

CABI TOURISM TEXTS

2nd Edition

Tourism Information Technology

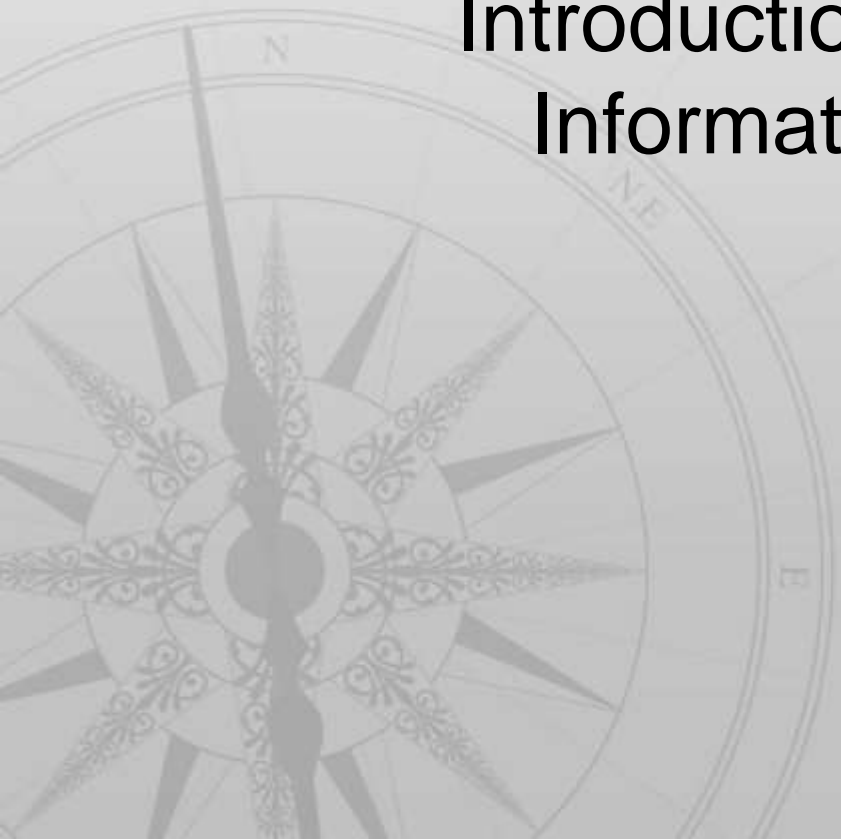
PIERRE J. BENCKENDORFF
PAULINE J. SHELDON
DANIEL R. FESENMAIER



COMPLIMENTARY TEACHING
MATERIALS

Chapter 1

Introduction to Tourism and Information Technology



Chapter 1 Learning Objectives

After studying this chapter you should be able to:

1. define **key terms** and **concepts** in information technology;
2. describe the **evolution** of information technology;
3. recognize the **types** of information technologies relevant to tourism;
4. explain the **synergies** between the travel industry and information technology; and
5. evaluate the **strategic applications** of information technology in tourism organizations and destinations.

Key Concepts

- ⊙ Characteristics of tourism services
- ⊙ Evolution of computing technologies
- ⊙ Information systems
- ⊙ Information technology
- ⊙ Moore's Law
- ⊙ Space-time collapse
- ⊙ Typologies of information
- ⊙ Web 1.0 / Web 2.0



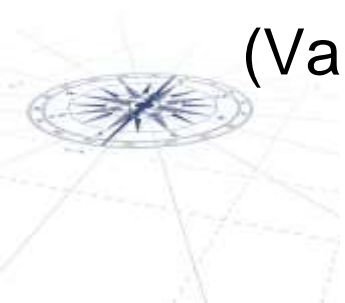
Definitions

Information technology (IT)

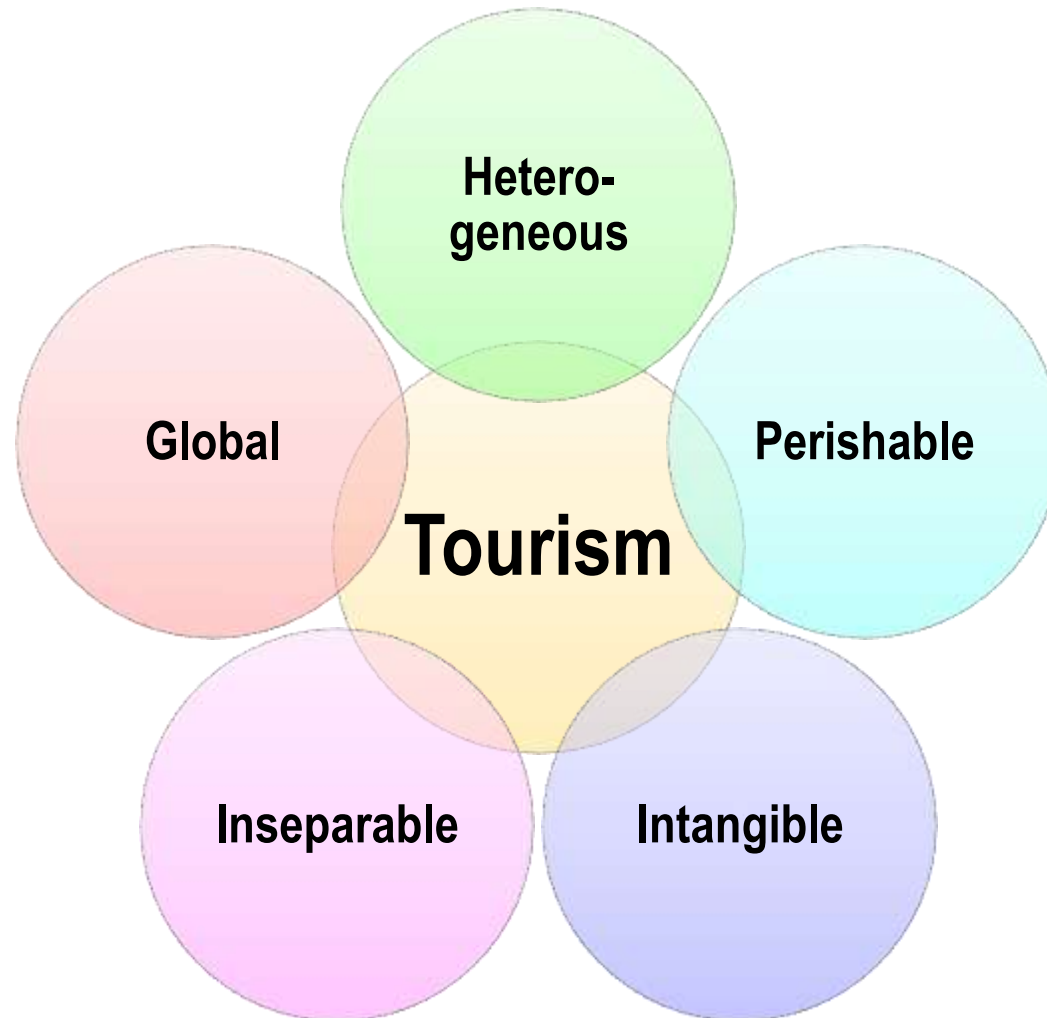
- ⦿ “The application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data.” (Daintith, 2012)

Information systems

- ⦿ “Information systems are combinations of hardware, software and telecommunications networks that people build and use to collect, create, and distribute useful data, typically in organizational settings.” (Valacich & Schneider, 2014)



Characteristics of Tourism Services



Applications of IT in Tourism

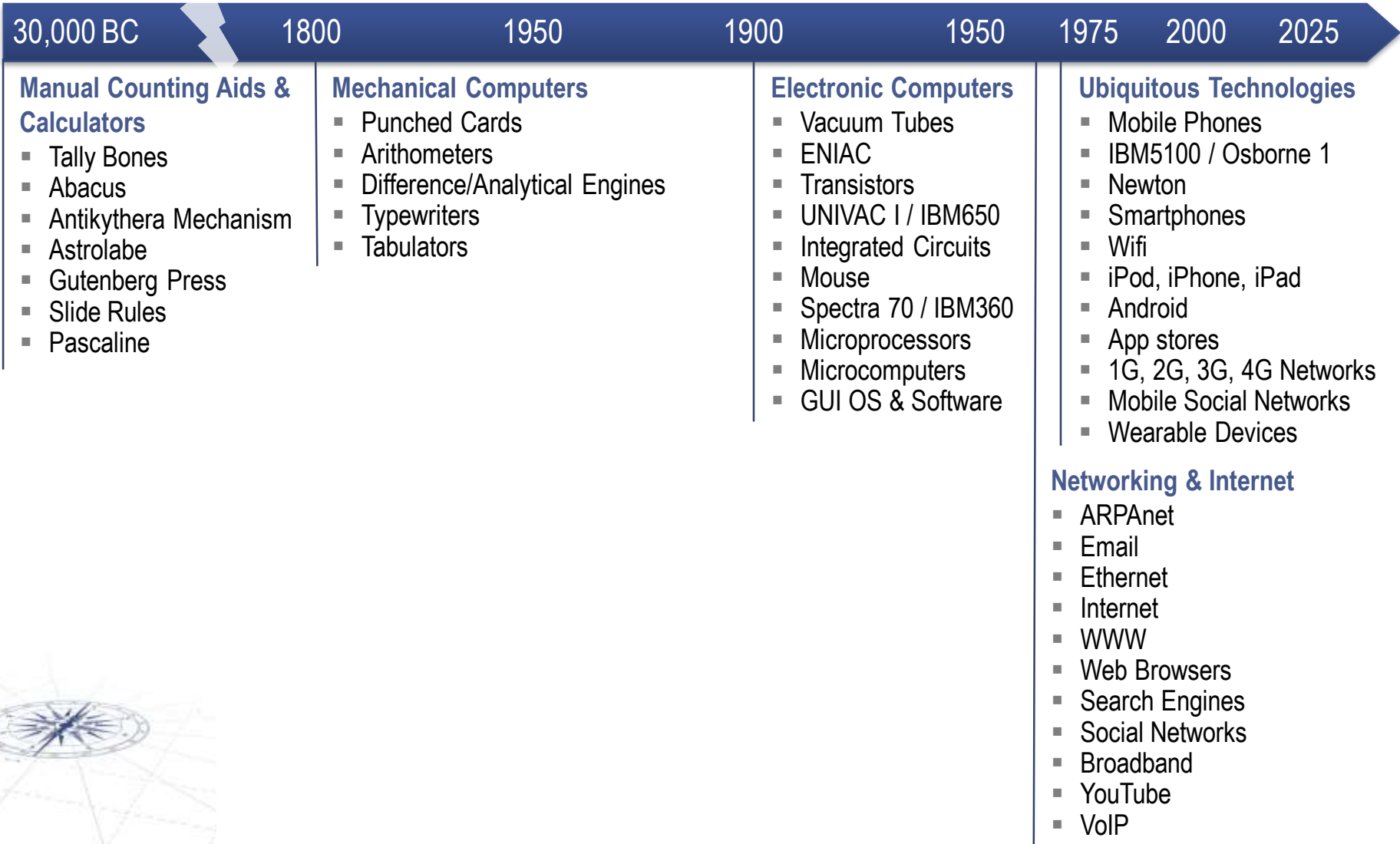
- ⊙ aviation
- ⊙ travel intermediaries
- ⊙ hospitality
- ⊙ attractions, events and entertainment
- ⊙ destinations
- ⊙ travelers



Typologies of Information

Trip Stage	Static	Dynamic
Pre-trip	Brochures, guidebooks, fax, photos, videos, some information on websites	Phone, email, websites, social media, Internet booking engines, Global Distribution Systems
In-trip	Brochures, guidebooks, signs, maps, kiosks, TV channels in hotels, some mobile apps	Phone, fax, email, websites, social media, mobile apps
Post-trip	Brochures, guidebooks, photos, video	Blogs, social networks, media sharing, reviews

Evolution of Computing Technologies



Strategic Thinking & IT

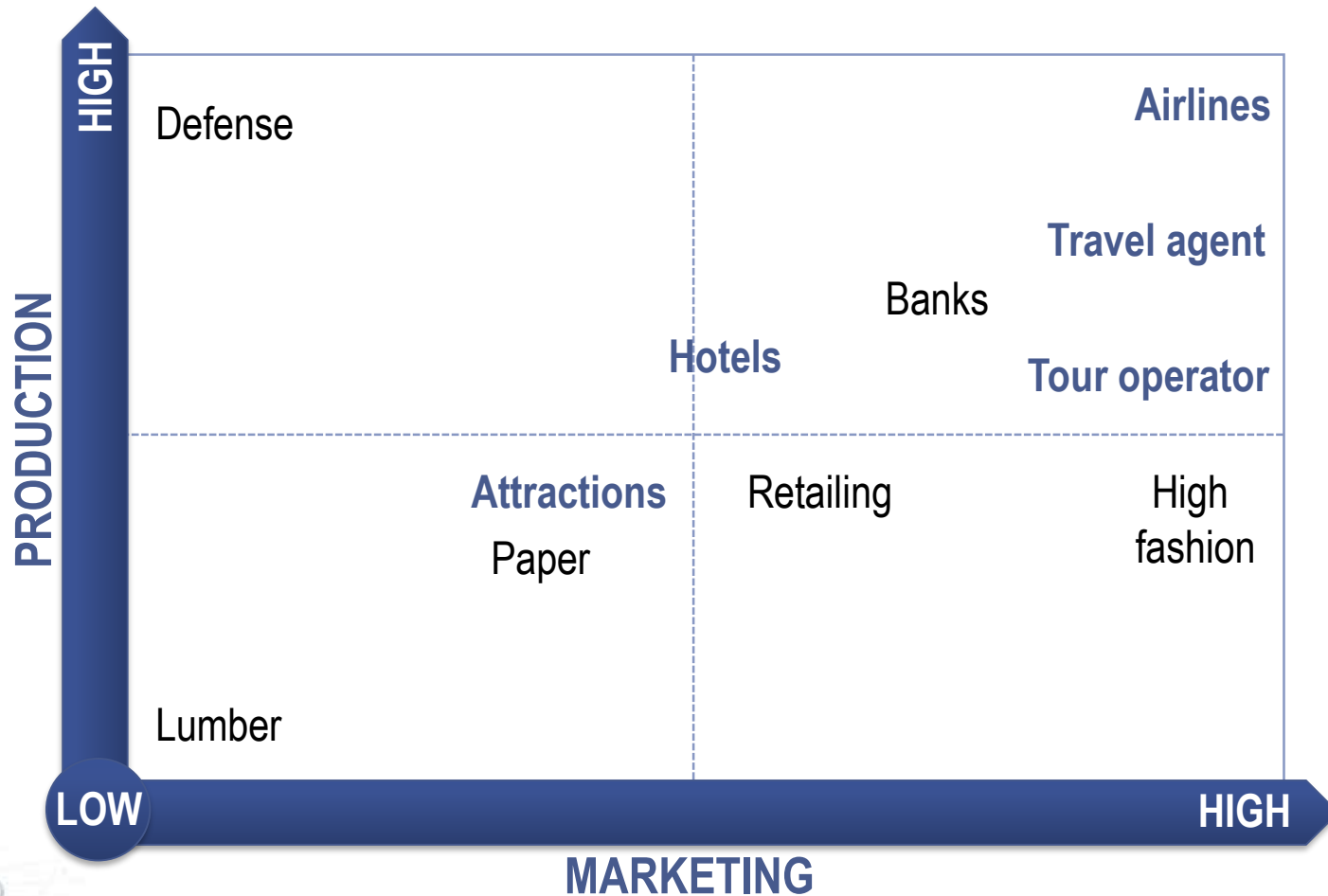


FIGURE 1.1 Impact of IT on the production and marketing of different industries.

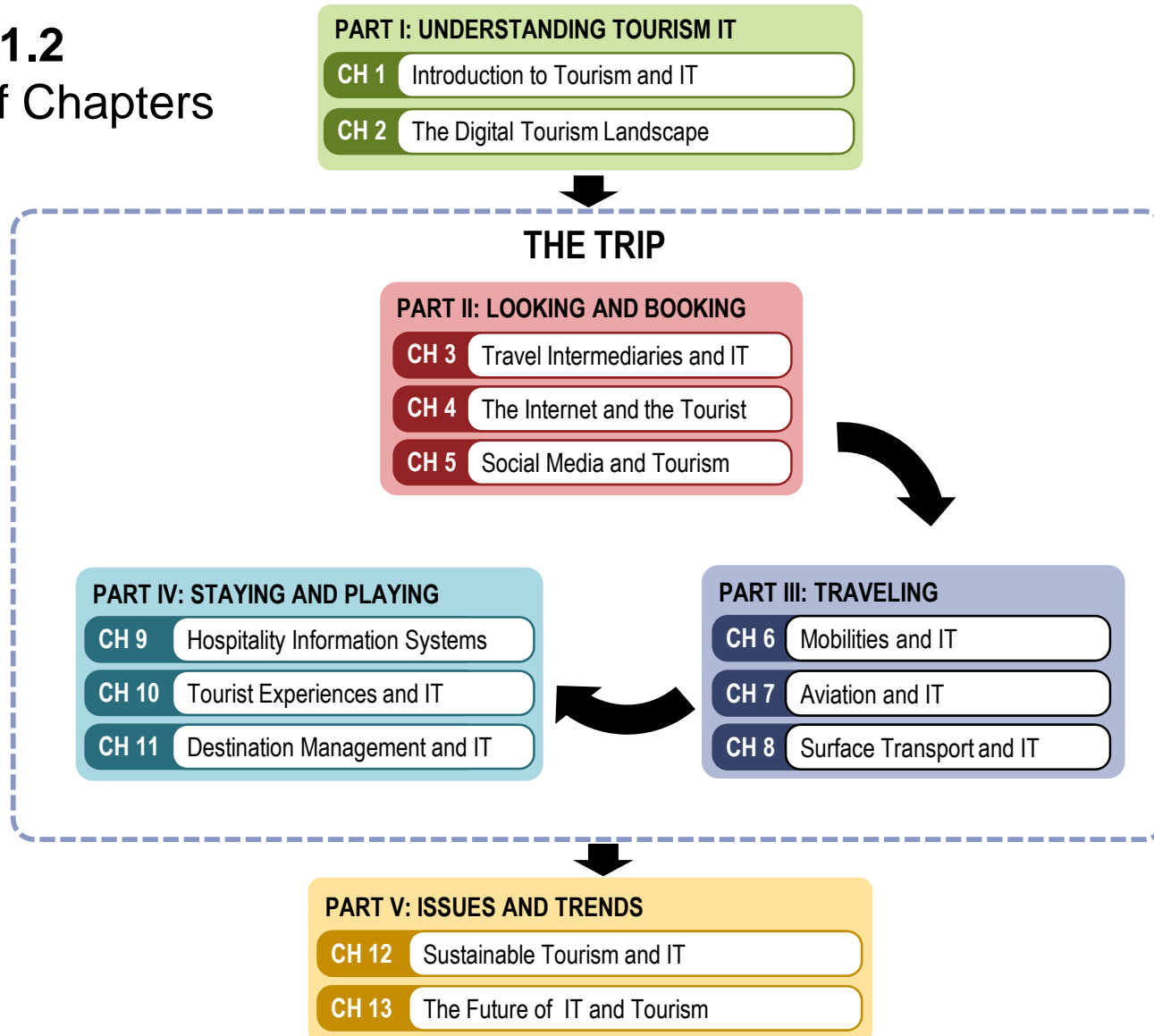
Strategic Thinking & IT

- ⦿ Managing Value Chains
- ⦿ Managing Knowledge and Information
- ⦿ Marketing and Competitive Advantage
- ⦿ Service Delivery and Customer Relationship Management (CRM)
- ⦿ Strategic Listening



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FIGURE 1.2
Outline of Chapters



Discussion Questions

1. In your opinion, what are the three most important inventions that have led to the information technologies we have available today? Provide examples to justify your answer.
2. Why is tourism such an information-intensive industry? Explain and give some examples.
3. What is the difference between static and dynamic tourism information? Give examples of each.
4. A hotel manager asks you why she should incorporate more technology into her hotel. How would you respond to this question so that they are inspired to invest?
5. Identify one travel organization in your area that you think has used technology in a particularly creative way. Which of the strategic applications discussed at the end of the chapter would it fit into?
6. Which part of the textbook (based on the diagram of the chapters) are you most looking forward to studying? Why?

Useful Websites



Eye for Travel

<http://www.eyefortravel.com/>



International Federation for Tourism and Technology

<http://www.ifitt.org/>



International Hospitality Information Technology Association

<http://hita.camp7.org/>



Tnooz.com

<http://www.tnooz.com/>



Travel Technology Initiative

<http://www.tti.org/>

Case Study Intercontinental Hotels Group

- ⊙ Crowne Plaza, Holiday Inn, InterContinental Hotels.
- ⊙ 4503 hotels and 656,661 rooms.
- ⊙ Spends about \$200 million annually on IT innovations (about 1.2% of revenue).
- ⊙ The Atlanta Crowne Plaza Hotel's customer database holds 200 million guest profiles which can be mined for customer activity, trends and preferences.
- ⊙ **BOSS search technology:**
 - Google Integration
 - GPS support and voice search
- ⊙ iPhone and Google **apps.**
- ⊙ **Touchscreen** kiosks in lobbies and concierge iPads.
- ⊙ **Camelot** cloud computing environment.