

Investigating the impact of information technology on a career

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Information Technology in the Tourism Industry Information technology (IT) has drastically transformed the tourism sector and changed the competitiveness of tourist destinations and companies. The fast growth of tourism demand and supply boosts the adoption and implementation of IT in the industry, particularly for coordination, promotion, distribution, and marketing (Lee 153). IT has become part of tourism operations and is regarded as a means to enhance competitive advantage. Furthermore, decision-making by means of modeling programs, databases, and decision support tools help tourism managers nowadays. Owing to information technologies, advanced proficiency can be acquired by any tourism manager (Frew 138).

Information technology transforms how business is carried out in the tourism industry. More particularly, marketing prospects are growing; modernization in customer service personalization and service technology takes place; and information on every tourist service is accessible virtually across the globe. Wireless communication technologies, data and text communication among guests, managers, and employees are currently being implemented by the hospitality industry (Yeoman & McMahon-Beattie 274). Consisting of expert systems and portable communication devices, these technologies enable tourism personnel to provide the finest customer service.

Therefore, in order to remain competitive in the future and to meet tourism demands sustainably and securely there is no other alternative but to integrate IT and improve the interactivity with the customer base and the bigger market. Moreover, top management dedication and groundbreaking business process restructuring are needed with a long-term strategy

planning throughout the organization (Lee 155). At present, information and choices are accessible on the Internet and customers can select the best from these choices to transact. This has lessened the needless haste of customers in travel agencies.

Works Cited

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