

Need of Innovation in Information Technology for Effective Electronic Communication for the Assistance of Tourists

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Abstract:- This paper highlights need of innovation in information technology for effective electronic communication by using various applications which will help to bring ease in tourism for tourists. It covers the study of information required for tourists for tourism and the use of information technology. Different aspect of this research paper is to identify the need of innovation in existing information technology for effective electronic communication through mobile or any other electronic device which are used by tourist to find required information, to find lacunas in and to suggest appropriate innovations in existing application to bring ease in tourism and will help to provide security and safety and proper guidance to the tourists.

Keywords:- Tourists, Electronic Communication and Innovation in Information Technology.

I. INTRODUCTION

Most of people use android or smart mobile phone today. Electronic communication is today's trend everywhere. Various applications were developed for electronic communication and information search and share through electronic technology. Many tourists are using their mobile phones for booking tickets, hotels, for searching location and for other help related to tourism. Existing technology which is used on smart phone as well as laptop/tab, if improved or innovated will be helpful for tourist to get protected their rights. Tourists will feel more secured if they get all required information on their mobile phone or tab/ laptop through one authentic app. So it is necessary to look what features should be added in application to bring ease in tourism and to make tourist more comfortable during travel and tourism.

'Tourism' is a movement of people from one countries or places outside for personal or business or professional purposes or to spend a leisure time. (1) Tourism, the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.(2) It is process of spending time away from home for pleasure or relaxation. It began in Western Europe in the 17th century and speeded in the world everywhere, it has antecedents in Classical antiquity. Tourism can be domestic or international. According to the World Tourism Organization (WTO),

"Tourism as a practice of travelling and staying away from your home or usual environment for 1 year or less in case if it is for leisure purposes, or for 24 hours or less if meant for business/professional purposes. Tourism concept is distinct from travel. In order for tourism to happen, some displacement must be there: a person has to travel using any mode of transportation (person can even travel on foot that is nowadays the case for poorest societies and happens even in more developed countries). Also, not all travels can be considered as tourism." (3)

My few colleagues had visited recently different foreign countries and after returned they shared their experience as they were feeling to return as early as possible because they never got the food of national test in foreign so they were feeling always hungry but could not eat food full stomach which was available there. Other instances are there, flight was missed by my friends because they never had idea about how much time early reaching was necessary at airport. Their experiences inspired me to find out any solution to bring ease in tourism. Therefore, this topic is selected for study.

II. INFORMATION TECNOLOGY AND TOURISM

The information technology can play important role to help tourists and tourism by providing necessary information which will help to become more comfortable during travel and tourism. Tourists need few kinds of information which includes the information about seasons of visit on particular places, climate, customs, culture of places, availability of transport facility, availability of water, road, railway, airport, tourist guide, hotels, restaurants and main places to visit in decided area. Tourists need real time information about climate, location, bus, train and airline schedules. Tourists need information about that what kinds of rights they can enjoy at tourists places, which items are permitted to with them, documents need to carry with them, the place of reporting or registration in case of foreign tour, cheapest places for hosting, local customs, traditions, language is used at tourist places.

Tourists must have information about that they can take part in cultural life and also can enjoy the benefits of scientific progress and its applications along with protection for scientific, literacy or artistic production in foreign

country, every woman tourist has protection against all forms of discrimination, children can engage in play and recreational activities and can participate freely in cultural life, every tourist can enjoy resources of this planet, disabled tourist can get aids, devices, assistive technologies and forms of live assistance and intermediaries, including by making them available at affordable cost, tourist can practice own religion and cause of existing facilities, he is free to practice and propagate his own culture in foreign countries also, any international tourist can enjoy his/her own culture, costume, food, language or any style in any abroad subject to certain limitations. (4)

Free access of sites and places of their interests, complete information should be provided about tourism, about safety security, protection of their rights as consumers, hygiene, accommodation, catering and transport are concerned information on the effective prevention of communicable diseases and accidents and ready access to health services.(5)

Nowadays. It's a trend to find required information on various websites by using android mobile, computer or any other electronic device but it is very difficult to find information from various sites. Sometimes half information is available, fake sites are used unknowingly and tourists are trapped in fraud. If tourists get solution of these problems through the information technology, it will help to tourists to make their tour more comfortable, safe and secured. Therefore it is necessary to study about the capability of existing information technology which is used by tourists and to find out issues and demand of tourists for effective electronic communication to bring ease in tourism for them.

➤ *Objectives*

- To find that existing technology helps to tourist for tourism.
- To find lacunas in existing applications are used by tourists.
- To find the need of innovation in information technology for effective electronic communication to bring ease in tourism.
- Comprehend the demand for innovation in Information Technology for effective electronic communication to secure and protect the rights of tourists.

➤ *Hypothesis*

- Technology is helpful for tourists or tourism.
- Innovation is needed in existing information technology for effective electronic communication to get complete assistance for the tourists.
- Tourists have demand of such innovation in information technology for effective electronic communication which will bring ease in tourism.

III. METHODOLOGY

Data has been collected by using doctrinal as well as non doctrinal method to test the hypothesis of this research paper. Doctrinal method used to collect data about rights of tourist under various legal frameworks and survey methods through Google questionnaire has been used to collect data about need of innovation in information technology for effective electronic communication to bring ease in tourism and to assist tourists.

IV. RESULT AND ANALYSIS

30 People participated in this research from various parts of India. They shared some issues faced during travel and tourism along with demanded support of technology.

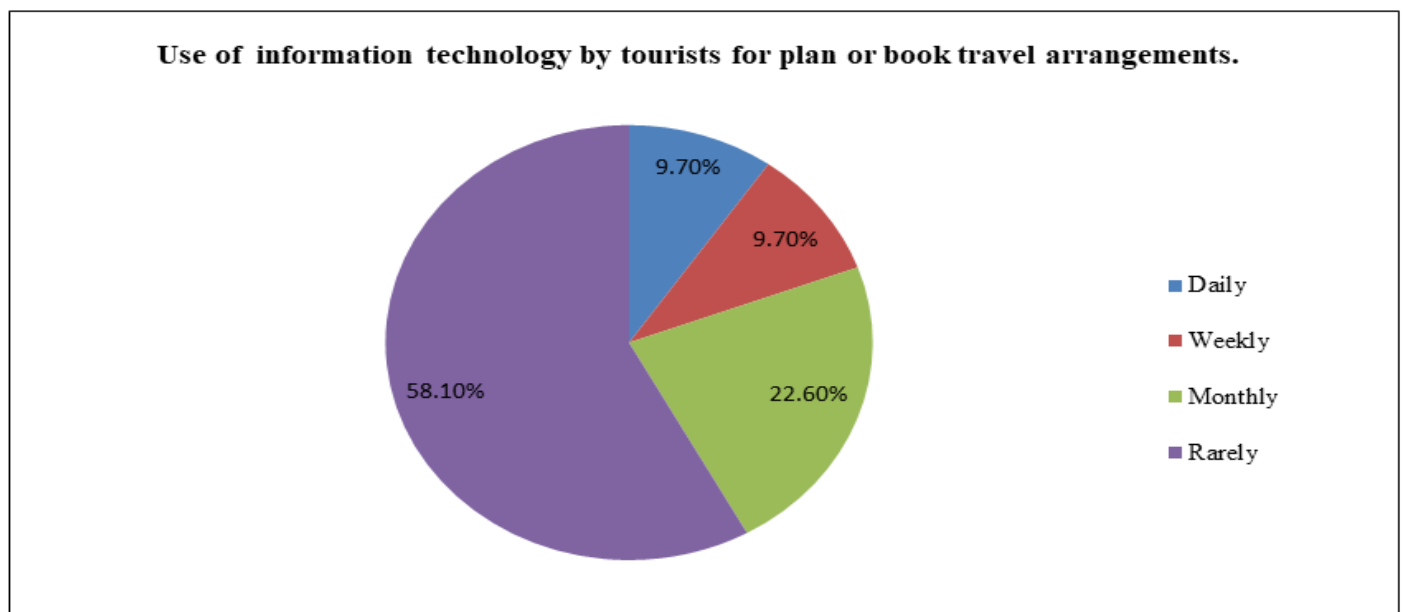


Chart 1 Use of Information Technology by Tourists for Plan or Book Travel Arrangements

Awareness about security and safety measures among tourists.

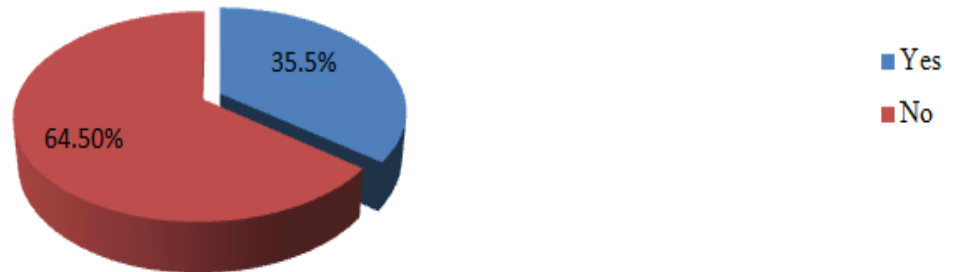


Chart 2 Awareness about Security and Safety Measures among Tourists

Tourists take help of technology for booking as well as to find some information about distance, location, hotels, places to visit, nearby landmarks etc. But required information is gathered through various websites. It's time consuming. Among them 58.10% people uses technology rarely, 22.60% people monthly, 9.70% people uses weekly and 9.10% people uses daily. As shown in Chart 1. Many tourists are not aware about their rights as a tourist as shown in chart 2 such tourists are 64.50%.

23.3% people faced issues during travels. Many time no availability of doctor or issues relating to contact

information of authentic person for medical related service in train faced by few people. Few shared that airport officials interrogate unnecessarily. Most of people share language barrier is the main issue during travelling outstate, because of unknown language they found trouble in understanding communication and they demanded solution through the innovation in information technology. Other one significant issue for tourists in India came out through this research that scams or harassment by touts or fake tour guides at popular tourist sites which leads financial losses or uncomfortable experiences.

Advancements in information technology can assist tourists.

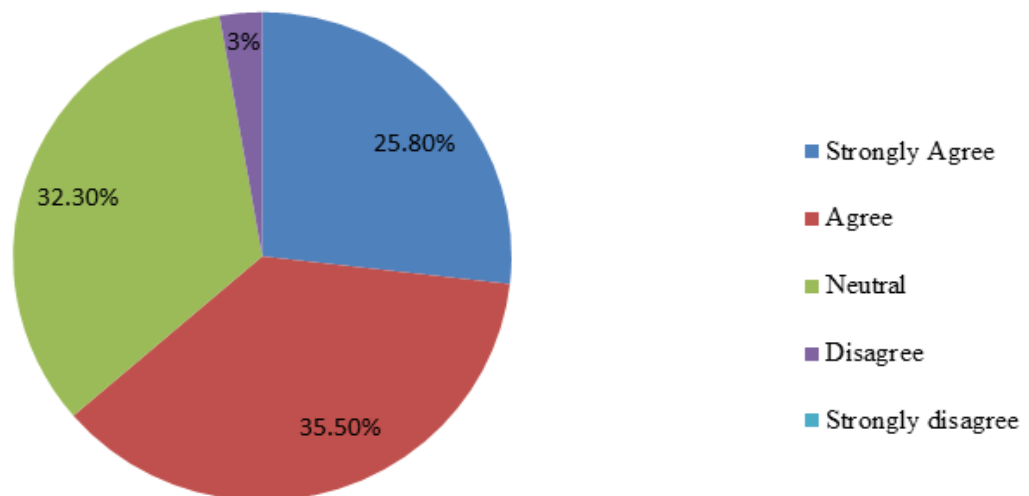


Chart 3 Advancements in Information Technology can Assist Tourists

People were asked that do they believe that advancements in information technology can help in ensuring to protect them or to assist them during travel. 25.80% people said that they strongly agree that advancement in information technology can help to assist to tourists, 35.50% people said that they are also agree whereas 32.30% people were neutral as shown in Chart 3.

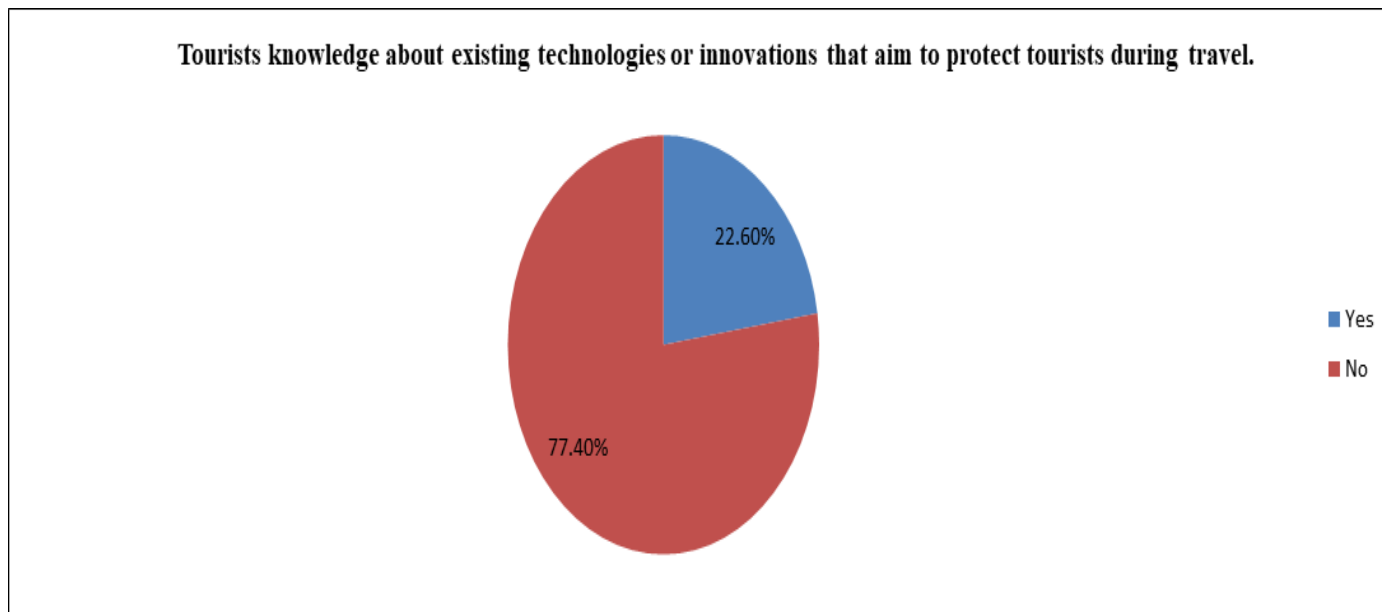


Chart 4 Tourists Knowledge about Existing Technologies or Innovations that Aim to Protect Tourists During Travel

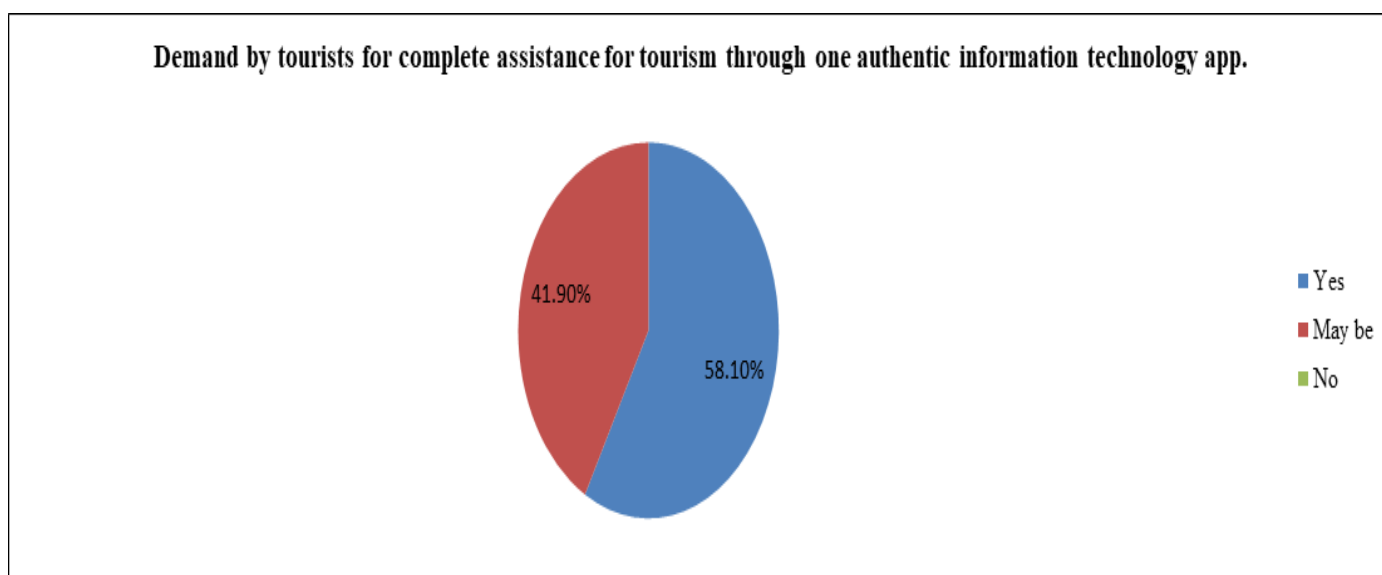


Chart 5 Demand by Tourists for Complete Assistance for Tourism Through One Authentic Information Technology App

77.40% people said that they don't know any existing technology to protect tourists and to provide safety and security information as shown in Chart 4.

58.10% people expressed the demand of one authentic information technology app which will be handy on mobile with all necessary features in one application technology as per ratio of demand shown in Chart 5.

People expected AR and VR technologies which tourists can use VR headsets to take virtual tours of hotels and attractions before they make a booking, real-time legal assistance: integration with legal services or access to legal advice tailored to tourists' rights in specific locations,

emergency support, instant access to emergency services, including local authorities, medical assistance, and embassy contacts, cultural sensitivity tools, features that provide cultural context and guidance on respectful behavior in different regions to prevent unintentional offense or misunderstanding, Safety alerts on natural disasters, political unrest, or other potential hazards in the area, fair pricing monitoring, tools to compare prices for goods and services to ensure tourists are not being overcharged or taken, complaint Submission and Tracking, language support and translation technique, the platform could provide information on legal resources, and offer guidance on legal procedures in different jurisdictions along with information about tourist's rights should be available.

V. CONCLUSION

- There are various apps which help for tourism. Few apps are helpful for booking and reservation of tickets and hotels. Few apps guide routes to travel. Few apps identify the location of a person where he or she is. There is no information technology available with all guiding and assistance features in one tab.
- There is a strong requirement of innovation in information technology with respect to its features for the complete guidance and assistance of tourists under one authentic techno- roof. It will proved authentic assistance during travel or tourism and will be useful to make every tour easy and happy.
- Innovation in information technology relating to electronic communication is strongly needed and it will definitely help to protect tourist's rights and to bring ease in tourism.

SUGGESTIONS

- To better support tourists' rights, technology platforms could include features such as real-time safety updates, emergency contact numbers, crime rates for tourist destinations, assistance in case of disputes, accidents, or emergencies, cultural sensitivity tips should be given about local customs, etiquette, and cultural sensitivities to help tourists respect the host community, details on accessibility for tourists with disabilities, such as wheelchair-friendly attractions and accommodations, responsive customer support channels, contacts of authentic sources for complete assistance for disabled persons which will include booking a wheelchair, servant for help, hostel, hotel for disabled with efficient infrastructure and facilities.
- There should be added some features as innovation to answer each and every question of tourists in his mother tongue as well as in English in the same app.
- Facility to alert tourists before reaching their destination should be added, it will help for not missing the station/ destination.
- Voice translation facility in any preferred language should be available through the app; it will be helpful for such tourists and local ones, who don't know any common language for communication. Instant translation services will help tourists to communicate with locals and navigate foreign languages more easily.
- All necessary information and assistance should get through one authentic application which should include information of safety and security, places to get national test food, fair travel, cheapest and comfortable transport facility, affordable hotels or residences, certified guides, information in their own language, authentic and trusted contacts of doctors and any other service provider, map to find desired locations as well as notification of tourist's location to his/her near and dear one in case of switched off phone/in case of emergency subject to setting such facility by tourists, prior alert notification relating to destination all these

facilities should be provided by one authentic application.

- Such innovative featured application should be developed which will be used by tourists on mobile phone or any other electronic which will assist to the tourist during travel tourism.

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