Emerging Trends In E-Tourism and Its Impact on Tourism Sector

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ABSTRACT

E-Tourism is the adoption of information technology in the field of tourism by transforming the processes thereby achieving effectiveness and efficiency in promoting the sector. Internet has revolutionized flexibility in both consumer choice and service delivery processes. Customers have become much more sophisticated and discerning because they have experienced high levels of service and   standards of living has grown considerably. As a result, tourists have become more demanding, requesting high-quality products, value for their money and time, however many tourism sector are still using the traditional methods thereby not attracting many tourist both internal and external This paper will focus on emerging trends in E-tourism and get its impact on tourism sector. This development has changed the process within the tourism sector while reconfiguring the landscape of commerce. The e-tourism takes different forms accessed by the customers through different channels and distribution systems.

Keywords: Information and Communications Technology (ICT), Tourism, Tourists' satisfaction, E- tourism.

I. INTRODUCTION

Tourism is the world's largest economic activity, number one in e-commerce category with the largest amount of transactions. Globally, nearly 1 billion people currently use the Information and communication technology. Thus, the emerging tourism and Internet developments have led to exceptional dynamism in the touristic industry. The adoption of e-tourism, remain essential for the growth and performance of the tourism industry. It is at the behest of the internationalization of the tourism industry that has seen the adoption of, information and communication technologies (ICTs) in the last four decades (Benckendorff & Pierre, 2014). In this regard, the industry players should be aware of and effectively implement the emerging trends of e-tourism as a catalyst of performance of the industry. However, its products are complex, intangible and consumption experience varies depending on the individual tourist at different times.

E-tourism refers to a phenomenon in which the adoption of information and communication technology (ICT) by tourism industry transforms the processes and the value chains, (Auturo & Mantejo, 2016). E-tourism is essentially the digitalization of the entire touristic industry, processes and value chains, infrastructure, services and other subsidiary industries activities. Such as transportation, restaurants, accommodation and entertainment places to maximize their efficiency and effectiveness. ICT not only offers the customer the possibility to identify, personalize and buy touristic products, but also offers support for the globalization of touristic industry,(Aref & Zahid, 2016). ICT provides information about tourist attractions in the different destinations before travelling and may improve tourists' satisfaction. The consumers-tourists are now capable of directly accessing accurate information, communicating with the suppliers and finally getting the best price. The emergence of the Internet has increased growth of competitiveness among the touristic industries by introducing transparency, speed, flexibility and variety of choices,(Auturo & Mantejo, 2016). ICT provides information about tourist attractions in the different destinations before travelling and may improve tourists' satisfaction. The consumers-tourists are now capable of directly accessing accurate information, communicating with the suppliers and finally getting the best price. The emergence of the Internet has increased growth of competitiveness among the touristic industries by introducing transparency, speed, flexibility and variety of choices,(Auturo & Mantejo, 2016)

According to Arturo and Otium (2011), the development of ICT has a great influence and transformation on tourism as a service. In addition, the industry is composite in nature, requires great effort in coordinating different types of services and the delivery of rich information in order to reduce uncertainty during service encounters. Its businesses need to act swiftly to sell unsold inventories to maximize revenue and profit. As an information intensive industry, tourism requires the help of ICT, and the two influence each other,(Benckendorff & Pierre, 2014).

The development of the searching engines, the transport capacities and the speed of the networks have influenced the number of tourists from all over the world that use technology for planning and documenting their journeys,(Costea, 2014).All these industries contribute to a nice traveling experience by lifting the standard of living, promoting employment, raising investments and thus supporting the economy, (Brodie & Winklhofer, 2013). Some of the advantages of e-tourism are, the reduction of seasonality, successful communication with the customers, raise in reservations and sales in general,(Bai & Wen, 2012). The use of the ICT has forever changed the structure and the principles of the touristic industry. The consumers-tourists are now capable of easily choosing their destination, by comparing prices and managing their financial exchanges. Tourism as one of the biggest industries in the world use internet in the most efficient way to disperse any kind of information, (Grun, et al., 2008; Marcussen, 2008).

According to Bai and Wen (2012), the influence of the growing ICT has an impact on customer behaviors management today and tomorrows marketing models. ICT not only offers the customer the possibility to identify, personalize and buy touristic products, but also offers support for the touristic industry globalization, offering efficient instruments to the tourism agents in order to develop and distribute their offer globally,(Cunliffe, 2015). ICT plays an important role as a new method in increasing the demand in tourism industry, which in turn, results in attracting more tourists and generating more income, apart from further developing the tourism industry.

The establishment of the Computer Reservation Systems (CRSs) in the 1970s, Global Distribution Systems (GDSs) in the late 1980s and the Internet in the late 1990s have transformed operational and

strategic practices dramatically in tourism (Cunliffe, 2015). As (Porter, 2014), states; removing intermediaries shortens the link between customer and supplier. Hence, customers have the opportunity to directly access to the offers featured in the tourism industry. Since the 1980s, Information Communication Technologies (ICT) has enabled worldwide tourism industry (Benckendorff & Pierre, 2014). Nowadays, the ICTs are relevant on all operative, structural, strategic, marketing levels to facilitate global interactions among suppliers, intermediaries and consumers around the world (Costea, 2014).ICT has improved quickly the effectiveness of different sections of this service such as booking and reservation. According to the statistics published by World Tourism Organization (2017), in the near future, countries without ICT infrastructures would not be able to keep up with the pace of tourism growth of other countries, which have significant roles in ICT infrastructure.

While the aims set for ICTs by tourism providers are mainly to increase efficiency of business operations, achieve cost savings as well as expand sales, the vast amount of tourism product available in the market place lead to increased product and price transparency thus improved service quality for tourists,(Ilo, 2010).Various typologies of technologies are employed in e-tourism. Consequently, sub-areas have emerged which are operational tools and systems used by tourism, hospitality businesses, or organizations to increase efficiency and competitiveness; consumer platforms adopted by tourists to search information, plan their trips, make purchases, and share experiences; distribution, commerce tools that offer distribution channels, mediate the transactions between tourists and businesses. The impacts of ICTs are becoming clearer, as networking, dynamic interfaces with consumers, partners increases, and the ability to re-develop the tourism proactively and reactively are critical. The future of e-Tourism focuses on consumer-centric technologies that will support organizations to

interact with their customers dynamically,(Eurobank, 2008). The development of new and more powerful ICT applications empowers both suppliers, destinations to enhance their efficiency and re-engineer their communication strategies. Innovative technologies will support interoperability, personalization and constant networking. (Buhalis, 2008).

Buhalis and Dimitrios (2017),revealed that the advent of Internet-based electronic commerce offers considerable opportunities for firms to expand their customer base enter new product markets and rationalize their business. (Auturo & Mantejo, 2016), also indicated that electronic business offer SMEs the opportunity to undertake their business in new and more cost-effective ways. ICT not only offers the customer the possibility to identify, personalize and buy touristic products, but also it offers support for the touristic industry globalization, offering efficient instruments to the tourism agents in order to develop and distribute their offer globally,(Hapenciuc, 2014). E-Tourism is a way of establishing commercial relationships (mainly sales) using the Internet in offering tourism related products, flights, hotel reservation, car rental and so on. The selection of right ICT tool is crucial to match the customer requirements with service dimensions. The proliferation of technology throughout tourism distribution channels and professionals use the new tools in order to retrieve information, identify suitable products and perform reservations.

Despite the fact that Information Communications Technologies (ICT) plays a major role in tourism,(Costea, 2014), there are still other tourism industry that carry out their services manually. Although it has worked to some levels, a large number of these industries have not provided all the services required by the customers. .A large number of travel and tourism websites developed and developing countries shows the importance of ICT in the tourism industry and it indicates the evolution of

e-tourism in the world. It is essential that the current information and communications technologies should be updated, upgraded and seamless integration done both internally and externally to improve the tourism business operations,(Luo, 2016),The integration of ICT in tourism would benefit both, service providers and customers bringing together other stakeholders as well, on a common platform. ICT facilitates an individual to access the tourism products information from anywhere any time,(Brodie & Winklhofer, 2013). Tourism enterprises can also reach the targeted customers across the globe in a single click on the keypad after emergence of mobile computers, web technologies etc. The Integration of ICT in the tourism industry is essential for the success of tourism enterprise.

II. Case Studies

2.1 India: The tourism industry in India is in growth stage and has a high potentiality to grow and equip well with the number of tourist destinations to attract domestic and international tourists. After emergence of low cost aircraft services, India has more growth potential of tourist. However, level of service delivery is limited because of lack of integration of ICT in,(Benckendorff & Pierre, 2014).In 2018, the United World Tourism Organization (UNWTO) has ranked tourism industry in India at 61st position as a matter of competitiveness. The number of inbound tourists reached one billion in 2012. Therefore, Indian tourism has a lot of room to prepare and attract maximum number of domestic and international tourists,(Porter, 2014). More investment and integration of ICT in tourism will play a big role in fulfilling this objective in India.

2.2.Iran: Iran as a tourism pole has plenty of cultural, natural and historical attractions due to its ancient and rich civilization gained from the tourism industry, (Costea, 2014). According to World Tourism Organization (WTO) statistics, Iran is among the top five countries in having tourism potentials. However,

Iran has not performed well in promoting its attractions to international tourists via ICT tools yet. Thus, there are essential needs for planning strategies in the field of e-tourism, particularly in e-ticketing, e-reservation, online payment, multi lingual and updated information websites. Their tourism authorities need to develop the e-tourism infrastructures in order to keep up with the competitiveness of this field to enable the country to benefit from the global benefits of the tourism industry,(Saddad, 2010).

2.3 Indonesia: E-Tourism has been an important economic sector in Indonesia for many years and continues to grow. The Internet has become a main distribution channel in e-tourism. The industry eliminate the so-called booking agents, which often have negative images, (Cantoni & Lorenzo, 2013). Therefore, ICT has closed the gap between the customers and service providers and strategically included ICT in tourism information package. ICT plays an important role as a new method in increasing the demand in tourism industry, which in turn, results in attracting more tourists and generating more income, apart from further developing the tourism industry.

From the above case studies, there is a clear indication that the new trends that come because of adoption of ICT in tourism sector has a positive impact. Comparative comparison between Indonesia, India and Iran has shown that Indonesia has had great strike in tourism industry due e-tourism compared to Iran and India.

2.4 Emerging Trends in E-Tourism

The tourists appeal more and more often to the sites of touristic information, especially to the sites that also allow bookings for accommodation or transport services,(Kanellopulos, 2010).These services are available in the emerging trends of E-Tourism. Thus, the tourists have the following expectations from the websites' services: the facility in use, the utility, the

informational content, the security, the rapidity in operation and the personalization. The hotels must, reevaluate periodically the websites to ensure that they are efficient and useful to the customers. Moreover, different studies shows that a lean design of the hotel website can lead to a loss of 50% from the sales potential,(Cantoni & Lorenzo, 2013). Emerging trends in e-tourism include:

2.4.1 Online platform

Tourists share experiences through online platforms, and their perspectives have gained more trust than traditional marketing messages. For example, TripAdvisor.com created a shift of power between consumers and businesses. As a result, the former are more informed and the latter are becoming more transparent (Buhalis & Dimitrios, 2017). However, the trust may vary according to different social media platforms. As a result, social media marketing has become an emerging area to deal with positive, negative reviews and to deliver marketing messages to attract more attention. In 2009, more than 80% of US tourists used a search engine while making travel plans. In 2013, the three major search engines were Google, Bing, and Yahoo. Yahoo, Bing both powered by Microsoft technology. Google and Microsoft have similar technology but different algorithms for ranking web pages and estimating advertising cost (Dimitrios, 2008).

2.4.1.1 Online Reservation Systems Portals: The online reservation systems provide a solid background for touristic industries to use, make its reservations, not only, through the Internet,(Luo, 2016). The tourists appeal more and more often to the sites of touristic information and especially to the sites that also allow bookings for accommodation or transport services. Thus, the tourists have the following expectations from the websites' services: the facility in use, the utility, the informational content, the security, the rapidity in operation and the personalization,(Hapenciuc, 2014). Hotels must reevaluate periodically the websites to ensure they

are efficient and useful to the customers. Moreover, different studies show that a lean design of the hotel website can lead to a loss of 50% from the sales potential, (Rob & Laws, 2010).

2.4.2 E-Trip Advisor

E-TripAdvisor (www.tripadvisor.com) is one of the most successful social webs in the tourism domain. It facilitates the possibility to evaluate the hotels all around the world and reunites users from the forums,(Costea, 2014). Through the analysis of the virtual communities, the tourism organizations can realize a deeper comprehension of the customers' needs, behavior and they can obtain the possibility to improve their offer. Through online communities, they can increase the notoriety of the brand,(Hapenciuc, 2014). By understanding the way in which various categories of customers appreciate different products and services, these creates the possibility to promote some attractive products on each level. For instance, Lastminute.com collects information in order to personalize the weekly newsletters sent to the customers by identifying the sectionsaccessed, making a more detailed personalization afterwards,(Kanellopulos, 2010).

2.4.2.1 Online travel agencies

The continuing evolution of information technology has had a considerable impact on the travel agency service industry. ICTs have introduced major improvements in the internal organization of travel agencies,(Aref & Zahid, 2016). Online travel agencies are a type of intermediary that emerged from the wide-adoption of the Internet. They offer a vast range of tourism services from airlines, hotels, car rentals, events, and activities. Tourists can also freely bundle different products together, some created by software companies. By integrating their back-office, Information and communication technology has become a major tool for travel agencies as they provide information ,reservation facilities, support the intermediation between consumers and principals,(Pagourtzi & Fire, 2008). Travel agencies

operate various reservation systems, which mainly enable them to check availability and make reservations for tourism products. until recently, Global Distribution Systems (GDSs)have been critical for business travel agencies to access information and make reservations on scheduled airlines, hotel chains, car rentals and a variety of ancillary services. GDSs help construct complicated itineraries, while they provide up to-date schedules, prices and availability information, as well as an effective reservation method,(Bai & Wen, 2012). In addition, they offer internal management modules integrating the "back office" (accounting, commission monitor, personnel) and "front office" (customers' history, itinerary construction, ticketing and communication with suppliers).

2.4.2.2 E-Tour Operators

Tour operators need constantly to interact with all their partners, including accommodation and transportation principals. Tourist travelers often purchase "packages," consisting of charter flights and accommodation, arranged by tour operators. Tour operators tend to pre-book these products and distribute them through brochures displayed in travel agencies. ICTs are also critical for the distribution of tour operators' packages,(Benckendorff & Pierre, 2014). The introduction of the Internet, Intranets and Extranets as strategic tools have a number of benefits for tour operators. The co-ordination and exchange of timely information is important because it allows tour operators to co-ordinate activities, to resolve potential problems and to ensure that customer requirements communicated to all principals delivering the tourism product,(Brodie & Winklhofer, 2013). Strategically, ICTs play a critical role for tour operators; however, it is quite evident that tour operators shift their focus from the information provision and the reservation mechanism to a strategic role of adding value to the product and the process. Tour operators will therefore need to re-assess their core values and identify specific market segments that they can satisfy in the future.

2.4.2.3 E-Destinations

Destinations are amalgams of tourism products, facilities and services, which composes the total tourism expertise under one brand name,(Rob, 2010). Traditionally the planning, management and coordination functions of destinations have been undertaken by either the public sector (at national, regional or local level) or by partnerships between stakeholders of the local tourism industry. Destination management System (DMS) integrate the entire tourism supply at the destination. Their contribution to strategic management and marketing demonstrate their ability to integrate all stakeholders at destinations and to reach global market,(Cunliffe, 2015).DMS offer innovative information and sometimes facilitates reservations. Destination Integrated Computerized Information Reservation Management Systems (DICIRMS) address entire range of needs and services required by both tourism enterprise and consumers for specific destinations. DICRIMS provide the infrastructure for communications and business processes between all stake holders, including consumers, principals, distributors and destination marketing organizations,(Brodie & Winklhofer, 2013).

2.4.3 Big Data

Big data in tourism and hospitality refers to this deluge of data generated from ubiquitous computing devices adopted and used by tourists and businesses. The data is getting too cumbersome and unstructured for traditional database systems to handle and, thus, specialized software is used to mine trends and correlations,(Rob & Laws, 2010). The rich data could provide a competitive advantage to any business that knows how to utilize it properly. For example, recent studies have demonstrated the efficacy of using search engine queries or a local destination marketing organization's web traffic data to forecast local hotels' occupancy rates. Many websites exist on mining social media mentions for businesses and destinations,(Cantoni & Lorenzo, 2013).The combination of different data sources will likely

generate new insights and knowledge and thus provide better experience for tourists and greater insights for businesses.

2.4.3.1 Multimedia Technology

The multimedia technology is one of the key domains of development and it influences the tourism field. The tourism, has different activities in the tertiary sector field, needs an extensive support using the multimedia representations in order to offer an image or a tangible experience to the customer,(Yongqiang & Sun, 2015). In the domain of touristic promotion, an image will always have a bigger value than one thousand words. Using the 3D animation or the video clips, the interaction and the enriching of the touristic information leads to the creation and the transmission of the image to the destination. The tourists can visualize the touristic information within the digital maps with aerial perspective in both 2D and 3D representations. The experience mediated by the computer can simulate a real visit inside of the furthest locations,(Yongqiang & Sun, 2015).

2.4.3.2 Adoption of mobile technologies

The adoption of mobile technologies has changed tourists' experiences. With access to information virtually at any time and from any place, tourists can make plans route, purchase products later in the planning stage, and ease the uncertainty and cultural barriers associated with tourism,(Eurobank, 2008). Many mobile apps exist for tourists, including flight trackers, destination guides, apps from online travel agencies, and attraction guides. Mobile technologies and especially smart phones are changing the tourist experience and ways that firms communicate and do business with their customers, (Luo, 2016).To keep customers advised of changes many tourism and hospitality businesses use mobile communication; they send delay notices, offer deals and sponsor location-based advertising. Depending on the type of business, communication can take place through emails, text messaging or GPS tagging.

2.4.3.3 Use of 3G-and4 G

The wireless networks, together with the mobile networks, allow the users, the connection of the communication dispositive to the global network, being widely used in hotels, airports, pubs etc. The 3G and 4G mobile telephony allowed attain a new level within the multimedia information communication,(Pagourtzi & Fire, 2008). The sales situated on an ascendant trend of the smart phones allows the tourists, to obtain the touristic information required without any time constraint or geographic location. In addition, the mobile services allow the tourist to book rooms before arriving to the hotel reception or to book plane tickets, to hire cars, to access information regarding the circulation program of the means of transport and to access the touristic guides of the destinations,(Cunliffe, 2015). Presently, the smart phones users have a multitude of applications installed on this dispositive, which allows the facile exploration of a space by offering information according to the customer's geographic position. Thus, a tourist can visit a touristic destination without requiring a guide. The application, according to the user's preferences, will configure a track and, as the tourist is getting closer to a touristic objective, the application will extract from the database all the available information about that objective,(Hapenciuc, 2014). Such applications are, in most cases, preinstalled on the mobile dispositive even by the mobile telephony operator, which allows the increase of the users' number by removing the technical barrier regarding the knowledge needed for installing such applications.

2.4.4 Social Media

A virtual community in the tourism domain facilitates persons to get information, to maintain develop the relationships and possibly to make decisions concerning the touristic activities,(Buhalis & Dimitrios, 2017). The dramatic impact growth of social media platforms such as Facebook, Twitter, and YouTube, in the travel and tourism sector is great. About 40% of travelers said social network comments

influenced their travel planning while 50% actually based their travel plans on other people's reviews and experiences; this is according to a Google survey in 2011. Bloggers cultivate trust by interacting with their readers/followers via social media, making recommendations, based on their personal experiences and views, (International IPK, 2012). Websites, blogs, online advertising, social media, online ordering and information repositories all help convince customers to choose a location or business. Reservations Systems, Booking engines, allow easy access by consumers and travel professionals; the systems enable individuals to make reservations and compare prices,(Brodie & Winklhofer, 2013). Many, like Expedia and Orbits, are available through online interfaces. Booking engines cut costs for travel businesses by reducing call volume and give the traveler more control over their purchasing process.

2.4.4.1 E-Hospitality

E-hospitality is beyond just distributing and servicing. It supports proven hospitality and technology products for the tourist Industry, Additionally, e - Hospitality offer support and services beyond just that of a front desk system vendor. It is postured to assist properties with all aspects of the front desk and associated guest amenities from the phone system and voice mail to Pay per View (PPV) movies, secure high speed in rooms, lobby kiosks, and even guest printing/faxing from the guest rooms,(Buhalis & Dimitrios, 2017). Hotels use it to improve their operations, manage their inventory and maximize their profit. Their systems facilitate both in-house management and distribution through electronic media. '

2.5 Impact of E-tourism on Tourism sector

E-tourism is an important boost to regional and nation- wide economic development of tourism industry. By effectively utilizing, the pervasiveness of the information and communication technology (ICT) tourism sector can grow further to a much larger scale. E-tourism plays an important role as a new method in increasing the demand in tourism industry, which in turn, results in attracting more tourists and generating more income, apart from further developing the tourism industry,(Luo, 2016).

2.5.1 Customer Satisfaction

2.5.1 Customer Satisfaction: One of the most profoundly investigated topics in the hospitality tourism studies and research is customer satisfaction. Tourist satisfaction has a prominent role in the survival and future growth of any tourism products, achievements and its related services (Gursoy et al., 2003, 2007). The intentions made by consumers' repurchase, the tourists' motivating factors; their satisfaction and loyalty are some significant aspects of tourism industry. ICT improves the quality of services and enhancing the level of clients' satisfaction as well. According to Williams (1993), the exact and fresh information related to clients' requirements is a successful factor in tourism industry. ICT increases the degree of clients' satisfaction by offering much more information in comparison with classical media. It combines multimedia forms of applications as proper images and videos of related products resulting in decreasing the existing gap between expectations made by clients and tangible observable experiences from the world around. Consumers' satisfaction results in long-term mutual relationships and it also helps us to know more about their purchase intentions (Lee et al., 2008). Bai et al. (2008) believe that in online environments, there should be a significant effort to fulfill customers' satisfaction because it increases their intentions for mutual purchase of tourism products online. Cyr (2008) has done a research on satisfaction in the hotel industry. He investigated three sections of website design: information, navigation and visual design; while evaluating relationships between trust and satisfaction with loyalty within the context of different cultures. According to Szymanski and Hise (2000), by using Information and Communication Technologies, the customer can easily choose a destination, compare prices and complete financial arrangements. ICT and Internet provide the touristic industries with

innovative and useful tools that can augment their presence in the global touristic market (eBusinessWatch, 2006; Business Forum, 2007).

ICT plays an important role as a new method in increasing the demand in tourism industry, which in turn, results in attracting more tourists and generating more income, apart from further developing the tourism industry. The tourists appeal more and more often to the sites of touristic information and especially to the sites that also allow booking for accommodation or transport services. Thus, the tourists have the following expectations from the websites' services: the facility in using, the utility, the informational content, the security, the rapidity in operation and the personalization,(Cantoni & Lorenzo, 2013). Hotel industry must, reevaluate periodically the websites to ensure efficiency and useful to the customers. For tourism businesses, the Internet offers the potential to make information and booking facilities available to large numbers of tourists at relatively low costs. It also provides a tool for communication between tourism suppliers, intermediaries, as well as end-consumers,(Cunliffe, 2015).

2.5.2 Marketing Mix

ICTs provide unique opportunities for innovative organizations to redesign tourism products to address individual needs and to satisfy consumer wants. ICTs have also become part of the core product, especially for business travelers who now expect certain facilities to be available during their trip,(Cunliffe, 2015). The internet and the World Wide Web have revolutionized the promotion and communication functions of tourism. ICTs have penetrated hospitality management at a fast pace, integrating the hotel operations, reshaping the marketing function, improving total efficiency, providing tools for marketing research and partnership building, and enhancing customer services, while also providing strategic opportunities. In addition, consumers increasingly expect ICT facilities in their rooms;

internet access via the television set and data ports have become standard for higher hotel categories. The Internet has improved the hotel representation and reservation processes dramatically,(Eurobank, 2008). Bookings through the web is particularly convenient for customers who frequent the hotel by providing an efficient and effective communication mechanism. The greater the capacity of the number of departments, transactions, arrivals, departures and reservations, the greater the need to improve efficiency, facilitate control, reduce personnel and minimize the response time to both customers and management requests,(Bai & Wen, 2012).

III. CONCLUSION

E-tourism has a positive impact to the tourism industry. The e-tourism has combination of different travel components, bundled and priced in real time, in response to the requests of the consumer or booking agent. This cuts the intermediaries activities thereby saving time and money. There is an essential need for planning strategies in field of e-tourism, particularly in fields such as e- ticketing, e-reservation, online payment, and multilingual and updated information websites. Moreover, there is need for more e-services provided for tourists who would like to travel to the attracted city on the websites while focusing on important factors like time, cost saving and obtaining feedback. Cities with attraction places need to develop the e-tourism infrastructures in order to keep up with the competitiveness in the future.

Current information and communications technologies used in the E-Tourism require constant updates in order to improve the tourism business operations. The integration of ICT in tourism would benefit both, service providers and customers as well as bringing together other stakeholders on a common platform. The selection of right ICT tool is crucial to match the customer requirements with service dimensions. The proliferation of technology

throughout tourism distribution channels is essential as well as professionals using new tools in order to retrieve information, identify suitable products and perform reservations. ICTs integration provides a powerful tool that brings advantage in promoting and strengthening tourism industry. To increase the business potentiality,it is important thee nterprises websites tobe upgraded and updated with the latest technologies.

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