the check-in desk. A confirmation number is assigned to the passenger, along with the flight number, date, departure location, and destination location. When checking in at the airport, the passenger simply presents positive identification. Then necessary boarding passes are issued, and the passenger can check luggage and proceed through security to the gate area.(6)

V. Internet Usage for Travel and Tourism (1995)

The nature of travel and tourism industry is required efficiency in communication and message transformation(7). Internet usage of which became a strategic element for countries becomes more and more important both service industries and tourism. The reason is that internet usage increases with each passing day and the internet provides its users with significant opportunities in terms of presentation. Social networks play an increasingly important role in the tourism sector. The dissemination of data, messages, opinions and images via Twitter, Facebook, blogs, Flickr and other platforms, as well as new models of information management are now possible, are now an important part of the intelligence system and communication a tourist destination. (7)

The results of the Worldwide Travel Monitor shows that 40% of international travelers travel with smartphones with Internet access, email and other functions. These users of smartphone ,40% use them for information on the fate and 26% of visitors and 34% of business travelers use them to change their reservations for the trip. Just over a third of international travelers use their smart phones to access the mobile social networks. This means that tourists, despite of their destination, content hanging in their Facebook pages or blogs or Twitter or Flickr photographs(7).

VI. Geographic Information System (GIS)

According to ESRI (1996), Geographic Information System (GIS) is an organized collection of computer hardware, software, geographic data, and personnel designed to efficiently capture, store, update, manipulate, analyze, and display many forms of geographically referenced information. The major concern is to use GIS as a tool for communication between different interest groups like planners, decision makers, and the public. The rapid growth of the Internet provides highly customized, accessible, and interactive source of public information and is changing the ways that people capture and manipulate spatial information. (8).

The implementation of a Web-based GIS could provide interactive mapping and spatial analysis capabilities for enhancing public participation and collaboration in decision-making processes(9)

VII. CLOUD TECHNOLOGY SERVICE IN TOURISM(2013)

With the rapid development in technology, services provided by cloud technology have become increasingly diverse. One of the major areas for applying cloud service is to integrate it within travel industry to provide a value added service. (8)

With the rapid development in technology, services provided by cloud technology have become increasingly diverse. One of the major areas for applying cloud service is to integrate it within travel industry to provide a value added service. Taiwanese government has been actively promoting local tourism. For example, the Taipei City Government utilizes cloud technology to promote itself as a smart city, using "MOTA (Map of Taipei Amusement)", a map based interactive guiding tool to deliver rich location based information. To understand how users take advantage of cloud technology, this study aims to construct a tourist cloud service accept behavior system (TCSAB) based on three elements, including innovation diffusion, the technology acceptance model, and media richness. Through an extensive literatures review, theories relevant to innovation service (i.e., reasoned action theory, innovation diffusion theory, and technology acceptance model), and to media richness (i.e. media richness theory, enjoyable experience) will be extracted in the TCSAB system. This study uses questionnaire to collect data. Structural Equation Modeling (SEM) is adopted to analyze the data to clarify the determinants influencing users' intention of tourist cloud service. Some implications from our results will be discussed and be expected as a reference for promoting the tourist industry in the future.(8)

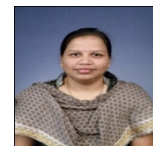
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