

A study On Travel Technology To Enhance Travel Business

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Abstract:

The travel industry is one of the world's largest and most enduring business. Trends might come and go but people will always need (want) to travel for work, business or for pleasure. Travel technology has been transforming the travel industry and is enhancing travel experiences. There are several online websites that are changing the travel industry. In the digital age travelers can book travel online. Change and upgrade in technology has presented new set of prospects for small businesses in the travel sector. The arrival of technology is promoting a change in the travel and tourism industry regarding how companies are adopting various technologies to improve operational efficiencies and meet customers' expectations. The increasing competitiveness in the global tourism market encourages tourism. Operators to invest in more in promotion, resources knowledge and quality in order to achieve satisfactory growth. So it is extremely important for travel company to be in touch with the latest high-tech trends and have the knowledge requires to effectively respond to the challenges of global competition. Internet technology provides high quality and efficient operations in all economic sectors including the tourism industry. In this paper the benefits of travel technology to enhance travel business were analyzed. Tourism as an industry have an remarkable impact on the economy growth for governments, foreign exchange earnings, income and employment generation are the key drivers of economic growth which encourages investment in the industry. This paper aims to investigate the role of technology and applications in the tourism business.

Key Words: Travel Technology, Benefits of technology, Digital tools, Social media,

Introduction:

Tourism is a travel for some purposes. Tourism is an act of spending time away from home in pursuit of recreation relaxation and pleasure while making use of the commercial provision of services. The network of communication satellites has enabled the fastest information transfer among all parts of the world. Technology is entering into an every field today. Virtual tours are very frequent nowadays travelers and tourists can easily preserve their memories through the various forms. Technology is changing every aspect of how we travel from planning the destination to how we reach to the final place of interest. It gave a new direction in providing personalized high value services by the service providers and made the tedious aspects of traveling interactive and engaging for the traveler. Planning for a tour or visit to place of interest for vacation is searched and planned over the internet and in this process amount of data is generated by users that service providers are already using to drive targeted marketing campaigns and offers. Access to data has given service providers recommended personalized itineraries segment similar traveler's activity recommendations and much more. From the moment a user books hotel and flight tickets to the destination he or she returns from the trips and gives reviews the internet is a part of the user's journey from the beginning to the end. The travel and tourism industry will have to adopt relevant technologies to keep up with the changing traveling trends. Customer's interface is very significant aspect of the travel industry and technology can help

service providers bridge the gap between what they are offering and what traveler's want. Travel is a basic human nature. Technological revolutions in the last few decades and the resulting in resulting changes in the social systems go faster its intensity in the current century thus tourism is presently a mass phenomenon involving every human being in the world. They need detailed information about each place they intend to visit.

Objectives:

To explore the new travel and tourism technological trends in tourism sector.

To examine the implications of key trends on tourism business.

To consider how the emerging tourism trends will shape the future of the tourist sector.

Research Methodology:

The purpose of the study is to find out the role and importance of travel technology and their benefits to the tourism sector. The study is based on the secondary data provided by journals, blogs, books and internet.

The role of technological Digital Tools to enhance the travel business.

The next game changer for social media was the smartphone camera. This is one of the digital tool used by major population today. Several billion people across the globe carry a smartphone, which means that many travelers are carrying a video camera in their pockets. No longer do customers have to produce an expensive and time consuming video to share a bad service experience they can simply capture an event in real time and post in on social media. Social media and online communities' social media which became possible through the development of platforms that allowed individuals and companies to communicate, is linked to both technology and big data. One source of big data for customer analysis is user generated comments on social media. This era was known for the development and maturity of the internet as a commercial tool. In this era technical terms such as World Wide Web, LAN, Google maps, e mail, laptops, smartphones, and e commerce became home names. This era can be described as digitization as much of the online media platform. The information is the base for understanding behavior when travelers interact with the internet and travel websites for important tasks such finding information and planning a trip. This digital tools aimed primarily providing technical solutions for making travel decisions for the travelers. Smart devices help travelers to record time, speed, distance, location and allow instant communication with of trip, Using digital tools mining of travel experience data will enable travel agents or tour operators co-create tourism spot packages and create attractions and experiences that better suit the incoming visitors to enhance loyalty, engage consumers and enlist visitors.

New trends in travel technology adopted by business travel companies

The innovation in the travel industry is coming to rescue by enhancing travel experience innovative travel portals are being designed to enhance the user experience. Improvements in the travel technology have led to the creation of such travel management systems that optimize travel and cost for Tourism Company. Based on the travel trends tourists are traveling more than ever and hence a dedicated travel management system has become important. The travel trends and technologies incorporated in these travel portals make them user friendly and easy to use. Travelling has become more common due to pricing the airfare is no longer is no longer hurdle for a tourist and hence there is significant increase in passengers travelling through air travel due to the boom in the travel industry in the past few years it has become very tough to meet the requirements of the clients.

The current travel portals are smarter and are capable of providing the right information to a user based on his previous travel history. A travel company can use digital tools to track the travel budget can be generated through data analysis. To ease the task of travel operators travel technology software and solutions to fulfill the needs of industry.

Geo location technologies that track information that enrich travel experience from route planning to accommodation arrangement and journey planning are in good demand from trendy gadget markets. Tourists want the comfort and security of knowing that if they get any trouble at any point of their journey they are able to reach out to someone who can help them.

Benefits of technology in travel business

In a travel business services are passed to the clients through the distribution channels that link the customers with the businesses. For many years the tourism businesses may have distributed their products and services through intermediaries. The latest advances in technology have brought significant changes in this regard. More individuals and corporate customers are increasingly benefiting of latest technologies, including digital media. The development of mobile devices and their applications are offering a wide range of possibilities to the travel industry. Consumers are using smart phones and tablets to purchase tourism products. These issues have inevitably changed the structure of the tourism industry in terms of control and value for money to consumers. Tourism businesses are increasingly selling through the internet via websites and travel search engines.

Technology helps to have more personalized travel experiences. Modern travelers are looking for customized and unique travel experiences with the help of technological advancement. Many websites offer the best services which are readily available for travelers to make trips of dream vacation.

The tourism business has focused mainly on the travel application development to improve the traveler's experience. With the help of new technologies travel companies created well-crafted travel applications which are highly useful for their users.

Social media changed the picture of travel experience dramatically it changed the way we experience the world around us friends, relatives generally like to share new and unique experience of travel through their social media accounts and social media pages which boosts to travel marketing they also share their future travel plans way before this type of data is gold mine for travel companies. Some people gives feedback and reviews about the travel company about their trips which assists the company to gain travelers faith and offer them more personalized service. The best reviews on social media attracts for new people to travel with the company and helps to maintain social media pages of the brand and communicate with the guests thus maintaining the social media reputation likes dislikes and reviews.

Digital technology has completely changed the way people connect with airlines and other travel. It has created a twenty four hour relationship with the people for any issues or problems they use to call customer cares numbers and due to heavy number of callers people always get busy tones. With the help digital technology the travel world changed a lot travelers are finding new ways to connect with travel agencies

Tour operators adopted a new way to sell tours and activities online. Every tour operator is using an online tour booking system and this system manages all the booking system which facilitates the functioning of the travel companies.

The mobile technology is adapted by the travel companies to promote the travel business it has become tour guide for tour operators and travel agents it is used for best restaurant locator, google map, transport, accommodation and more the travel company utilizes smartphone for everything on the trip.

Virtual reality or Augmented reality also make their mark in the world many companies organizes virtual tours to show the customers the places of interests and the facilities they are providing to their customers virtual assistants that meet all the needs about the weather to turn on the electronic gadgets etc. Virtual reality has made it easy for a travel agent to sell a tour to prospective travelers through the means of a viewing googles that allows a traveler to experience a destination in a unique way even before actual visiting the tourist place. The virtual reality in tourism industry has increased awareness about a particular destination or experience more than showing pictures in a brochure which in turn has helped in creating awareness for Sustainable, Responsible and Eco tourism.

Mobile apps helps tourists to book their tickets at the right time transit apps helps a tourists to travel at low expenses in short artificial intelligence helps a tourist plan and execute their vacation with confidence.

Chatbots can easily resolve the routine queries of the clients.it is used in travel sector this enables human employees to focus on resolving complex customers problems and performing other managerial tasks that actually requires human intervention it gives personalized service to the clients.

Technology helps to update data instantly as modern day customers want every information right way with the latest instant bookings instant comparisons, instant confirmation and immediate cancellation.

Travel technology helps to build effective strategies to improve customer experience thus creating an incredible experience for the clients with a perfect mix of technology and human touch.

Travel technology assists the tour operators to ease the navigation and booking process it helps to develop a mobile optimized website, helps to create high resolution picture for travelers.

Technology has improved the experience as tourists

Client satisfaction is the main moto of travel companies. The travel companies upload all the necessary information related to the destinations and places they visit clients can using the search engines can access the up to date information about the place of visit. It is the internet revolution which has made tourists more inclined toward travelling and vacationing. It has spurred them on to make more adventures travel plans without doubts. With various travel and tourism portals available on net it is easy for the tourists to do research and finalize their destination. Reservations for hotels airlines and other travelling arrangements can easily made via tour operators and travel agents. They can even compare the prices of various airlines hotel or tour operators and make choice. Any delays or changes in plans on the part of airlines and travel operator can be communicated instantly with advancement in technology so they will not suffer from inconveniences. The experience on vacation destinations have become better with growing technology. The tourism industry has thus experienced a boom the consumers are happy and showing a preference to travel more and more. With the increased inflow of tourists as a result of progression of technology the consumer satisfaction level is increased.

Travel technology is helpful to Tour Operators and Travel Agencies

Travel technology helps the travel industry to connect travel agents and suppliers. It allows travel agencies and tour operators to book flights, hotels, activities and more via interface that connects to hotel, travel services, distributor channels and more.

Benefits of travel technology for travel agencies are

The technology aids to incorporate suppliers, automate reservations and accounting manages back office processes and manages distribution system. It helps travel agents quick filter options for their clients and enables travelers to do booking independently to an agency.

Travel agents are getting to airline inventories and offer services to their customers by utilizing the GDS system. A GDS(global distribution system) refers to framework system interfacing different sellers of services with end customers or travel agents and license them for direct holding organizations just as various businesses for example air ticketing, airline, and transfer etc. GDS has risen as a business in their own right spend significant time in travel distribution for a wide range of distribution Sabre, Galileo, Amadeus have develop as the GDS with the biggest market shares. GDS is also a computer network and often used by travel agency to see real time information and data about the availability about hotel rooms flights and other travel services that information is very supportive to travel agents which can sell travel products and services to their clients. With sabre GDS software engages travel agents to build their market reach to leisure and corporate travelers. Sabre software system which is an efficient and cost effective distribution channel that helps airlines

car rental companies' hoteliers to increase their market reach. Sabre GDS system is used to build travel portal website.

Findings:

Travel technology companies are basically IT/software provider companies who offer technology solutions for travel like for Travel agency, Tour operators, Travel agency, Travel management companies, Destination management companies, Online Travel Agencies etc. There are multiple technology companies who offer their technology solutions to travel companies. The major challenge with the travel companies is they do not understand technology they are experts in travel only so either they hire a resource or consultant who is expert in travel and technology both. As this is the safest approach for any travel companies. Travel technology solution is more advanced solution technical to create travel applications like Travel Agency Applications, Tour Operator Software, Travel Technology module site development ultimately this travel technology is particularly interesting within this brand new age travel styles it is among the very promising travel technology trends for tourism for tourism related businesses since it permits them to transport clients to a digital recreation.

All major tourism companies have become aware of the importance of technology and the huge opportunities it provides for modern businesses. Smart tourism is a new form of tourism through the application of cloud computing, big data artificial intelligence and modern technologies in tourism experience.

Conclusion and Recommendation:

This paper discusses field related to tourism and various technologies available to enhance the existing infrastructure of tourism industry. So the coming future will see travelers requiring an increasingly personalized service, with companies able to suggest them customized products on the basis of their profiles and past behavior. With many travelers already seeking a more customized and local experience truly personalized trips are already beginning to take off. Travel technology is needed to deliver best solutions for every tourism company to understand travel needs and increasing travel needs and their business profitability by boosting their sales. The travel industry is one crucial industry where interaction with the consumer is becoming more important and technological advancements are letting corporations get closer and know their customers a bit better. Tour Operators are forced to establish booking engine. The more innovative solution adapted the more tour operator will stand apart in market and can withstand competition. In future customer go with individual tour operator because of level of personalization provided and quality of service. However this would increase administrative work. Here technology can play in a automating few process and task. As the customization and personalization increases there will be a need for more employees. Technology will be required to keep the large team connected and globalized customer data across team and branches in travel business.

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