INDIA'S TOURISM INDUSTRY AGILITY ON THE HEADS OF MODERN TECHNOLOGY - ICT IN FOCUS

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ABSTRACT

New advances in technology have made tourism companies all over the world more innovative than ever before. There has been a change in thinking in the management of contemporary trade as a result of the more established links between business and technology. tourist industry organizations. ICT tools are becoming indispensable to the tourist trade, as ICT systems are rapidly diffused throughout the industry, allowing none of the sectors to avoid the impact. As tourism touches everything in a country, the tourism industry in India can be made agile in the wake of ICT for the benefit of the Indian economy. As a result, this research is going to examine the relationship between ICT and tourism, including the role ICT plays in tourism operations and the effect of ICT-based tourism on the Indian economy. The exploratory research design was used for this study, and data were collected from secondary sources. According to the results of this study, the Indian tourist industry can develop more speedily and steadily if ICT tools and modules are streamlined to harness the benefits and advantages of tourism for the general advancement of the Indian economy, as tourism helps economic development.

Keywords: *Agility, Heels, ICT, Social Network, Tourism.*

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Introduction

India's tourism industry has a great capacity to compete with the tourism performances of other countries, especially those from the "first world." It can be asserted that the right input mix of tourism operations can drive the industry's lengthy growth and development. The major contribution that modern technology or Information Computer Technology, hereafter referred to as ICT, can inflict on the industry to make it more attractive, interactive, stress-free, and economically viable is ostensibly among the many inputs mix of tourism operations. As a consequence, there is a critical need to emphasize ICT as an effective tool for accelerating India's tourist industry's growth and development. The term "information and communication technologies" (ICT) leads to high developments in the production, analysis, storage, search, diffusion, and processing of the data. Hardware, software, telecommunications, Netware, groupware, and Human ware are all components of ICT (Jamsandekar, 2013). ICT provides efficient data processing and communication, as well as management support - it provides clients great authority. ICT has played an important part in the evolution of modern tourism. It has initiated a unique regional economy by adding new tools and distribution choices channels. By forming an alliance with potential business partners, providing services in products, and providing consumers' information all over ICT, the world tools take made commercial production inside the field easy (Sadr, 2013). Consumers, on the other hand, use online services to gather information and make arrangements, creating information, and particularly ICT, a crucial component of the tourist industry. Tourism is an information industry, and information and communication technology (ICT) is a key driver in developing countries economic growth. Tourism product management and also marketing Tourists can use ICT applications to browse information about a visit, book hotels, and reserve train, flight, or other modes of conveyance tickets, as well as pay for all of them without ever leaving their homes

- To create a connection between ICT and tourism.
- To research the relevance of communication and information technology in tourism operations.
- To determine the financial impact of technological tools-based tourism in India.

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Literature Review

For the most part, GDSs manage all of the information distribution channels in the tourism industry. that's one of his\her major limitations (Global Distribution System). This, of course, has consequences Cost, audience, and information content all are variables to consider. As a result, many tourism suppliers generally avoid using the GDS. and sell directly to the customer via electronic distribution (Alireza et al, 2013).With the exponential growth of the Internet and World Wide Web use in both the home and the work, and the prospects provided by falling hardware and communications costs, tourism suppliers now have the power to directly information to be shared to customers and handle with bookings. Such strategies can be assisted or permitted by ICT. Tourism, according to is a moderate intensity business. Tourists ask for information either before or during their trip to help them in organizing and determining between options, as well as during the trip their trip as a style toward more imagination travel grows. Time has become a valuable asset in modern societies. As a result, Many person's annual costs are based on how much they invest. the trip is huge psychological speculation that is hard to match If anything does not go as intended. Since travelers In the unlikely event that anything does not go as according to plans. Since advance or If the event does not satisfy their objectives, they may easily get their money back. their expectations, and access to accurate information reliable, timely, as well as important data, is critical to helping them in making an informed choice. It's important to note that the higher the perceived risk in a pre-purchase condition, the more likely consumers are to seek product information (Gupta, 2001). The tourist industry is one of the world's most powerful areas. fastest-growing businesses. Visitor arrivals grew at a rate of 4.3 percent annual rate around the world, contributing significantly to GDP growth. As per the One billion international travelers, according to the World Tourism Organization (WTO). are assumed in 2010, and international tourist arrivals in the Asia-Pacific territory, enhance by more than 400 percent by 2020, From 105 million in 2002 to 438 million in 2020 is a significant improvement. (Gupta,2008). As tourism does not create any objects, it is primarily a service industry. and rather delivers facilities to a variety of individuals. Perhaps tourism is one of those rare industries that produce foreign exchange without going to cause national wealth to be transferred. information and communication technology (ICT) is one of the most useful and effective tools for managing the tourism industry's external environment. Communicating with consumers can be done through various social networking sites such as Facebook and Twitter. On the other hand, other video calling tools like box mul, Hotmail, Gtalk, video chat, and many others can also be used to interact with the public. Consumers should be notified about various facilities and services that can assist in the servicing of relationships with customers. ICT is among the most effective way to accomplish an organization's goals and objectives, and travel organizations are no exception (DiPietro, 2010). In the present era, most hotels use ICT to input customers' documents at the time of check-in. Smartphones are becoming popular recently, and now they're used to spot hotels and other locations, while also provides customers with direct access to the information those who require. Consumers can also use the device to make payments and book rooms.

The Inroads of ICT in Tourism

The use of ICT in travel can completely change then enhance the Indian tourism industry. It is capable of beginning a new information age type of digital. Due to the obvious development of ICT, ICT-based tourism in India has the potential to grow new global platforms and entice potential competitors. It let companies connect out to consumers across the globe, collect actual market statistics, and execute electronic trade and commerce. ICT-based tourism is a way of raising funds for the country's major tourism projects. It connects new economic opportunities, improves business, and draws new investment. It shows that ICT-based tourism and job prosperity have a beneficial connection and can assist India's economy. Tourism is becoming one of the most important application topics Online. Tourist industry transactions account for approximately 33% of all Internet transactions, estimates Tourism market is projected to change from mass tourism to more customized tailored tourism for the individual traveler in the coming decades. The Internet has radically altered how companies decide and buy trips. It has also affected how tourism companies develop, shape, advertise, and distribute goods and services. The tourism industry is extremely reliant on information. Travel information search and booking has been one of the top five most popular online tasks in India since the Internet's beginnings Companies should highly use the internet and utilize IT deliberately to live in the global economy. However, in India and other developing countries, little effort is made to study e-tourism developments. In reaction to these new opportunities, India's major tourism companies have constructed e-commerce applications, as well as their international arrangement and also distribution networks, connect distributors of tourism industry providers that offer their services and products. Unfortunately, most tourism SMEs have typically avoided

the more expensive digital distribution networks in preference of establishing an online presence to promote and advertise. The ICT & Tourism Initiative seeks to make it easy for SMEs to link with all major market partners via large distribution networks at reasonable prices, allowed to participate in the digital value chain. Because India is such a densely populated country, the opportunity for growth and development of this industry through ICT is huge. However, India's tourism and hospitality company are still in its development, and it merits special attention because it is the country's largest service industry.

Key Factors for Applying ICT in Tourism

(IT) education and training for policymakers, managers, and other experts tourism industry group of performers;

- Addition of innumerable fields such as business, shelter, and so on;
- Methodical structure;
- Human infrastructure, which includes skilled people, vision, and management;
- Telecommunications provider regulation;
- Internet service provider subsidies;

**Prospects of ICT Based Tourism in India**

Information and communication technologies (ICTs), point out, had a global effect on tourists. ICT-driven re-engineering has increasingly gained traction. entered a new paradigm shift, resulting in a transition in the way it's done industrial assembly and brings with it the slew of new opportunities and risks. ICTs allow researchers to find, customize, and purchase tourism products, as well as helping the industry's internationalization by making available tools for generating, dealing, and dispensing offerings wide-reaching. ICTs have become extremely relevant in the tourism company's and destinations' competitiveness ICTs are fast attractive an important component of an organization's capacity to compete. Advances in ICT capabilities, together with lower equipment sizes and fewer ICT costs, increased the reliability, compatibility, and inter-connectivity of a diversity of terminals and applications. ICTs have the potential to be a powerful tool for enhancing the tourism industry's strategy and operations in India. ICT has the potential to play an important role in the tourism industry sector, permitting India's guiding pillars of authentic philosophy to advance at a quicker rate. Policymakers should be focusing on various strategies for improving the tourism industry with the developments of advanced ICT information, but the development should be within the core boundary of sustainable development goals, given the vast prospects that ICT can have on tourism in India, the sector being the major source of employment and income generation

Tourism Products Distribution Channels – ICT as a Direct Contributor

The Virtual Incoming Agency Model (VIA)

The virtual incoming agency is described as a system that provides access to the internet to advertise and organizea tourism destination's integrated tourism system, which involves the building of the necessary cultural infrastructure, operational, and technological conditions to assure that it is carried out effectively. It is an ICT-enabled and ICT-native approach for tourism destination management.
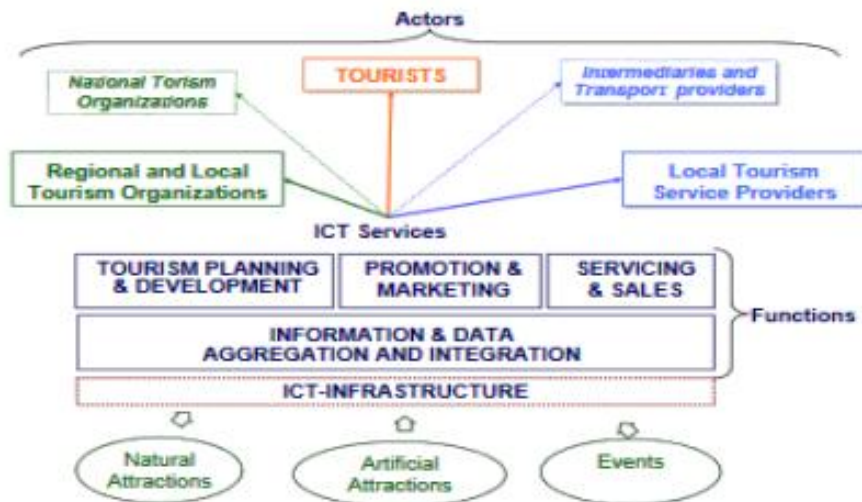
In the virtual entering agency, there are three main types of users as seen in the figure above

- Tourists, including same-day visitors, along with locals that want to organize their spare time in a place.

- Local tourism and travel service providers, such as hotels, Restaurant owners, entertainment service providers, travel companies, and governmental authorities are all examples of people who work in the hospitality business. Transport companies, as well as other additional service providers in the area. Too, virtual incoming agency services can be targeted at transport and intermediaries companies that are generally located because you're not in the destination region, such as the development of customized packages to purchase to their consumers or providing local, reliable tourism information for their brochures and brochures.

- Institutions, especially tourism authorities at the regional and local level. These actors are the main recipients of virtual incoming agency services because of their responsibilities in organizing and advertising local tourism offers. Other local and regional authorities participate in tourism activities (for example, regional investment boards or resource authorities) as well as national ones are included in institutions (for the production of statistics useful for their planning and monitoring functions).

Methodology

The exploratory research method was used for this study, the with intention of educating more about the tourism industry in India and how ICT has contributed to it. Secondary sources were being used to collect data in this study. Thorough evaluations of existing research, particularly textbooks, related studies, articles, journals, and online resources, were conducted, and seaming trends were found in forecasting future the industry's possible futures.

Conclusion

The distribution and sale of travel and tourism information are being transformed by information systems. It also provides end consumers instant access, but it also works as a means for business-to-business communication. When it comes to analyzing and organizing trips, the internet is becoming the go-to tool. It has exceeded travel companies and has a good supply of guidebooks and newspapers/magazines. The effect of the ICT-based tourism revolution on economic and social development is enormous. Tourism became a highly information-intensive industry as a result of the technological world since ICT can affect the tourism industry. The relevance of information and communications technologies (ICT) in the tourist industry can thrive without industry. understated,

because it is a major driving factor in today's information of currently-driven civilization. Use In the tourism industry, ICT tools can be used for marketing. administration and customer organization infiltrate nearly all parts of the company. As tourism helps economic development, the Indian tourism industry can surely develop faster and consistently if ICT tools and modules are streamlined to harness its benefits and advantages for the general advancement of the Indian economy.

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