

CABI TOURISM TEXTS

2<sup>nd</sup> Edition

# Tourism Information Technology

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COMPLIMENTARY TEACHING  
MATERIALS

# Chapter 13

## The Future of Information Technology and Tourism



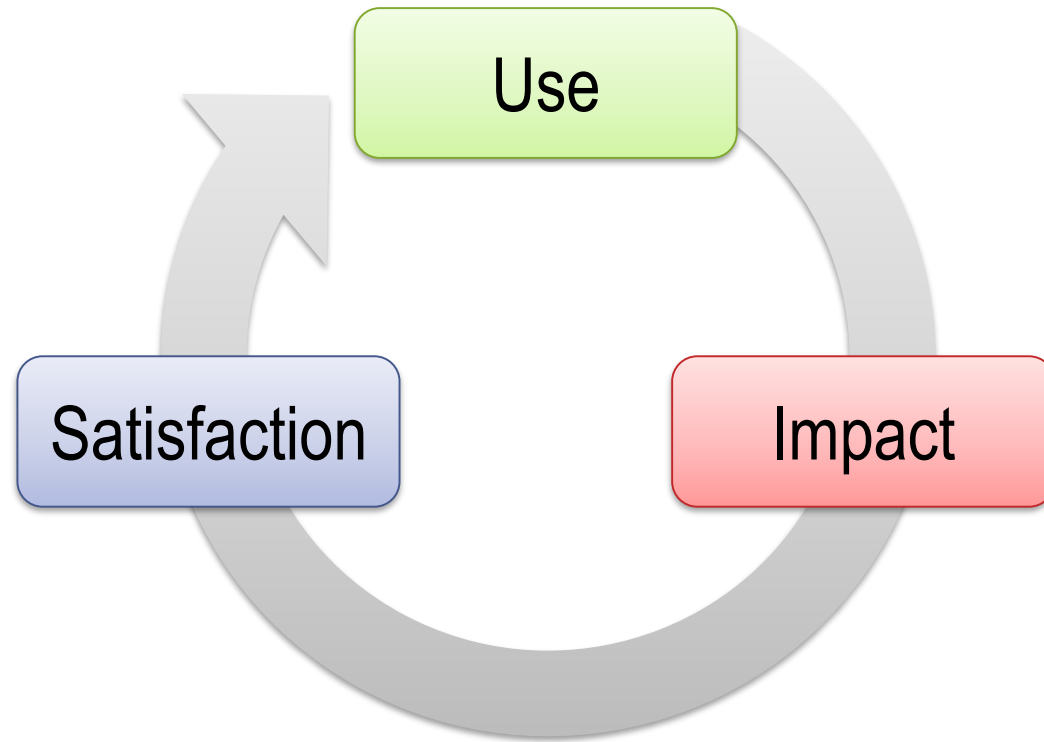
## Chapter 13 Learning Objectives

After studying this chapter you should be able to:

1. identify the technological developments that will affect the future of the travel industry;
2. understand the relationships between the development of various information technologies, the traveler and the tourism industry; and
3. apply this understanding to anticipate the strategic, operational and structural changes that will impact on tourism.

# Key Concepts

- ⊙ virtuous cycle of technology use
- ⊙ big data
- ⊙ convergence
- ⊙ digital elasticity
- ⊙ hybridization
- ⊙ nanotechnology
- ⊙ open systems
- ⊙ sensory marketing
- ⊙ technology-supported networks
- ⊙ the singularity



**Figure 13.1** Virtuous cycle of technology use in travel.

## Trends in Tourism Information Technologies

1. Ubiquitous artificial intelligence
2. Fragmentation of information
3. Digital elasticity
4. Storytelling
5. The empowered digital traveler
6. Big data and analytics
7. Smart machines
8. Material technologies
9. Open systems
10. Convergence

## Discussion Questions

1. What are the key forces of change in society as we face the next decade? How do they relate to the travel industry and its use of IT?
2. What is in a virtuous cycle? What are the “actors” that comprise the virtuous cycle and how do they relate to each other in shaping travelers’ use of the Internet? How do the actions differ between each of the actors? How does this relate to use of Internet by the travel industry? Last, how do these two actors influence the products developed by technology firms?

## Discussion Questions

3. Ten trends were identified that will shape the future of the travel industry. Are these short-term or long-term trends? Which are more important? Discuss in detail how these trends affect travelers and the travel industry.
4. What role will IT play in shaping how travelers use the Internet in the future? How do tourism organizations adjust to these changes?
5. We have briefly discussed the concept of a technological singularity. Conduct your own research to learn more about this idea. What are the implications for travel, and indeed for humankind?



# Useful Websites



## Tourism Australia

[www.tourism.australia.com/industry-advice.aspx](http://www.tourism.australia.com/industry-advice.aspx)



## Google Glass

[glass.google.com](http://glass.google.com)



## Tourism Canada

[en-corporate.canada.travel/resources-industry/tools](http://en-corporate.canada.travel/resources-industry/tools)



## Tripit.com

[www.tripit.com](http://www.tripit.com)



## Smarter Planet

[www.ibm.com/smarterplanet](http://www.ibm.com/smarterplanet)



## SMART Tourism

[www.smarttourism.org](http://www.smarttourism.org)



## Tourism Futures

[www.tourism-futures.org](http://www.tourism-futures.org)