

THE IMPACT OF IT SYSTEMS IN TOURISM AND HOSPITALITY

Arta KADRIU¹, Agim ASANI², Elsana AQIFI³

¹*Department of Tourism, Faculty of Economics*

²*Department of Tourism, Faculty of Economics*

³*Department of Business Economics, Faculty of Economics*

**Corresponding author e-mail: arta.kadriu@unite.edu.mk*

Abstract

With the development of the tourism industry, many other aspects of the tourist experience have evolved, and information systems in tourism and hospitality have improved and expanded worldwide. Nowadays, nearly nothing can be accomplished without the assistance of information systems. According to research conducted by the World Travel and Tourism Council (WTTC), tourism contributes 10% to the global Gross Domestic Product (GDP) and employs over 200 million people. The term "tourism" comes from the French word "tour", which means travel and includes a broader study of people's activities for temporary movement for work, pleasure, or other reasons. A tourist is a person who travels from 24 hours to a year and with a minimum distance of eighty kilometers, for personal reasons that are not paid activities at the place visited. Tourism as a service industry consists of tangible and intangible parts. The two categories include transport systems (air, rail, water, road), catering services (accommodation, food and beverages, walks, souvenirs), and related services (banking, insurance, security, and safety). Unlike the tangible categories, the untouchable categories include vacation, culture, various adventures and recreations, etc. Over time, tourism has become a very important sector due to rapid changes in tourist behavior, flexibility of structures, development of transport, information technologies, etc.

Keywords: IT system, tourism, hospitality, development

1. Introduction

Over time, tourism has become a very important sector due to rapid changes in tourist behavior, flexibility of structures, development of transport, information technologies, etc. We will focus more on tourism and information technologies that provide the country with very important tools for economic development.

Information technologies (IT) stimulate:

- Globalization and geographical and operational expansion of tourism;
- Organizations to coordinate their activities to spread regionally, nationally, and geographically;
- The organization's ability to: manage its resources, increase productivity, and develop partnerships with its clients, other organizations, and others.
- Maintaining the competitive advantage of organizations.

The tourism system is also globally recognized as electronic tourism (e-tourism) which digitizes all processes and value chains in tourism, hospitality, tourism, and catering. Organizations working in the field of tourism are one of the largest and oldest users of information and communication technologies¹. Three main factors in the development of IT have a direct impact on tourism, namely computer reservation systems, global distribution systems, and the Internet².

The impact of IT on tourism is seen in the way it is distributed in tourism and the way it is delivered to tourism products or consumers. A tourist consumer is a person who buys a tourist product, through several forms: through intermediaries (travel agencies), tour operators, or directly.

¹ Sharda, N., „Tourism Informatics: Visual travel recommender systems, social communities, and user interface design“, Information Science Reference, 2010.

² Pease, W., Rowe, M., Cooper, M., eds., „Information and communication technologies in support of the tourism industry“, Idea Group Publishing, 2007.

2. IT system in tourism and hospitality

Last time for travel agencies that play the role of intermediaries, we can say that they are less accessible to tourists because due to the development of new systems for managing tourist destinations, tourists or buyers of travel products will have the opportunity to make a reservation directly and pay electronically and even create your package arrangement according to your requirements. The main motivating factors for using the Internet in travel and tourism about travel agencies are 24/7 availability, rich and new information, opportunity for review and comparison, global availability, choice control, current booking and confirmation, lower prices³.

Information technologies and tourism are two key elements that:

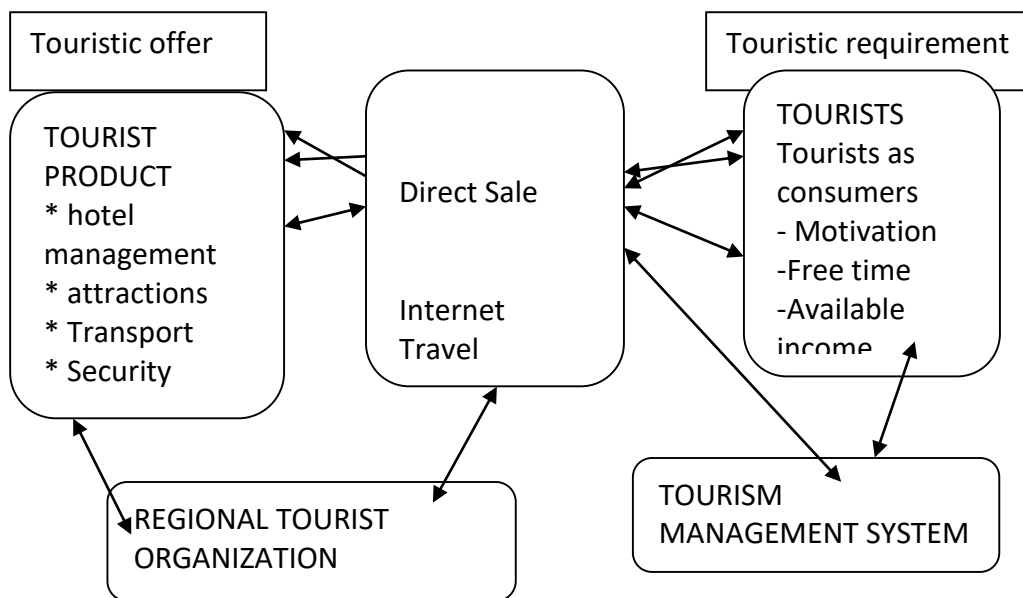
- Increase efficiency in management and communication;
- Improve the quality of products and services;
- Provide new products and services;
- Create new experiences through partnership;
- Provide strategic opportunities and important tools for economic growth;
- Improve the distribution of tourism on the electronic market, etc.

The Internet is also an important tool in the travel of people with disabilities (around 127.5 million people in Europe have limited mobility, and when you add the people who accompany them, you get the figure of approximately 200 million potential customers for the tourist market)⁴.

3. Electronic tourism

The Internet and information technology play the role of mediation for all participants in tourism using e-tourism. In graphic no.1, the role that e-tourism plays is well-illustrated

Graphic1. Electronic tourism

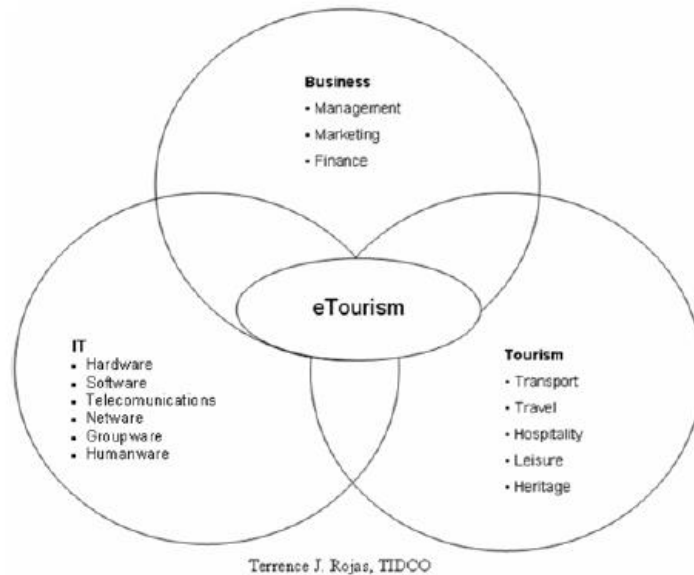


³ Zhou, Z., „E-commerce and information technology in hospitality and tourism“, Thomson Learning, 2004.

⁴ Gretzel, U., Law, R., Fuchs, M., eds., „Information and communication technologies in tourism“, SpringerWienNewYork, 2010.

E-tourism also plays an important role in business management, information technology, and tourism. Shown below in graphic no.2.

Graphic 2. Electronic tourism



The use of information technologies is also very important in the catering industry, which means that a catering company using the hotel system can operate simultaneously in many other countries where it has its hotels. The most important thing in the hotel reservation system is the way of providing services, the result of which will be the profit. There are two types of activities in the value chain, primary and secondary activities. The first phase belongs to the consumers, which means that through the consumers of the catering services, the information about the services can be obtained and delivered to the clients through the marketing that is done to the services. As an example, we can take hotel service, the product is a room that needs to be booked. The production process includes cleaning and preparation for new customers, and services offered by the hotel upon arrival and during their stay. Sales and marketing have all the activities associated with booking a room and using the services.

There are several support activities, which are:

- Organization infrastructure;
- Human Resource Management;
- Technology.

It is important to emphasize that the higher the value of the company's products and costs, the higher the company's profit. The value chain must be in coordination with the system of all partners, which means that their work should be efficient, in case one of them does not perform its task properly then it is known that there may be a failure of the whole system. In this way, the tourism industry is growing, which means that there will be a need to expand the e-tourism infrastructure in the hotel industry.

Last time, technology systems such as Web, Web services, agents, Cloud Computing⁵ and others have been part of various e-tourism applications.

⁵ Distributed Internet Accounting (Cloud Computing) means that the user no longer needs to install software on their computer or buy additional resources or services, but it is all available and can be rented on the Internet.

According to the latest data and conclusions, it can be seen that e-tourism covers 40% of the global electronic business, hence it is seen that a new e-tourism platform is needed which will include: creating travel packages, planned trips, price transparency, various promotions, and marketing.

As above, we have emphasized the role of information systems in the work of travel agencies, systems such as Amadeus, Travelport, and Saber, play an important role in the work of travel agencies and allow them to work effectively in the travel market. All information systems should have modules that help travel agencies solve their tasks, which are Extranet and Internet solutions. The extranet allows travel agencies to access private parts of the system during the search for free accommodation, booking, financial transactions, concluding contracts, etc. The Internet allows customers to find their offers from travel agencies on their websites, where travel agencies offer all possible travel offers and information for customers.

Amadeus Solutions is a system that assists travel agencies with many things when it comes to long-distance destinations, booking, transportation⁶. Amadeus solutions are divided into four areas: Distribution and content, Sales & e-commerce, Business Management and Services and consulting. We will show you some of the features of the Amadeus system used by travel agencies:

- Air - with the help of this function you can see the flight schedules that are available flights by date, direct flight lines, prices, prices of the total trip, issuing a ticket, etc.
- Hotel - with this feature, we can have access to a view of all hotels and free facilities of the hotel, hotel information, and reservations. etc .;
- Rent a car - with this feature, we can see which agencies offer to rent a car, which is free, prices, reservations, and more.
- AIS (Amadeus Information System) - with this function, we can get information about all airlines, their details, marketing, etc.
- Amadeus email - This feature allows customers to receive their travel plan via email directly from the system or their PNR booking code.
- Amadeus SMS client - allows customers to receive information about their booking on mobile phones.
- Amadeus Master Pricer Expert - this feature shows all the best prices for specific travel lines.
- Amadeus Agency Manager - this feature allows you to download data directly from the Amadeus booking system, which at the same time makes it easier for the agent to manage the cash register at the end of the day, manage sales at the end of the BSP period, and track demand.
- Amadeus.net - is a website that provides a quick overview of flights, hotels, car rental, and other travel information, etc .;
- Check My Trip - with this feature, you can see the trip plan.

4. Conclusions

Tourism as an industry cannot function without tourist destinations. A tourist destination is a tourist product that connects the products, facilities, and services that meet the wishes and needs of tourists. A tourist destination can be a famous city that has many attractions, facilities, and services to offer to tourists. All these elements when combined form the product. Lately, tourism is becoming more modern, and tourist destinations are trying to meet the demands of tourists, what tourists are now looking for is different information about accommodation facilities, infrastructure, attractions, etc.

What is important for travel agencies that offer different travel offers for different travel destinations is that the travel agency that will provide the most efficient and fastest information to customers will have greater opportunities to be selected by a larger number of tourists, which means there will be a higher frequency of

⁶ Методијски. Д., Петкова. А.Т., Цуцулески. Н., (2016), "Информатички системи во угостителството и туризмот", Универзитет "Гоце Делчев", Штип, Р. Македонија.

clients who will request travel services from that travel agency, and thus the profit of the travel agency itself increases. Destination management is one of the most important tasks, because it requires cooperation with all local managers and interested clients, to better develop the destination.

From all these, we conclude that lately, IT technology has taken the most important part of our daily tasks, especially in the tourism industry it takes the most important place.

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