Business Organisations and Business Technologies of E-Tourism

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DESCRIPTION

E-tourism is all about bringing digitalization to the travel and tourism sector. There are numerous ways in which this shows itself. We observe e-tourism before, during, and after a vacation or trip, but a lot of it actually takes place behind the scenes and is not even anything we'see'!

The way the tourism industry operates has changed as a result of this digitalization throughout time, and this transformation has often improved the structure of the sector and made it more productive and efficient. And by no means is this specific to the tourism sector; for many years, it has been a trend throughout our entire planet. The functioning of the modern tourism industry and its future seem inconceivable without the technological innovation that we have today because we have grown so dependent on digital parts of our life!

E-tourism permeates every aspect of the tourism industry, from the reservation process to the actual travel experience and everywhere in between. It would be hard (well, maybe not impossible, but I would be here for a very long time!) to go over every manner that technology is employed in the travel and tourist sector. I've included some of the most typical ways that e-tourism happens below.

Technologies of E-tourism

E-tourism uses a variety of technology typologies. This has led to the emergence of three sub-areas: operational tools and systems used by tourism, hospitality businesses, or organisations to boost efficiency and competitiveness; consumer platforms adopted by tourists to conduct information searches, plan their travels, make purchases, and share experiences; and distribution and commerce tools which provide channels for distribution and mediate the transactions between customers and businesses.

Several systems are involved in operational technology. The lodging industry use a property management system for bookings, point of sale, phone service, housekeeping, and other services. It frequently interacts with other systems, such a customer relationship management system, revenue management, human

resources, and a global distribution system. Currently, Opera by MICROS-Fidelio is the most widely used property management system. In food and beverage businesses, a restaurant management system is utilised to provide consumers and employees with transactions and controls. It typically has a point of sale, back-office capabilities, reservation and table management, inventory and menu management, and menu management. An automated system and procedure are referred to as customer relationship management. It puts a lot of emphasis on controlling client interactions to raise satisfaction and boost earnings.

Along with the adoption of new developments, consumer behaviour changes. Various information needs and online information search have been the subject of numerous research. These studies show that the main information source for obtaining travel-related information has shifted from word-of-mouth to online resources. Some concentrate on the information requirements, information sources, navigational techniques, and mental shifts associated with online tourism information search. Others research the websites of tourism-related businesses or organisations for usability and accessibility. Numerous empirical investigations have been attracted to the examination of their design.

CONCLUSION

The research and development phases of a tourism product or service make extensive use of e-tourism. Stakeholders in the tourism business have access to a multitude of digital tools, allowing them to investigate their (possible) clients and gather a lot of data. Organizations in the travel and tourism sector can then use this information to better understand their consumers' requirements and preferences.

Similarly, in recent years, there have been a lot of opportunities for travellers to independently investigate their trip plans to a greater extent than they previously could. E-tourism is further demonstrated by the fact that many travellers use the internet as a source of destination inspiration before leaving on a city break or relaxing beach vacation, whether it be through reading blogs, perusing Pinterest, or looking at travel photos on Instagram.

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