

# **The Emerald Handbook of ICT in Tourism and Hospitality**

*This page intentionally left blank*

# The Emerald Handbook of ICT in Tourism and Hospitality

EDITED BY

**AZIZUL HASSAN**

*The Tourism Society, UK*

AND

**ANUKRATI SHARMA**

*University of Kota, India*



United Kingdom – North America – Japan – India – Malaysia – China

Emerald Publishing Limited  
Howard House, Wagon Lane, Bingley BD16 1WA, UK

First edition 2021

Copyright © 2021 Emerald Publishing Limited

**Reprints and permissions service**

Contact: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)

No part of this book may be reproduced, stored in a retrieval system, transmitted in any form or by any means electronic, mechanical, photocopying, recording or otherwise without either the prior written permission of the publisher or a licence permitting restricted copying issued in the UK by The Copyright Licensing Agency and in the USA by The Copyright Clearance Center. Any opinions expressed in the chapters are those of the authors. Whilst Emerald makes every effort to ensure the quality and accuracy of its content, Emerald makes no representation implied or otherwise, as to the chapters' suitability and application and disclaims any warranties, express or implied, to their use.

**British Library Cataloguing in Publication Data**

A catalogue record for this book is available from the British Library

ISBN: 978-1-83982-689-4 (Print)

ISBN: 978-1-83982-688-7 (Online)

ISBN: 978-1-83982-690-0 (Epub)



ISOQAR certified  
Management System,  
awarded to Emerald  
for adherence to  
Environmental  
standard  
ISO 14001:2004.

Certificate Number 1985  
ISO 14001



INVESTOR IN PEOPLE

# Contents

About the Authors	<i>xi</i>
<b>Introduction</b> <i>Azizul Hassan and Anukrati Sharma</i>	<i>1</i>
<b>Part One: Technology in Tourism and Hospitality: Concepts and Applications</b>	
<b>Chapter 1 A Pragmatic Approach of Interaction between Technology and Tourism-Hospitality</b> <i>Samik Ray</i>	<i>19</i>
<b>Part Two: Technology Application in the Tourism and Hospitality Industry: Service Promotion</b>	
<b>Chapter 2 Online Tracking Using Cookies and Similar Technologies: An Analysis of Hotel Company Practices</b> <i>Peter O'Connor</i>	<i>33</i>
<b>Chapter 3 Factors Influencing Generation Y to Choose Airbnb</b> <i>Anshul Garg</i>	<i>45</i>
<b>Chapter 4 Integrated Marketing Approach in Hotel Management</b> <i>Kaplan Uğurlu</i>	<i>67</i>
<b>Chapter 5 The Impact of Online Marketing in Travel Agency</b> <i>Ahmad Albattat</i>	<i>85</i>
<b>Part Three: Technology Application in the Tourism and Hospitality Industry: Branding Aspects</b>	
<b>Chapter 6 Emotional Branding for Tourist Destinations: A Review of ICT Tools</b> <i>Venkata Rajasekhar Moturu, Srinivas Dinakar Nethi and Krishnaveer Abhishek Challa</i>	<i>99</i>

**Part Four: Technology Application in the Tourism and  
Hospitality Industry: Consumption Behavior**

- Chapter 7 Social Media Transforming Tourist Behavior**  
*Aysen Ercan İştin* 113

**Part Five: Technology Application in the Tourism and  
Hospitality Industry: Marketing Contexts**

- Chapter 8 Influencer Marketing for Tourism and Hospitality**  
*Seda Yetimoğlu and Kaplan Uğurlu* 131

- Chapter 9 Internet Marketing Communication in Event Tourism  
Promotion**  
*Yesim Koba* 149

**Part Six: Technology Application in the Tourism and  
Hospitality Industry: Destination Promotion**

- Chapter 10 New Product Design: Creating a Digital VR Game to  
Promote the Conservation of Nature-based Tourism  
Attractions**  
*Alexandra Coghlan and Lewis Carter* 167

- Chapter 11 Development of a Destination Through eTourism:  
Experience and Creativity**  
*Jéssica Miranda Ferreira, Bruno Barbosa Sousa and Francisco  
Barbosa Gonçalves* 181

- Chapter 12 Website Designing and Its Impact on Tourism  
Destinations**  
*Gülay Özaltın Türker* 195

- Chapter 13 Changes in Tourism Destination Promotion with the  
Technological Innovation**  
*Rupa Sinha, Azizul Hassan and Rahul Kumar Ghosh* 213

- Chapter 14 Tourist Experience Exchange Through  
Blogs and Its Impact on Destination Promotion**  
*Anurodh Godha* 229

**Part Seven: Technology Application in the Tourism and  
Hospitality Industry: Effects and Changes**

**Chapter 15 Impact of Information Technology on Tourism**  
*Gül Erkol Bayram* 243

**Chapter 16 ICT and Sustainable Development: Implications for the  
Tourism Industry**  
*Priyakrushna Mohanty* 259

**Chapter 17 Role of Mobile Technology for Tourism Development**  
*Kevser Çınar* 273

**Part Eight: Technology Application in the Tourism and  
Hospitality Industry: Smart City Involvement**

**Chapter 18 Smart Tourism: Issues, Challenges and Opportunities**  
*Uğur Akdu* 291

**Part Nine: Technology Application in the Tourism and  
Hospitality Industry: Marketing and Profitability**

**Chapter 19 ICT-based Marketing and Profitability in Tourism and  
Hospitality Organizations in Indian Scenario**  
*Lakhvinder Singh and Dinesh Dhankhar* 311

**Part Ten: Technology Application in the Tourism and  
Hospitality Industry: Niche Tourism**

**Chapter 20 Application of Tracking Tools in Tourism and  
Hospitality Management**  
*Hugo Padrón-Ávila* 333

**Chapter 21 Value of Technology Application at Cultural Heritage  
Sites: Insights from Italy**  
*Donatella Privitera* 345

**Chapter 22 Sharing Economy and Villages' Development Through  
the Application of Technology: The Italian Case**  
*Debora Calomino* 357

**Chapter 23 The Effects of Industry 4.0 in Tourism and Hospitality  
and Future Trends in Portugal**  
*Célia M. Q. Ramos and Isabel Sofia Brito* 367

<b>Chapter 24 Link up with Technology Application in Literary Tourism</b> <i>Silvia Quinteiro</i>	379
<b>Chapter 25 Smart Management Systems in Cities and Their Marketing: Case of the Waterloo City in Canada</b> <i>Marica Mazurek</i>	391
<b>Chapter 26 The Innovative City Development through Place Marketing, Branding, Co-creation and Technology Application as New Perspectives for Slovakia</b> <i>Marica Mazurek</i>	409
<b>Chapter 27 An Empirical Study on Cloud Computing Technology on Hotel Industry in Sri Lanka</b> <i>Mohamed Ayoobkhan and Mubarak Kaldeen</i>	425
<b>Chapter 28 e-HRM Application in Tourism and Hospitality in Sinai of Egypt</b> <i>Mohamed Mohamed Tolba Said and Krishnan Umachandran</i>	441
<b>Chapter 29 Digital Marketing for Religious Event of India for Tourism Sustainability and Promotion</b> <i>Shruti Arora and Anukrati Sharma</i>	453
<b>Part Eleven: Technology Application in the Tourism and Hospitality Industry: Economic Development</b>	
<b>Chapter 30 Technology-Driven Tourism and Hospitality Industry as a Tool for Economic Development: A Bibliometric Analysis</b> <i>Rahul Pratap Singh Kaurav, Raturaj Baber and Sneha Rajput</i>	469
<b>Part Twelve: Technology Application in the Tourism and Hospitality Industry: The Future</b>	
<b>Chapter 31 The Future of Our Planet is Technology: Is it OK to Embrace the Change in Travel and Tourism Industry in the Developing World</b> <i>James Malitoni Chilembwe and Victor Ronald Mweiwa</i>	489
Index	509

## About the Authors

**Samik Ray** is ex-faculty of Department of Folklore, University of Kalyani; Travel and Tourism Management in MPTI (Kolkata); and WTCC School of Trade and Commerce (Kolkata). He is also ex-trainer and faculty of Regional Level Guide Training (Govt. of India, Department of Tourism). Ray is presently working as RLG (Govt. of India, Department of Tourism), and Editor of “Tourism Theory and Practice”. He is the author of several essays on tourism studies and management, social science, and literary criticism. He received National Tourism Award in the category of “The Best Tourist Guide”.

**Dr Peter O’Connor** is Professor of Strategic Management at University of South Australia Business School. His primary research, teaching and consulting interests focus on the use of technology in online retailing and marketing. In addition to authoring two leading textbooks, Peter has published research-based articles in leading academic journals including the *Journal of Marketing*, *Harvard Business Review*, *Journal of Retailing and Consumer Services*, *Tourism Management*, the *Cornell Quarterly* and the *International Journal of Hospitality Management*, amongst others. Prior to joining the UniSA, Peter founded the Chair in Digital Disruption, sponsored by BNP Paribas, at Essec Business School in Paris France. He has also regularly taught executive education seminars at London Business School; held visiting positions at both the Johnson Graduate Business School and the School of Hotel Administration at Cornell University; as well as worked in a variety of positions in industry in both Europe and the United States.

**Anshul Garg** is a Senior Lecturer working with the Faculty of Social Sciences and Leisure Management at Taylor’s University, Malaysia. His research interest includes Self Service Technologies, Service Quality, Service Clues, Hospitality Service, Risk and Crisis Management in Hospitality & Tourism and Tourist Risk Perception. He has an excellent record of publication.

**Dr Kaplan Uğurlu** is an Associate Professor of Faculty of Tourism at Kırklareli University in Kırklareli, Turkey. He has been working in Turkey for eight years as an academician. He has worked as a senior manager for more than 20 years in the tourism sector. He is specialised in marketing, finance, accounting, cost controlling and hotel openings. After his bachelor degree at Uludag University, Turkey (BSc in Tourism and Hotel Management), he completed his master degree at University of Surrey, England (MSc in International Hotel Management) and

received his PhD at Marmara University, Turkey (PhD in Production Management and Marketing). He has more than 40 papers presented and published in national and international congresses, journals and books. His academic research interests include tourism and hotel management, tourism and hotel marketing, accounting and finance.

**Dr Ahmad R. Albattat** is a Senior Lecturer in Post Graduate Centre, Management and Science University, Shah Alam, Selangor, Malaysia. He is a visiting Professor and external examiner in Medan Academy of Tourism (Akpar Medan). He holds a doctoral degree in Hospitality Management from University Sains Malaysia (USM). He worked as an Assistant Professor, Ammon Applied University College, Amman, Jordan. Senior Lecturer and research coordinator in School of Hospitality and Creative Arts, Management and Science University, Shah Alam, Selangor, Malaysia, and Researcher at Sustainable Tourism Research Cluster (STRC), Pulau Pinang, Malaysia. He was working for the Jordanian hospitality industry for 17 years. He has participated and presented research papers in a number of academic conferences held in Malaysia, Taiwan, Thailand, Indonesia, Sri Lanka, and Jordan. He is an active member of Scientific and Editorial Review Board on Hospitality management, hotel, tourism, events, emergency planning, disaster management, human resource Management. His latest works have been published in the refereed international journals, conference proceedings, books and book chapters.

**Dr Venkata Rajasekhar Moturu** is currently working as Academic Associate in the Marketing Area at the Indian Institute of Management, Visakhapatnam. He has completed doctoral program in Marketing from Andhra University, Visakhapatnam. He was a recipient of prestigious ICSSR (Indian Council of Social Sciences Research) Doctoral fellowship and has qualified UGC National Eligibility Test (NET) Management in 2012 and Andhra Pradesh State Eligibility Test (APSET) in Commerce in 2016 for Lectureship. His research interests are consumer behaviour, brand management and advertising management.

**Srinivas Dinakar Nethi** is the Organizational Behavior and Human Resource (OB&HR) area Academic Associate at Indian Institute of Management, Visakhapatnam. Srinivas worked as a Learning and Delivery Analyst at Deloitte (Office of the US). He has graduated in Pharmaceutical Sciences, holds a post-graduate diploma in Intellectual Property Rights (Patent Law) and did his post graduation from Department of Management Studies, NALSAR, India's prestigious law school. He is fond of reading and enjoys travelling.

**Dr Challa Krishnaveer Abhishek** is currently working as Soft-Skills Trainer cum faculty of Andhra University. He completed Doctorate from Department of Linguistics, Andhra University. He also the secretary of Centre for emotional education Society. He has authored 27 books and published 54 articles. He completed Masters in English, Journalism, Philosophy, Psychology, Computer Science and Linguistics (Hindi & Telugu). He qualified UGC recognized State Eligibility Test

for Assistant Professorship in English. He organized more than 100 training programs on topics pertaining to Soft- Skills and Mass Communication. He directed and acted in various award-winning short films and produced a music album.

**Dr Aysen Ercan İştin** is an Assistant Professor. İştin completed her undergraduate education in 2010 at Mustafa Kemal University, Department of Tourism and Hotel Management. In addition, she completed her master's degree in 2014 at Akdeniz University, Department of Tourism and Hotel Management and her PhD degree in 2018 at Mersin University, Department of Tourism Management. She, who started to work as a Research Assistant in 2017, was appointed as an Assistant Professor in 2018 at department of Tourism and Hotel Management at Şırnak University. She carries on her career as the Head of Gastronomy and Culinary Arts Department in the same university. She instructs undergraduate and graduate level in the fields of management and organization and issues related tourism businesses. She has articles, books chapters and papers in the same fields and carries on her studies.

**Seda Yetimoğlu** is a Research Fellow of Faculty of Tourism at Necmettin Erbakan University in Konya, Turkey. She completed her Bachelor degree from the Department of Tourist Guiding, College of Tourism and Hotel Management at Erciyes University. After her Bachelor degree, she worked as a Freelance Tour Guide in tourism industry for some time. She received her Master degree from the Department of Tourism Management at Necmettin Erbakan University. She is currently a PhD candidate. Her research interests include tourism marketing, experiential marketing, tour guiding, tourist and consumer behaviour and cultural and heritage tourism development and gastronomy tourism.

**Dr Yesim Koba** is Associate Professor at the University of Dokuz Eylül, Turkey. Koba graduated from Mersin University, School of Tourism and Hotel Management in 1996. She completed her BA in Business Administration at Anadolu University (2003) and respectively got her MA (2006) and PhD (2013) Degrees in Tourism Management from Dokuz Eylül University. She worked at Muğla University between 2007 and 2012. She has been working as a Lecturer at Dokuz Eylül University, School of Applied Science since 2012.

**Dr Alexandra Coghlan** is an Associate Professor in the Department of Tourism, Sport and Hotel Management at Griffith Business School. Her research focus is consumer behaviour and pro-environmental outcomes of tourism. Coghlan also has a BSc (Hons.) in Marine Biology and is a PADI-certified dive master. She has a 20-year career of working in the Great Barrier Reef Marine Park, including her current research using virtual reality games as a way of informing tourists of the complexity of the Reef as an ecosystem. She has over 20 top-tier publications on tourism in the reef, and over 60 publications more broadly.

**Dr Anukrati Sharma** is currently Associate Professor in the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India. She has

two postgraduate degree specialties: one in International Business (Masters of International Business) and the other in Business Administration (Masters of Commerce). Her core subjects are Tourism, Tourism Marketing, Strategic Management and International Business Management. A member of 17 professional bodies, she has attended a number of national and international conferences. She has been invited for many talks/ lectures/ panel discussions by different national and international universities. She is editor of book projects from Routledge, Apple Academic Press, CAB International, IGI Global and Emerald Group Publishing Limited.

**Lewis Carter** is a PhD candidate in the school of Information Communication Technology at Griffith University. Having completed a Bachelor of Engineering with Honours (Software), his research moved to focus on designing for novel uses of games and virtual reality. Previous projects include a Virtual reality alcohol awareness tool and a virtual reality elite cycling simulator, while his dissertation work looks at the design considerations of turning a complex ecosystem into a virtual reality serious game. While still early in his career as a researcher, Lewis has eight publications and leads development teams on various games and virtual reality projects.

**Jéssica Ferreira** is a PhD student in Tourism (University of Lisbon – IGOT). She completed her Master in Tourism Management from Polytechnic Institute of Cávado and Ave (IPCA, Portugal). She both authored and co-authored several papers. Her research interests include tourism marketing, tourism management and experiential marketing in tourism contexts.

**Dr Bruno Sousa** is a Professor in Polytechnic Institute of Cávado and Ave (IPCA, Portugal). Sousa is the Head of Master Program in Tourism Management, PhD Marketing and Strategy in the Research Centres: CiTUR and Applied Management Research Unit (UNIAG). Sousa is the author and co-author of several papers and her research interests include tourism management, marketing and strategy and the editorial board member of several peer reviewed scientific journals and ad-hoc reviewer of several peer-reviewed scientific journals. Sousa is the member of the scientific committee of several national and international congresses and conferences.

**Dr Francisco Gonçalves** is Professor in Polytechnic Institute of Cávado and Ave (IPCA, Portugal). Gonçalves is also responsible for PhD in Tourism programme and Research centre: GOVCOPP. He has authored or co-authored several papers. Gonçalves has research interests in tourism and tourism products and destinations.

**Dr GÜLAY ÖZALTIN TÜRKER** completed her bachelor degree from the Tourism and Hotel Management Department, Tourism Faculty in Akdeniz University. She completed her Master from the Business Department of Muğla Sıtkı Koçman University and her PhD from the Tourism Management Department of

the Institute of Social Sciences in Akdeniz University. The author's PhD thesis included the examination of the relationship between the word of mouth communication and the consumer based brand equity application on customer for tour operators and travel agencies. The author is an academic member of the Muğla Sıtkı Koçman University Ortaca Vocational School of Higher Education's Tourism and Hotel Management program. The author has research interests in word of mouth communication, recreation management and boutique hotel management.

**Dr Rupa Sinha** is currently working as Assistant professor in Institute of Management study, affiliated with MAKAUT (Maulana Abul Kalam Azad University of Technology), Kolkata, West Bengal in the Department of Tourism. Sinha completed MBA in Tourism Administration from the University of Burdwan, WB & qualified UGC\_ NET in Tourism Administration & management. She has attended and presented research paper in a number of national & national conference at ViswaBharati, Pondicherry University, Karnataka University, AIMS Delhi, NSHM- Durgapur etc. So far, she has some publication in reputed journals and edited books among them some of them into queues & some of them are into preparation. Areas of her research include cultural and heritage tourism development, community development which will add some social values.

**Dr Azizul Hassan** is a member of the Tourism Consultants Network of the UK Tourism Society. Hassan earned his PhD in eTourism from the United Kingdom. His areas of research interest are: technology-supported marketing for tourism and hospitality, immersive technology application in the tourism and hospitality industry, technology influenced marketing suggestions for sustainable tourism and hospitality industry in developing countries. Hassan authored over 100 articles and book chapters in leading tourism outlets. He is also part of the editorial team of 15 book projects from Routledge, Springer, CAB International and Emerald Group Publishing Limited. Hassan is a regular reviewer of *Tourism Management*, *Journal of Hospitality and Tourism Management*, *Tourism Analysis*, *the International Journal of Human Resource Management*, *Journal of Ecotourism*, *Journal of Business Research*, *eReview of Tourism Research (eRTR)*, *International Interdisciplinary Business-Economics Advancement Journal*, *International Journal of Tourism Cities*, *Heliyon* and *Technology in Society*.

**Rahul Kr. Ghosh** is Assistant Professor at Institute of Management Study in the area of Computer Science since 2015. Ghosh was graduated and post graduated in information Technology from Kuvempu University, Karnataka along with UGC NET JRF qualified. His keen interest in Market Research and Data Analytics, have led him to attend several workshops and Faculty Development Programmes on Research Methodology, Data Validation using SPSS, Education Research and Analytics, Data Envelopment Analysis and PHP Development. He has a number of papers published in renowned national and international journals of repute. His research interest includes E-Governance and introduction of E-Credentials in Indian Education System.

**Dr Anurodh Godha** is working as Assistant Professor at Vardhman Mahaveer Open University, Kota, Rajasthan, India since August 2009. He is also looking after the affairs of Centre for Entrepreneurship and Skill Development (CESD) as Dy. Director at VM Open University, Kota. Previously Dr. Godha was associated with Centre for Entrepreneurship and Small Business Management, M. D. S. University, Ajmer as Post Doctoral Fellow. His field of specialization is finance, tourism & entrepreneurship. He is also working on various perspectives and dimensions of Management of Distance Education Institutes. As editor he has many books in his account and also contributed in various edited books at national level. He has also published many research papers in various journals. In administrative capacity, he is working as Dy. Director, School of Commerce & Management at VM Open University, Kota.

**Dr Gül Erkol Bayram** completed her undergraduate degree in 2009 and Master Degree in 2012 from Tourist Guidance Department, Faculty of Tourism of Balıkesir University. She completed her PhD in Tourism Management from Sakarya University in 2016. In 2010, Bayram started to work as a Professional Tourist Guide under the Ministry of Culture and Tourism. From 2012 to 2016, she worked as a Lecturer at the Hotel, Restaurant and Catering Department, Vocational School of Social Sciences in Harran University. In 2016, she started worked as a faculty member and Head of the Department of Tourism Guidance at the School of Tourism and Hotel Management at Sinop University where she stills works in the same position. She has published many books and conference papers presented in Turkey and abroad. Her research interests are Tourism Planning and Policy, Tourism Guidance and Organizational Behavior.

**Priykrushna Mohanty** is an UGC Junior Research Fellow at the Department of Tourism Studies, Pondicherry University. He is an awardee of the prestigious Travel Corporation (India) Gold Medal for his outstanding performance in Master's Degree in Tourism Studies from Pondicherry University. He served the Indian Railway Catering and Tourism Corporation Ltd. for two years following which he was recruited as a Guest Faculty in the Dept. of Tourism Studies, Pondicherry University. He has published a number of articles in national and international journals.

**Dr Kevser Çınar** holds PhD in Tourism Management from Necmettin Erbakan University, Turkey. She is Assistant Professor at the Faculty of Tourism in the same university. She is certified at curriculum development program by the Institute of Educational Sciences. She has also been working as EU Projects expert for 14 years. She has won several European Projects grants including TOURBAN, TOURIBOOST, STARTUPS, SCOUT and she has organised several international tourism events such as HACKATOUR Konya, Science Centers as Tourism Assets and the 5th EATSA International Tourism Conference. She was also a TEDx speaker at TEDxDenHelder. Her research interests include consumer behaviour, innovation and branding.

**Dr Uğur AKDU** is Assistant Professor at Tourism Faculty in Gumushane University in Turkey. He holds Bachelor's degree from the Faculty of Commerce and Tourism Education of Gazi University in 2006 and Master degree from Institute of Education Sciences of Gazi University in 2009. Akdu had PhD from the Institute of Social Sciences of Akdeniz University in 2014. All of his degrees are related to tourism and hospitality management and education. His research focuses on tourism marketing, health tourism, alternative tourism types, sustainable tourism and current tourism research.

**Dr Lakhvinder Singh** is currently working as Assistant Professor of Tourism in Government College, Kaithal affiliated to Kurukshetra University, Kurukshetra (Haryana), India. He holds Ph.D. Degree in with UGC-NET qualification in Tourism Administration & Management. He has more than 4 years of teaching & research experience and has more than 30 research publications in his credit. He is in the Editorial/Advisory Board of different Journals of International and National repute. His areas of interest include tourist behavior, tourism marketing, tourism impact, culture & religious tourism, e-tourism and ICT in tourism.

**Dr Dinesh Dhankhar** holds the position of Assistant Professor in Department of Tourism & Hotel Management, Kurukshetra University, Kurukshetra with doctoral degree in the subject with UGC-NET-JRF qualification. He has seven years of teaching experience and published a couple of research papers in journals of national and international repute. He is an active member of Indian Hospitality Congress and Indian Commerce Association. His areas of interest are ICT in tourism and hospitality management, tourism marketing, research methodology, transport management and event management.

**Hugo Padrón-Ávila** is currently hired as a Researcher in the Department of Applied Economics and Quantitative Methods, Universidad de La Laguna, San Cristóbal de La Laguna, Canary Islands, Spain. He also serves as professor at Escuela Superior de Turismo de Santa Cruz de Tenerife, Santa Cruz de Tenerife, Canary Islands, Spain. He has a Bachelor's Degree in Tourism and Hospitality Management and three postgraduate degrees: Master's Degree in Tourism Management and Planning, Master's Degree in Protocol and Business Communication, and Master Degree in Leadership and Managerial Skills. His core subjects are Tourist Behavior, Mobility, Tourism Econometrics and Sustainable Tourism. He is member of different research groups and has attended to several conferences to present their results during his career.

**Dr Donatella Privitera** is currently a full Professor of Geography at University of Catania (Italy), Department of Educational Sciences. Her Executive Master study in Agri-Business was attended at the Catholic University of Milan. Prior to becoming a fulltime academic, she had work experience in a multinational company in marketing area (Kraft General Food s.p.a., Milan, Italy). At present, she is teaching economic geography and implication with tourism and regional

development. She has presented paper at several conferences, published in international books. Research and publication interests include geography of tourism; sustainable cities; green economy; e-tourism.

**Debora Calomino** is a journalist, specialised in tourism and territorial marketing. Calomino graduated in Tourism Sciences and Tourism Systems Design and Management from the University of Calabria, Italy. She collaborates with tourism magazines, where she writes about success stories in local marketing. She is also Subject Expert and Teaching Assistant in Tourism and Local Marketing at University of Calabria, Italy.

**Dr Célia M. Q. Ramos** graduated in Computer Engineering from the University of Coimbra, obtained her Master's in Electrical and Computers Engineering from the Higher Technical Institute, Lisbon University, and the PhD in Econometrics in the University of the Algarve (UALG), Faculty of Economics, Portugal. She is Professor at School for Management, Hospitality and Tourism, also in the UALG, where she lectures mainly Information Systems. Current research interests include tourism information systems, electronic tourism, business intelligence tools, digital marketing, and panel data models. Researcher at the Centre for Tourism, Sustainability and Well-being (CinTurs).

**Isabel Sofia Brito** is Professor of Computer Engineering at the Polytechnic Institute of Beja, Portugal. Her research interests include Requirements Engineering, Software Engineering for Sustainability, Big Data and IoT. She teaches graduate and undergraduate courses on computer science. She has participated in several research and teaching projects, e.g. DECIDE - Sistema de Apoio à Investigação Científica e Tecnológica, SAICT-POL/24135/2016 | LISBOA-01-0145-FEDER-024135, 2018 –2019; Naming the Pain in Requirements Engineering (NaPiRE) 2017 –2019 and; U-Bike, Programa Operacional Sustentabilidade e Eficiência no Uso de Recursos, POSEUR-01-1407-FC-000003, 2016 – 2019. She has occupied several conference positions in software engineering conferences, mainly as program chair. She has organized international conferences and workshops on software and requirements engineering-related topics.

**Dr Sílvia Quinteiro** is a Coordinating Professor at the University of the Algarve – School of Management, Hospitality and Tourism. She holds a first degree in Modern Languages and Literatures from the New University of Lisbon, and a Masters and PhD in Comparative Literature from the University of Lisbon. She is a full member of the Research Centre for Comparative Studies, based at the Faculty of Arts and Humanities at the University of Lisbon, where she created and coordinates the research cluster on Literature and Tourism: Lit&Tour. She collaborates with the Tourism, Space and Urbanities Research Group of the Federal University of Rio de Janeiro and with the Centre for Research, Development and Innovation in Tourism (CITUR). Her research interests include Comparative Literature and the relation between Literature and Tourism. She

has edited, authored and co-authored several national and international scientific publications, including *Key Concepts in Literature and Tourism Studies* (2018).

**Marica Mazurek** is a PhD candidate at Zilinska University, Slovakia. Mazurek's research interests are: competitiveness of tourism destinations, branding, marketing, place marketing and place branding, innovations in tourism. She participated in several academic exchanges in Canada. She is the author of several academic Scopus publications and book chapters in Emerald or Cambridge Scholar Publishing. She participated at the numerous international conferences in Turkey, Portugal, Finland, Canada, Taiwan, Spain, etc. She is a founding member of EATSA (European Asian Tourism Studies Association). The author teaches Marketing, Digital Marketing, Economics and Management at the University of Zilina, Slovakia. She is a member of the Editorial board of the Scopus journal *Communications*.

**Dr Mubarak Kaldeen** is currently Senior Lecturer at the Department of Marketing Management, Faculty of Management and Commerce, South Eastern University of Sri Lanka. He is a Commonwealth fellow (UK) and has earned his PhD in Tourism Marketing from Malaysia. His core subjects are Tourism Marketing, Marketing Communications and Human Resource Management. He has edited three books and published 30 research papers in national and international Journals. He is an editor of *SEUSL-Journal of Marketing and co-editor of Journal of Tourism Economic and Applied Research*. Mubarak has attended a number of national and international conferences.

**Dr Mohamed Ayoobkhan** is attached to the Faculty of Management and Commerce, South Eastern University of Sri Lanka. He has been working as Instructor in Computer Technology for over seventeen years. He has earned his PhD in ICT. His bachelor and master degree is based on Commerce and Management, Information Technology (IT), Computer Software Applications, and e-Commerce. His interested teaching areas are E-commerce, Web Technology and Computer Software Applications for undergraduate and postgraduate students. He enjoys developing Web based applications and ICT consultancy services for individuals and business organizations. He has contributed by writing research articles about Cloud Computing Technology and Services regularly in index and peer reviewed journals.

**Dr Shruti Arora** is currently guest faculty in the Department of Commerce and Management, University of Kota, Kota, Rajasthan, India. She had her PhD in Event Management from the University of Kota, Kota, Rajasthan. She had an experience of 9 years in education industry. Her core subjects are Marketing, General Management, International Business Management and Customer Relationship Management. She has published 5 research papers in *International Referred Impact Factor Journals* and one chapter in edited book in *Routledge Advances in Event Research Series* in 2018. She has authored a book on "Event Management and Marketing: Theory, Practical Approaches and Planning" in 2018.

**Prof (Asst.) Dr. Mohamed Mohamed Tolba Said** is an Egyptian Scholar, Professor of Education and Islamic Sciences (Islamic Studies), Supervisor, Senior Lecturer and former Academic Coordinator for Islamic Education Unit, Department of Curriculum and Instruction, Faculty of Education (KOED), International Islamic University Malaysia (IIUM). He is an Author, Editor and Reviewer of international and national academic journals, He has authored more than seventy (70) publications including Books, Chapters in books, Articles and conferences papers, He is an Expert in Educational Development, Islamic Education, Islamic Sciences, Islamic Thought, Islamic Civilization, Southeast Asia Studies, Arab-Malay Manuscripts studies and Teaching Arabic for non-Arab Speakers. He is a Supervisor for PhD and Master of Education, Senior Lecturer for postgraduate and undergraduate students, involved with the courses of: Aqidah Islamiyyah, Da'wah and Leadership, Islamic Theological Thought, Introduction to Fiqh al-Jinayat, Introduction to 'Ilm al- Mantiq, Quranic and Prophetic texts, Tafsir Ayat and Ahadith al-Ahkam, Usul al-Fiqh and Tarikh al-Tashri', Ethics in Education, and Textbook Development for Islamic Education.

**Dr Krishnan Umachandran** has 32 years of industrial experience, evolved to be a consultant for spectrum of industries ranging from Beverages, Batteries, Chemicals, Ceramic Tiles, Leather, Electricity, Manufacturing, Facilities, IT, ITES, and tourism etc. He has been teaching at the PG Centre for Personnel Management & Industrial Relations in Madras School of Social Work since 1999. Backed with Corporate, Consulting, and Academic (CCA) quest escalated Human Potential and proved strategy initiatives of multidisciplinary passion. His interests include pedagogy development, market promotions, customer retention; and linking leadership-management-organization development.

**Dr Rahul Pratap Singh Kaurav** is an Assistant Professor of Marketing and Tourism Management at the Prestige Institute of Management, Gwalior, India since 2013. He holds PhD from Jiwaji University, Gwalior with major in tourism destination marketing. He is responsible for teaching, training, research, and consultancy. His research interests include internal marketing, destination-marketing, performance, market orientation, rural tourism, hotel-selection, performance, entrepreneurial intentions, and technology acceptance. He has published articles/papers in scholarly journals on marketing, tourism, and services management and written books on Marketing Management, Services Marketing, and SPSS. He is a renowned and invited speaker to numerous research methodology workshops and is also associated with the online program of the University of Liverpool, USA as DBA Thesis Supervisor and BITS-Pilani, India as an Adjunct Faculty.

**Dr Ruturaj Baber** attained Doctorate in management from Jiwaji University in marketing concepts. He is known trainer, motivator and consultant in the field of marketing and entrepreneurship. His areas of interests lie in business research, development of entrepreneurship along with guiding aspiring researchers. Dr Baber is invited by various universities to deliver lectures on research methodology for PhD Scholars and has trained over 100 researchers in business research

methods. With over nine years of academic and corporate experience, he also has published 30 articles in indexed journals and conference proceedings of national and international repute. Dr Baber also is part of editorial team of various research journals.

**Dr Sneha Rajput** presently works as Assistant Professor at Prestige Institute of Management Gwalior. MBA from School of Economics, Devi Ahilya University Indore in the year 2005. Doctorate from Jiwaji University in the year 2015. 12 years of Experience in teaching and research. Published more than 50 research papers in reputed national and international journal and conference proceedings and presented more than 61 research papers and cases. She has authored/ co-authored six edited books and two Souvenir. Content writer for E-Pathshala (an online learning website by MHRD). Organizing Secretary for 8th International Conference held at Prestige Institute of Management, Gwalior in 2017. Organizing Secretary for 10th National Research Methodology to be held at Prestige Institute of Management, Gwalior in 2018. Resource person for Ph.D. Course-work for Management and Tourism Specialization. Appointed as a member in Board of Studies in Management by Jiwaji University Gwalior.

**James Malitoni Chilembwe** is a Lecturer at the Faculty of Tourism, Hospitality, and Management of Mzuzu University, Malawi. He is Doctor of Philosophy candidate in Tourism Management at Glasgow Caledonian University (GCU), UK. He holds MSc in International Tourism Enterprise obtained from GCU in 2012. He possess a BSc in International Travel and Tourism Management, and a certificate in Global Distribution System. His primary research interests include; aviation, sustainable transport, tourism development, corporate social responsibility, information technology. He has authored/co-authored and published peer-reviewed research journal articles and book chapters.

**Victor Ronald Mweiwa** is a Lecturer with ten years of professional experience in Travel, Tourism and Hospitality Management at the Malawi Institute of Tourism (MIT). Before joining MIT, he worked as a Senior Sales and Tour Consultant at Express Air Travel and Tours in Malawi for three years. He is an MBA student in Tourism Management at Lovely Professional University (LPU), India. He holds a BBA in Strategic Management, Tourism Management Diploma, Tourism Management certificate and Teacher Training qualifications, International Travel Tourism professional qualifications. His research interest includes: sustainable tourism, tourism policy and development, tourism marketing, travel agency and tour operations and climate change. He has a good record of publications.

*This page intentionally left blank*

# Introduction

*Azizul Hassan and Anukrati Sharma*

Information and Communication Technology (ICT) are playing unprecedented roles in the tourism and hospitality industry in the last few decades. ICT advances are literally changing the ways customers get tourism and hospitality products and services. Comprehensively, these advances and all new developments are offering promises for more exciting and interactive experiences. In the present technology savvy world, there is no doubt that technology perfectly combines with tourism and hospitality. Such ties combinedly can be forceful in terms of playing critical roles in the ways, tourists tend to travel, to choose destinations for vacations and holidays, in-tour and post experiences. This results the larger number of tourists planning their trips on the Internet than conventional travel agencies.

The tourism and hospitality industry stays in the midst of ‘shift’ with many mitigating factors. Still, the new technological solutions are appearing are the main and influential factors. This paradigm shift is also contributed by the millennials who love to travel have passions for technological innovations. Such joint interests have paved the ground for apps, social media (SM), blogs and so many more relevant that have importance part for playing at the time of having a trip. In the similar trend, the tourism and hospitality industry becomes more aware about such trend as followed by the adaptation of newer business models and product or service offerings for attracting such coveted targets.

The Internet has an influential effect on the tourism and hospitality industry when a possible customer’s first action would be to visit the website as available on the Internet. This visitation on the Internet generally includes careful observation of the existing products and services as well as reading the reviews and comments made by the earlier users. The Internet is an essential element for both the customers and business enterprises for effectively utilising online advertising, SM, blogs and online purchases for supporting the convenience of the customers. There are some very specific technological innovations that are presently leaving their mark on the industry and can bring significant changes in the industry. In general, a computer system allows the communication between the multiple locations of a tourism and hospitality business enterprise. Computer systems create a form of communication between the wider business network of the tourism and hospitality industry and the customers. This helps for keeping staff on the similar page and making this easier for accessing information and making the customers having much better experiences than expectation.

Mobile technology is the prime feature on the new ways of tourism and hospitality. The mobile phone has turned into the tour planner, travel agent, tour guide, best restaurant locator, geo-location-based map, etc. Evidently, tourists in these days use their Smartphone for everything they have to do with their vacations. Mobile communication is the mean with Smartphones and mobile tablets that can replace large-sized desktop computers to become extinct virtually. This helps because most of the tourists use some kind of mobile communication devices while they are on the trip. Mobile communication particularly helps tourism business and tourists by offering guidance, changes, delays of the requested or purchased products and services as well as offering the Global Positioning System (GPS). Mobile technology actually stays on the customer's side during the entire purchasing process.

Augmented reality (AR), virtual reality or mixed reality (MR) also stepped to the tourism and hospitality industry. These are completely new trends with all of the possibilities these can offer. Increased number of tourism and hospitality enterprises using this technology for showing their products or service offers virtually. This technology makes 'teleportation' possible in the tourism and hospitality industry.

The Internet of Things (IoT) assures for bringing noteworthy advances in the tourism and hospitality industry. This technology includes integrating sensors as connected to the Internet inside items used in tour (i.e. suitcases, cars, buildings and relevant). Tourists with the use of specific apps can interact with their personal belongings or services or products that they have purchased. IoT in the next few years is clearly becoming a key transformative factor in the personalisation of the customer experience.

Tourists in the present world are very well familiar with 'Siri' or 'Alexa', the Virtual Assistants that are created for meeting tourists demands (i.e. weather updates, turning on/off radio, email opening and relevant). Virtual assistants are making tourist experiences smoother.

Big data is a hugely circulated technology topic of the present time with promises that are yet to show. The tourism and hospitality industry is yet to completely capitalise this technology. Enterprises can use tourists' relevant data and information (i.e. the database of their spent time on the Internet, reason for the trip, country of origin and cross-check relevant data) for figuring out the best possible target marketing campaigns. The creation of an appropriate customer profile in such way can possibly lead to higher marketing success rate. This can also support in better segmentation for their campaigns for increasing their efficacy and optimising the investments as required for such marketing campaigns.

Blockchain is an innovative technology developed for transforming the tourism and hospitality industry the tourists are familiar with. Even with the association of blockchain with finance, this particular technology can leave positive effects in the tourism and hospitality industry. It can possibly be useful to identify passengers at the airport, to guarantee tourist opinions' transparency, and making easy and secure payments.

5G can empower the tourism and hospitality in more effective ways. 5G ensures more stable connections, faster loading and downloading speeds, and

wider coverage. Apart from downloading the content is 20 times faster than before, 5G allows tourists for developing and deploying technology that 4G has limited them. This means that the connection between the Smart devices becomes more efficient for truly starting the enjoyment of the IoT.

The effective roles of ICT are benefiting in reducing costs, enhancing operational efficiency, improving product and service qualities supported by the positive customer experiences. The application of ICT generates advantages for both the customers and business enterprises through advanced communications, reservations and service and product delivery offers. Apart from these, ICT helps in replacing the humans with their labour and possible errors that leads to more productivity and reduced issues.

In the near future, the tourism and hospitality industry is expected to experience immersive tourism that will be a reality where technology can turn tourists into the protagonist experience as supported by more accessible and ubiquitous technologies. A good number of research studies are conducted outlining the contributions and importance of general technologies in tourism and hospitality. However, researching ICT in the tourism and hospitality industry in a more comprehensive and wider manner so far has attracted very few researchers. Some contributions are made but not sufficiently. Considering the ongoing trend of ICT application in the tourism industry very few research attempts have been made aiming towards exploring diverse aspects. This book with its 30 chapters will be a significant contribution towards the very limited knowledge in this identified research area. Chapter wise contents in brief are:

In the first chapter, Samik Ray examines the use of technology inside travel segments, an exertion to develop an equivocal outline, and audit the travel and effects that show up out of technology and those areas' collaborations. The tourism industry and hospitality in the twenty-first century become technology driven. Technology application in those parts is critical and demand driven. It encourages the travel industry and accommodation showcasing; goal advancement and imaging make the administrations imaginative, turn the collaboration among industry and its buyers over and above anyone's expectations previously, and empower the business to adapt to serious neo condition. Changes happen too in tourists' interest, decisions and utilisation designs with the appearance of e-mobility. In this manner, moves inside the worldview of the travel industry and cordiality practices are seen plainly. The current chapter will examine the span of technology application inside those divisions, try to build up a calculated casing, and audit the movements and effects that show up out of technology and those areas associations.

In the subsequent chapter 2, Peter O'Connor fills a research gap, investigating whether and how lodging organisations utilise such procedures and whether buyers are educated enough about this information aggregation process. Using the best 50 worldwide lodging brands as a populace, it examines both treat revelation and treats practice by global inn brands. The discoveries show that lodging brands, for the most part, those with their base in the United States, are making full utilisation of web-based checking advancements, regularly for promoting purposes. By and large, this information assortment is occurring secretly,

with the information insurance sees that exist long just as squatted in profoundly specialised language. Notwithstanding administrative changes that enhance the need to educate customers about information assortment, barely any lodging networks as of now conform to the standards of informed consent, leaving many open to potential approval.

In the third chapter, Anshul Garg targets recognising factors that impact Generation Y to pick Airbnb. The discoveries recommend that the different variables distinguished impact Generation Y choice while choosing Airbnb as their convenience. This research helps Airbnb keep up its objective market by deciding the key factors that impact Generation Y. The investigation additionally distinguishes technological and natural elements that assume a fundamental role in the Generation Y choice to pick Airbnb.

In the fourth chapter Kaplan Uğurlu aligns with the notable theoretical definition of marketing. This chapter summons that the meaning of promoting and marketing can hardly be viewed as satisfactory for the achievement of the present organisations. This is on the grounds that the accomplishment of organisations depends on their promoting exercises as well as on their coordinated administration alongside different exercises. Also, it is basic that marketing exercises should be performed by all administrators and representatives in an understandable way. Business approaches and theory, offices other than advertising (bookkeeping, fund, buying and so on.) and the destinations and objectives of the business must incorporate with the showcasing targets and objectives. What is more, the showcasing exercises of the business are required to be coordinated with non-operational variables (clients, mediators, providers, accomplices, laws, innovation, advancements and so forth.). This chapter incorporates contemporary marketing and promotional approaches and clarifies that promoting is a procedure including all investors. The incorporated advertising idea is another methodology that uncovers more than the customary promoting definition.

Ahmad Albattat in the fifth chapter examines the effect of internet promoting in travel organisations. The information gathered utilising online Google review and dissected using SPSS. The study focussed on that web-based promotion in travel agency has a positive relationship in expanding the offer of bundles in travel organisation. Travel offices that utilise web-based promoting all the more now and again get more correspondence. In this way, travel agencies should use web-based advertising to create more income. The estimation of time has likewise changed, making correspondence a procedure that must be moment and rearranged. Subsequently, head out organisations need to utilise internet advertising and considering tourist criticisms and grumblings just as conveying data about items and administrations continuously. Travel organisations get no opportunity to confront their rivals on the off chance that they do not embrace web-based advertising methodologies.

In chapter 6, Moturu Venkata Rajasekhar, Srinivas Dinakar Nethi and Challa Krishnaveer Abhishek centre on the activity of ICT gadgets in emotional branding of tourist destinations. This chapter argues that the tourism industry basically has contained interrelationship between the administrator, the visitor, the host and the living space. Since tourists have different goals to visit, it is basic that a

goal pulls in visitors with its own imprint. Marking incorporates promoting the particular advantages which the vacationer will experience while visiting the goal, aside from the goal itself. Goal marking relies upon notoriety, quality and explicit traits alongside an essential segment, feeling. Advertisers typically want that purchasers experience the goal and many publicise their item or administration as an encounter through sounds, words and visuals. The most significant angle is the experience voyager gets. ICT is one of the quickest developing advances and assumes a significant job in our everyday life. It has changed our method for living and encounters. On the perspective of business standpoint, it has contacted every single part of trade. Since the start of web, it is picking up quality step by step. Along these lines, ICT with a hugeness on the web has quickly acclimated to the travel industry wherein novel open doors for innovative internet promoting systems are explored. The extreme changes in the general public creating from the ascent of ICT brought forth novel devouring encounters which tie virtual and physical universes, improving the co-operation of buyers both in the creation and utilisation forms. The part centres on the job of ICT tools in Emotional Branding of Tourist Destinations.

In the seventh chapter, Aysen Ercan İştin argues that the disclosure of web technologies which is one of the most significant improvements of the twenty-first century has empowered people and establishments to defeat land and time imperatives making major changes in correspondence. Subsequently, online networks have empowered individuals to meet the web for different reasons; for example, looking for and sharing data, talk about network issues and pose inquiries. Online networks have additionally empowered organisations and customers to associate with one another whenever. Particularly, the development of web-based internet-based life advancements, for example, sites, virtual networks, wikis, interpersonal organisations, YouTube, Facebook and Instagram, gives tourists to share their movement encounters. Data shared via web-based networking media destinations is viewed as a significant wellspring of data that can assist tourists with a travel plan and may even impact the movement choices of potential sightseers. Right now, the idea of online life in the travel industry organisations has been analysed in the exploration. Inside the structure of the research, it has been seen that online networking has impacted the voyagers' to conduct travel inspirations with regard to different motivations (having data about goals, lodgings, inns' administrations, pondering about shoppers' encounters who were in touristic utilisation before and so on.). It is likewise among different discoveries that web-based social networking has expanded the overtourism emergency.

In the eighth chapter, Seda Yetimoğlu and Kaplan Uğurlu define the Internet for data get to makes it significant for the business world and SM. SM is a solid connection among shoppers and brands. Purchasers can share their perspectives and encounters about an item and administration they use through the web-based social networking, see different remarks, and remark on them. Along these lines, the organisation builds up a correspondence channel inside itself. It sets up a verbal (WOM) promoting field by social occasion input through the individuals with whom it communicates. Subsequently, the intensity of SM is getting progressively significant. Presently, because of the spread of data innovations, people

can undoubtedly acquire the ideal items and administrations through different correspondence advancements any place and at whatever point they need. They can purchase these items and administrations through the Internet, make instalments and even offer their praises and give protests. These items and administrations improve by making brand mindfulness in informal organisations while encouraging correspondence among people and the spread of potential showcasing messages simultaneously. The limits among individuals, organisations and nations are being lifted by informal communities broadcasting over the Internet. Presently, the start of the correspondence age and ramifications of new showcasing techniques, for example, Internet-computerised viral-intelligent SM promoting, can be seen from an expansive point of view.

In chapter 9, Yesim Koba contends that occasions are social, economic, social and common or delight based. They are held tight unequivocal dates and times to share normal experiences. Event tourism is ending up being progressively critical, conveying various preferences to the objectives. National and overall events are sifted through to make elective the movement business things, increase the number of visitors, add to budgetary progression and cause high ground, to improve the structure of the objective, increase the individual fulfilment and give socio-social improvement support. Prompt or meandering correspondence is critical for the proposed intrigue gathering. Today, occasion facilitators, who need to develop strong ties with the expected intrigue gathering, advantage from advancement as it helps with propelling the event and rouse people to participate in it. Nearby the progression of the Internet and the online interpersonal interaction, correspondence and publicising utilisation have moreover changed. High-arranged events are transforming into a central section of the movement business. The improvement of advancement and, in all cases, the usage of the Internet and web-based life have incorporated a creative and essential genuine part to event advertising communication.

Alexandra Coghlan and Lewis Carter in chapter 10 stressed on the mobile games and ICT-based MR instruments. According to them, it offers vital open entryways for the travel business. This segment reviews the present writing in both these domains and presents a novel strategy for solidifying games and computer-created reality into an interpretive instrument. As a confusing, traded off sea life natural framework, Australia's Great Barrier Reef faces gigantic interpretive troubles. No new interpretive tools have been made all through the latest 30 years. The authors explained the stages and interdisciplinary system required to design the contraption and highlight how it might fit inside the more broad degree of ICT progressions in the travel industry. The authors plot zones of future research, with a particular focus on how ICT may add to making nature-based travel industry progressively reasonable, by finding fun, inventive ways to deal with associate with vacationers in the assurance of a segment of our most well-known natural assets.

In chapter 11, Jéssica Ferreira, Bruno Sousa and Francisco Gonçalves study the advancement of Barcelo's tourist destination, breaking down the advancement of innovation in neighbourhood handcrafts. eTourism is an improvement elective for some territories. These other options, when they have incorporated

vacationer items and a characterised topographical territory, structure a visitor goal. Concentrating on the travel industry and its development, ideas and successes are researched in the tourist market of Barcelos, demonstrating the expansion of the neighbourhood economy. Prior to a subjective report and through the immediate perception and semi-organised meetings to some provincial handcraftsmen, the types of the advancement of the innovation in the travel industry of Barcelos are broke down and what their commitment to the expansion of the travel industry right now. The examination shows that, right now, the improvement of handcrafts had an extraordinary social and monetary effect, building up the offer and hanging out before the vacationer showcase. The investigation additionally infers that the new ICTs' instruments advance new aptitudes, which thusly give new open doors just as extraordinary difficulties for all clients. In the Barcelos handcraft, ICTs will upset the advancement of this travel industry offer, through the development of systems and the Internet, with all partners, sharing data and information on Barcelo's products and administrations, along these lines expanding their familiarity with the travel industry request and building up the market so as to make a more noteworthy financial effect on the destination.

In chapter 12, Gülay Özaltın Türker explains together with creating data and communication advancements and the expanding utilisation of the Internet, there have been changes in the practices of the buyers during the buying choice procedure. The present customers acknowledge a large portion of the choice procedure stages (e.g. assembling the data, deciding the other options, assessing the other options and in any event, buying) from the Internet. Tourists who might want to buy a holiday are additionally utilising the Internet during their vacation choice procedure. Today, sites which turned into an undeniably famous data hotspot for the purchasers assume a critical job in potential guests/sightseers' decisions identified with the goals. Sites are utilised as a conveyance and advertising device in advancement and showcasing of the travel industry goals. Right now, the plan and substance of the destinations sites ought to be on a level that would draw in and fulfil the tourists. Principally authors talked about the visual and sound-related components which influence the impression of tourists and the application territories of these variables in web composition. At that point, the subjects, for example, the key highlights of the sites, data that ought to be given on sites, the structure of the site and their capacities will be secured. The parameters that ought to be contemplated so as to assess the presentation of a site and the assessment criteria for the destinations will likewise be incorporated inside the setting of this part. This chapter discussed the advantages that the sites accommodate goals and the achievement elements of the goal sites. In the end area of this chapter, authors recommendation identified with the variables that ought to be contemplated in destination web architecture.

In chapter 13, Sinha, Hassan and Ghosh define that the tourism industry has generally gotten a handle on advancements to improve operational abilities, organization quality far beyond customer steadfastness'. This chapter reveals information technologies (IT) as an imaginative method to manage to advance the travel industry objective from the viewpoint of destination marketing organization (DMO). Unequivocally, thought has been given on how senior managers are applying

different sorts of creative mechanical assemblies to advance their travel industry business. Recently, DMOs are executing a couple of restricted time devices with the usage of development like getting a handle on the versatile advancement, SM, online advancements and building fruitful promoting systems creatively to battle with the awful test in development trade. It is like manner endeavoured to give an information perception of the changes in objective chief's constrained time techniques with the progress of technologies. In light of basic research with objective managers and using the composing review an assortment of innovation-based devices utilised by DMOs for the headway of the travel business at the objective level was perceived and their individual effect were evaluated to recognise the ramifications for the benefit age. To accomplish the referenced objectives an explorative examination reliant on major portion examination nearby Pearson Association & Simple Linear Regression were coordinated to take a gander at the individual impacts of the particular restricted time gadgets used by DMOs.

In chapter 14, Anurodh Godha discussed about the importance and role of blogs in selection of a tourist destination. Moreover, he elaborated the travellers' path to purchase. The chapter further defines that marketing strategies can be best used to resolve the issues related with selling and buying.

Chapter 15 by Gül Erkol Bayram believes that IT appears as a useful tool for the tourism industry. The movement business the board are the most critical opportunities for using information development with the prerequisite for social event information in tremendous sums and dispersal of the movement business the officials. The heterogeneous thought of these associations suggests that information correspondence technologies uses change from section to territory and from the administrators to the board in the movement business division. The progression of information advancement has made new application zones for the movement business directors in especially profitable support and offered gadgets to authentic globalisation, information development has an all of a sudden bit of the movement business the officials by virtue of information creation dealing with and transmission for the board which is the noteworthiness of step by step works out. So both rapid improvement of the movement business demand and the movement business supply has become a fundamental accessory of information development and subsequently, information advancement expects a noteworthy activity on the travel industry promoting dispersal, headway and coordination. In view of this importance; the impact of information advancement on the travel industry portion is regarded to be investigated. This area is furthermore noteworthy that nerves that information advancement uses accept powerful employment in picking the organisation for the client. Inside this interesting situation; this chapter makes out of the information society, information development improvement and the travel industry, the use of information innovation on development, warmth, the travel industry section, its challenges and inclinations.

Priyakrushna Mohanty in chapter 16 informed that the travel industry is known to be both well-known and infamous in a way that there is an obscured line between how much the travel industries are sensible. Regardless, there is no denying the way that the business needs imaginative and refreshed frameworks to ensure sensibility. Advancement, of course, is making phenomenal strolls in