Research Paper **Technology**

TECHNOLOGY IN TOURISM

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ABSTRACT

The importance of information technology in tourism especially of the World Wide Web (WWW), has increased tremendously over the past years and this trend will certainly continue. Theuse of technology in tourism sector has not only save time but has also bring greater accuracy in its operations. There is no sphere in tourism which remain untouched with the technology .Whether it is reservations,transport,communication,infrastructure , publicity or tourist destination or some innovations in the tourism sector,technology has played a revolutionary role. Technology has make tourism sector more attractive and innovative than ever before.

KEYWORDS : ANIMATION, WEB CASTING, WORLD WIDE WEB, LASER SHOWS, VIRTUAL REALITY.

INTRODUCTION:

The last decade of the twentieth century has seen tremendous advancements in the field of technology .The technology did not spare any field untouched. This advancement and application of technology has made life more comfortable. The technology has bring new revolutions almost in every field. Whether it is health sector, defence sector, research sector, service sector, or science sector, technology has brought a new revolution. With the introduction of computers, the day to day life has become much comfortable. Computers not only perform operations with much greater speed, but also with much greater accuracy. Today the world is like a global village with instantaneous communication between different parts of the world. The advanced mode of transport also bring the distant places so closer. With the help of technology, millions of pieces of information can be stored in a memory or processed within seconds. The technology has not brought only changes in modes of communication but also in infrastructure. The internet has revolutionised the tourism the tourism industry in last few decades. The new applications are being discovered almost every day. It is not possible to anticipate what new discoveries will happen in the future. But all of the discoveries will increase the expectations of tourists and make more demands in the tourism industry. The impact of this technology will be felt on the systems of hotels, transport, organisations, restaurant's, travel services, entertainment arrangements and in the creation and maintenance of the attraction at the tourist sites. Let us discuss some of the vital use of technology in tourism sector:

APPLICATION IN RESERVATION:

In the recent past, the reservations were done manually in hotels , airlines, transport, or other services. But it was a time consuming and were full of drawbacks. With the advent of technology, reservations are now made on computers through personally, telephonically or through the internet. This method of reservation is fastest , easy, and much accurate. The changes in reservation can also be made by retrieving the information within no time. Usually reservations are made days or months in advance, therefore it should be executed in a well-planned, accurate and proper way. For this, technology plays a very important role. With variety of groups at different times and different requirement's, manual systems are likely to fail. A failure not only inconveniences many, but may mean spoiling the entire purpose of the trip. Several developments have taken place to make these services more reliable and satisfactory. It is due to the technology that reservations can be done from the clients home through internet with preferences and choices. Airlines and hotels can, on their own make reservations on each other's facilities directly world-wide, almost simultaneously. Airlines use several reservation systems like SABRE is used by American airlines, GALILELEO by British airways and Alitalia together, AMADEUS by a combine of Scandinavian airlines, Lufthansa and Air France, WORLDSPAN by Delta, and APPOLO by United. Some airlines make more money through their centralised reservation systems than through air transportation. Motels and car rentals are also linked to these reservation systems. The computers would automati-

cally generate outputs of actions to be taken, make list of passengers to be accommodated in compartments of trains ,schedules of arrivals and departures in hotels, vacancies in hotels or airline seat, persons to be met, cars to be arranged and so on. The reservations are also done for cruises, amusement parks, events, or any other purpose. Reservations are not only for equipment and places but also for preferences in food. Some people need religious food (e.g. without garlic, veg. or non-veg, halal food etc.), similarly food preferences for patients (e.g. diabetic patient etc.) or some food preferences for other personal reasons. All these food preferences can be intimated at through time of reservation which will be feeded in the computers and will be served accordingly. Similarly in case of MEDICAL TOURISM, reservations and prior appointments are being made with the help of internet.

Some years back, one could choose an aircraft seat at the point of boarding only. BUT nowadays airlines allow choices of seats in airlines at the time of reservation. By making reservations online, it is now possible for managers and waiters of the hotel to know preferences of their clients.

APPLICATION IN INFORMATION:

Prior to visit any tourist destination, tourist want to know about that place. Thisrequired information may be about topography, climate, accommodation, facilities at tourist site, best season to visit etc. Thetourist get all these information by the click of a button at his home on internet. This information is more reliable and up todate. Thetourism departments, tour operators, travel agents are making use of this computer technology to give the full information to tourists about tourist destination. They not onlyupload the video of the tourist destination but also give full information about it.The tourist can also get the information about the mode of transport to reach the particular tourist destination. Which season will be the best to visit the tourist destination can be obtained on the internet? Technology exists whereby the information stored can be in the form of pictures with even perceptions of depth. The best example of this is CD-ROM. Here enquiries can be answered not merely by display of words but also by pictures. In addition to it, it provides ample of information ranging from hotels to arts, crafts to cultures. Computer memories can be more complete and continuous updating is also possible.

APPLICATION IN EXPERIENCE:

The technology is also used to enhance the experience of the tourism product e.g. in Kashmir the tourists use gondola cable car project to reach Aparwhat very easily which is otherwise very difficult. Sometimes at some tourist destinations, the guides are not always present or not enough experienced to explain the history and mythology of the tourist destination. IN such cases, thecommentaries exhibits in the museum can be taped and given to the individuals with earphones, which make them very easy to know about the tourism destination or tourism product. Musical shows entertain the tourists to a greater extent, In the same way musical and dancing fountains also entertain the tourists. Computeranimation enriches the experience of travel-

ling through preferredroutes. While, in fact, sitting immobile e.g one may be cruising along in a boat on shark infested waters and a shark comes in at high speed, jaws fully open and suddenly snaps at the boat to the sounds of crumbling timber and rifle shots from the stern of the boat. Laser shows entertain the tourists to a greater extent. Artificial indoor beaches have been created in which the sun beats down, there is a real water , waves and tides. Similarly in Japan snow bound mountain slopes have been created in which people can ski under severe cold and sometimes breezy conditions. Disney land is another wonderful experience of a technology.

TECHNOLOGY IN COMMUNICATION:

In the world of communication, technology plays a very wonderful role. Video conferencing, virtual reality for display of three dimensional worlds, web casting for providing live videos and events are used .Fax machines, information through radio links and satellite computer links can reach specific points in remote areas. Microwaves play a very great role in mobile technology which brings the world so together. Contents in pen drives and CD'S can also be transmitted electronically. The E-mail also helps in transmitting electronic data. PBX and PABX systems (telephone exchange within offices) are used in hotels and other organisations.

CONCLUSION:

Tremendous advancements are being made in technology with very high speed and accuracy in information processing. This advancement in technology makes it possible to provide better services in transport, hotels ,restaurant's, more reliable and complete information about sites and attractions and improvecommunications. Technologies are still developing , use of new technologies requires not only the installation of equipment's but also changes the skills and habits of the person.

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