

Review Article

A Review on Travel and Tourism System

Pranav Agarwal¹, Harkirat Singh¹, Anurag Saini¹

¹Department of Computer Science & Engineering, University Institute of Engineering, Chandigarh University, Punjab, India.

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Corresponding author:

Pranav Agarwal, Department of Computer Science & Engineering, University Institute of Engineering, Chandigarh University, Punjab, India.

E-mail Id:

19bcs3031@cuchd.in

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A B S T R A C T

Travel has been one of the major growing industries right now. Starting from the time of depending upon the local reviews to travel, to now knowing about various travel destination in the blink of an eye, internet helped a lot in the industry. Various research papers have also been published in order to detail out more about the possibilities of the technology for the tourism industry. However, it has also been noticed that there could be some internet related issues as well in the tourism, which are also often researched upon. E-business is another opportunity in the tourism sector.

Keywords: Tourism, Internet, E-Business, Review, Travel

Introduction

Since the invention of 'www' in 1989 by Tim Berners Lee, it had changed the world we live in drastically. It gave various opportunities in the world for various job and work. The traditional methods of doing business also got re-invented. Various sectors were affected and were quick to accept the change the world underwent. The travel and tourism industry became one among the very first sectors to adopt the internet technology by introducing direct airlines tickets to the tourists and its customers via web. A significant portion of destination marketing has also moved to the web. Web 2.0 has received a considerable volume of travel-related information and reviews in the form of blogs, vlogs, and reviews in recent years (Huang, Chou and Lin, 2010). The keywords travel and tourism when entered on search engines, these blogs and reviews are mostly highly ranked results (Xiang and Gretzel, 2010). The number of research studies on the topic reflects the fact that the Internet has had a significant impact on the tourism business (Law, Qi and Buhalis, 2010). From the period in which individuals preferred travel by taking advises or we can say reviews about the travel destination from other people verbally, many things have changed till now but what has not changed is to get reviews from people about

a travel destination before travelling there. This is mainly because now people now have access to internet which allows them to connect with more people across the globe without even reaching there physically.

This research paper is made mainly to examine the research papers on relation between tourism and travel and the internet from the year 2001-2010, so that the areas of research and concentration can be highlighted. Various research papers were read and analyzed in order to examine and conclude the unanswered questions regarding pros and cons of the same. As a result, we developed this research paper to detail out the possibilities of internet in tourism and travel sector. The rise of Web 2.0, became one of the many important changes in the internet domain research. Rest of them are social media, e-commerce, etc. We conclude that the various analysis of the internet possibilities in tourism and travel sector need to be improved in order to make it more relevant to the future research of the subject.

Methodology

To know in-depth of the topic, research papers are one of the vital sources of information in the tourism and travel or in any other sector. Such research papers allow scientists to have a look on what has already been done or studied,

what are the trends going on in the market and what parts are still left untouched or unanswered. (Buhalis & Law, 2008; Wareham et al. , 2005).

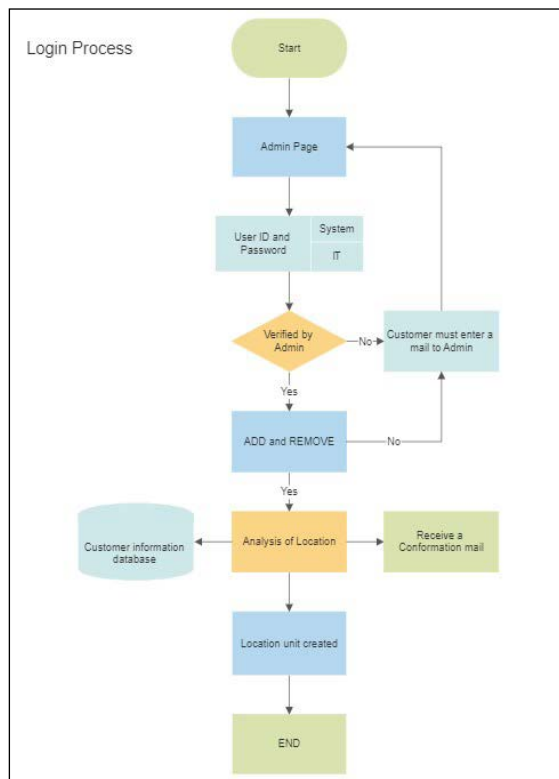


Figure 1

These research papers or the information they contain also works as a basic foundation for the researchers or scientists to work upon and they also help in figuring out that what could be the possible methods of research and areas to discover for the required sector. The goal of this research is to thematically categorize contemporary tourism and the internet related research. This is done to discover research concentrations and research scarcity. The approach used in the research to identify the trends, areas of concentration and to create new areas to work upon is longitudinal in nature. The approach of research is meta-analysis for the literature research. From 2001 to 2010, articles for study were obtained from tourist journals. This time span spans the history of world wide web and tourism research and is self-sufficient in itself to provide enough information to create a good amount of literature on the required domain. This approach and the longitudinal nature of study provides enough data on various trends, patterns, and themes as well as major online database through keyword searches and the literature gaps. Google scholars was also used to search for the research papers and articles on the required topic. The keywords that were mainly used and considered were e-commerce websites, e-business, tourism, travel, world wide web, etc. No need to mention that the research paper is focused on tourism

and travel in connection with the world wide web or we can say the Internet.

Website Design and Evolution

The number of articles and research paper that were published is 56, the majority of which focused on website-related topics. In contrast to e-business, the focus of this category is on the website rather than the commercial ramifications. Since many people and tourists now a days use the tourism sites up to a large extent, mainly for blogs, vlogs, information regarding the tourist destination, purchases and also to calculate their expenses, it becomes one the crucial part in the research of the topic. Website design, for example, is critical for portraying excitement and interest in a place or voyage. Tourism experts must themselves have some knowledge of the design languages and feature to be used in the tourism website instead of only relying in the developers and expect them to make a proper and effective website. Over the course of the study, the research topics have varied. Initial research papers were mainly the broader explanation for the topic instead of being a point specific or we can say that focused on a specific region or attribute of the website. Most of those initial research papers were formed on the basis of some classifications such as measuring the success of a website or the important elements of the same. Knowing that the consumers or here we can say the tourists make some quick decisions on the basis of some first impressions which are mainly based on the websites' design and successive elements, many of publications worked upon the above stated point. Another study investigated the role of website atmospherics in producing an emotional reaction (Bork, 2010). For the emotional reactions to trigger, elements like image, content, structure becomes one of the most crucial and essential variables in a website. The website designing has gained a significant amount of popularity in past few years. Lack of financial resources and lack of technical skills are one of the major barriers in the field of website development according to the research done for web developers as stated by Sung, Arnold, Lee & Defranco in 2005. A great explanation and assessment of the literature on tourism was explained by Law et al (2010). This study was taken into consideration by various group of people and businesses, and it came out to be an exact explanation for hotels as well. Following the same, another study was done on the websites of various categories of hotels, and it came out to be true as there was actually a significant difference between the website elements and attributes of the various categories of hotels based on their start rating for example, comparing a five-star hotel website to a four- or three-star hotel website (Bojanic, Zhang and Musante, 2009). A good update that as the result of such intensive researches and work done on the same, the researchers are near to understanding what exactly is required to

make a good tourism website that is well suited to the consumers or we can say that customer centric design. One of the major emerging issues in the domain is the increase in the use of social media in websites and the contents that are generated by the customers or here we can say tourists. Which brings us to the concluding statement that says that still there is needs to work and research more on the emerging issues and to conclude out the pros and cons of the same.

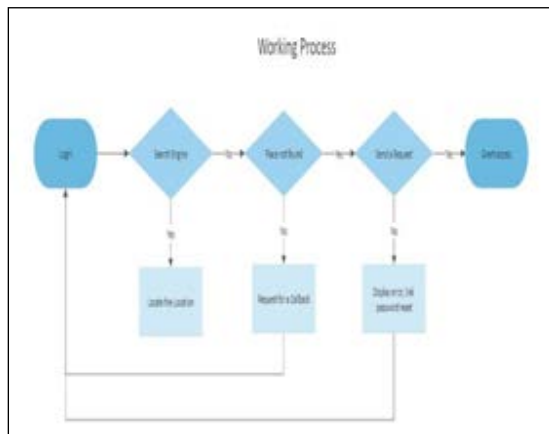


Figure 2

Marketing

We see that marketing also a subspace of digital business at that research, the volume of papers published on the subject warrants its own category. Also, the tour and travel marketing journal are prominently shows on that area, many of the papers are from other publications, suggesting that marketing difficulties constitute a major study focus throughout the discipline. World wide web marketing also shows a significant type of domain and shows the ads of many firms as consumers spend more time on the Internet. Over time, the emphasis of research has evolved from exploratory investigations to concerns of the combining of market domain and socialism also communication E-Research By the lots of discussion, the error of using the World Wide Web to get material for this paper. In that research there is important for tourist industry since the world wide web has very positive ways for data collection, like eliminating the need for shipping fees. Research has explicitly investigated the advantages and disadvantages of conducting surveys through the internet as opposed to sending out traditional mail, The findings of that study revealed the responses in two group with its differences but a smaller response survey rate from the world wide web. Another case investigated the same error also discovered that both methodologies had skewed responses, with online surveys favouring seasoned world wide web users and consumers Mail surveys, on the other hand, had a higher dropout rate than persons who completed the survey halfway. Another study recruited

potential online survey respondents through travel-related virtual communities, however the results revealed abnormally minimum response and opening rates, resulting in researched samples (Illum, Stanislav, Ivanov, & Liang, 2010). It appears that the growing According to [Laurentian University] at 02:26 08 December 2014 110 JOURNAL OF TRAVEL & TOURISM MARKETING, the swing of world wide web data collecting expected to carry on novel steps are explored.

Conclusion

This research contributes to the field by categorising and analysing tourism and Internet literature generated a total of ten year of a time period. This case conclusions categorise Internet and tourist research into seven categories: Travel industries studies, however, ministerial level achieve to studies.

Frequently demand an equal majority between both of us strategic and operational factors, which can be a substantial confront for any single project for research, also add on it, research on purchase of online market, domain search, and the website making should look into that organizational dedicates to finding the things and recommend. On the previous times of world wide web and travelism research have revealed that experts and the supporters not like to underestimate, what come in the world wide web future significance, that's always still a case if experts and supporters has polled on that day. As a result, research with the use of world wide web in travelism industry is critical for keeping an informed sector that contributes significantly to many countries.

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