The Impact of ICT on Tourism Industry in Iran

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Abstract
Acceleration and collision between technology and tourism in recent years, has brought essential changes in our understanding of the tourism industry and the tourism industry. In general, information and communication technology is increasingly to compete with agencies, tourism location and industry, plays a critical role. Internet has changed tourism applicant’s behavior in an amazing way. Prospective passengers, willing to have direct access to costs through provide additional information by tourism organizations, Personal skills and also other applicants and consumers. Applicants are able through internet, do searching travel information about travel such as booking airline tickets, room reservations and other purchases directly by their own. Due to popularity of internet demand, many tourist organizations, such as hotels, airplanes, and travel agencies, have changed by applying the Internet as an important part of communication and marketing strategies. Searching Information that is important part of buying decision making process, evolved as an internet Achievement. ICT not only reduces the risks of receiving and uncertainty, but also increases the quality of travel. In present paper attempts to examine the role of information technology in the tourism industry and will be presented some solutions about it.

Keywords: Tourism, Information and Communication Technology, Electronic commerce, Electronic tourism

1- Introduction
Tourism is now one of the most important industries in development of culture and nation’s communications has played an excellent role in establishing peace in the world. More than 620 billion dollars in annual financial turn, the share of tourism in the Iran, not even a tenth of it. Tourism in the third millennium, known as the most valuable money-making industry in the world, that government must make effort more with a national commitment. These efforts can bring attracting tourists, introducing country in global level and raise gross national growth. Income that we could earn through IT to attract tourists it’s not comparable with the oil revenues. Difference between Tourism income and oil revenues is in oil revenue, we’ll replace the dollar with their national assets. But in tourist income, do not give anything valuable, and in return we get capital. The strategic value that tourism can bring to the geo-strategic structure is not comparable to any industry and technology. We just provide the necessary substructures. To everyone is clear that no industry as tourism in the climate of the Iran, is not valuable, effective and the most economical and cultural. Iran with an ancient civilization and the nature of the four seasons, having hundreds of tourist areas, is considered one of the most unique countries in the field of tourism. Iran must be knew as one of the most potential countries in attracting tourist. But according to statistics, although a country like the UAE, which is not one-hundredth of the historical and cultural competence of Iran, Has been able to attract over 10 million visitors each year, This situation is similar to Malaysia in South East Asia. However, Iran, despite having all this potential, only attracts two million tourists in a year. Information and communication technology that is today famous and among science experts and various techniques has high position, Actually is a new emerging technology that humans in the new century, plans to use it as a signal, and perform a big leap in the field of science. Information and communication technology in all disciplines of science have opened its place. In medicine, various industries, humanities or basic sciences, is an inevitable axis. Fortunately, the value and importance on information and communication technology that create for development of tourism infrastructure in the world, is very interesting and thoughtful.

In today's world it is known to age of communication and information, No industry without the use of modern technologies ICT and being in line with digital developments cannot pass dynamics way and develop competitive economy in the world and even local and The tourism industry is no exception. So today in the field of global tourism, ICT as an essential element plays decisive role in national and international competitions of countries. The quality and the utilization rate of its applications are significantly affect on competitive success and each day; the role of these technologies is expanding with an unbelievable speed. according to published static by the World Tourism Organization (WTO) n the very near future countries without proper ICT substructures, will be actually eliminated from the cycle of global competition and regional tourism n such circumstances, it hurts tourism industry.
is one of the ten most attractive countries in the world, regardless of the realities and the without lowest facilities and infrastructure in this field. And worse, even a clear strategy and program for the future and to fill the gap, join into the global electronic tourism and expansion of applications of technologies in their substructures. Thus, even if all the existing barriers in all fields of the tourism industry (Alvani, 2011).

Elevated, without proper substructures of ICT technologies and Being endemic of its applications in all industry sectors, there is no hope to Winners of the competition earns a share of the global tourism economy and even region in the future. Turkey, UAE, Bahrain, Qatar and ... carried out and develop their electronic tourism strategies for a while. And all until 2010 will join to modern military of the global tourism. And now with proper understanding of the international situation and major capital investments, they utilizing from rapid development in truism instructor. And in this field even Afghanistan also design and prepare its strategies with support of WTO and ICT large and famous companies of U.S. and UK! (Khalili, 2011)

2- The history of the Use of Information Technology in the Tourism Industry

Since air transportation expanded, new communication technologies were developed. Experience of electronic markets activity goes back to 1960. When, U.S. airlines used Place storage systems, with the goal of traffic control related to passengers. Thus, the computer systems, to store place in the airline industry, cause extensive and determined developments, in the field of tourism activities. Also in Iran, with the development of Airlines and establishment of the Iranian Airlines (Homa) he impact of new technology found in the tourism industry (Shafizadeh, 2010).

Before the birth of the internet, tourist destination through marketing activities and traditional travel agencies achieve their goals. Today these activities are carried out through the Internet. Therefore combination of traditional tourism activities with current Online opportunities activities is considered essential (Yari, 2007)

3- The Definition of E-Tourism

Include using of new technologies to provide services that tourist required. By using technology (ET), electronic tourism, providing electronic information services that tourists require perform easier, with higher quality and lower cost. In fact, is all the services that tourist used in the past traditionally. In addition, services are enabled by information technology. ET was added to active sites of single windows. Value of electronic Tourism Once it became evident that the approaches based on ET only enter through same site. Through this technology, tourists visit a credible site with quality, speed and appropriate price to their needs.

Services that are Common in electronic the tourism are:
- Transparent Informing, accurate and reliable
- Perform all visa formalities
- Booking hotels and recreational centers – tourism
- Reservations and rent vehicles
- Getting ticket of bus and train
- Purchase programs of travel and tours
- And many other services, that are creating every day.

4- E-Tourism

An interesting issue is that don’t pass more than two decades since it’s emerge. Virtual Tour, presence in digital Web land, and observed data, audio, text and picture are the physical from world around us. Around the world by Jul Vern famous French writer, in Eighty days became possible, today, is possible with Internet hypertext with a single click. Around the world with a click was a dream that today the dream has turned into a fact. Using the site of the House Museum, the ancient places in the world we can achieve a world of text and image information symbols of ancient history. Some government website on the internet nowadays linked urban camera to digital land. With this camera you can watch different cities live and even take pictures of them. Many of people those interested in visiting the great museums of the world, from Louvre Hermitage Moscow to Paris, use Internet sites to View information. Even booking airline tickets, hotels, international sporting events and cultural festivals worldwide, today has been associated with the electronic organizational behavior. (Askarian, 2012) Millions of users around the world, to holding summer world cup in German cities, nowadays use government and non-government sites of this
country. This issue has a significant role in identifying culture and knowledge and commercial potential political and scientific of German Federal Government. When Germany’s ARD DAS ERSTE channels, live broadcasts World Cup Germany 2006 few months ago, More than 2 billion viewers around the world and hundreds of millions of Internet users, were watching the ceremony. This issue has a great effect on the promotion of maximum interest to travel to Germany. However, by improving communication and public information systems on the Internet and the expansion of electronic government (E-GOVERNMENT) on digital land we can hope to develop Internet tourism and using millions of dollars from its benefit. Information and Communication Technology (ICT) is one of the key elements of the external environment in the development of tourism that development of it cause innovations in the industry in recent years. The word electronic tourist (E Tourism) means the application of electronic business (E Business) in travel and tourism and three different sets of business management, included information systems management and tourism. ICT applications in tourism can be divided into three areas of local networks (Internet), external networks (Extranet) and an Internet. ICT application in internal networks increases the efficiency and effectiveness of tourism industries and used in different sectors of companies. On the other hand, ICT application in internal networks and the Internet causes a strong correlation between the different activities of active unit in tourism. In a way that use of ICT tools such as Kress (reservation system), GDS (Global Distribution System) and DMS (Destination Management) has a lot of development in air transportation industry and hotels and travel services. ICT tools lead to changes in the tourism and creating new mechanisms and managerial leadership in the industry. The most important uses of ICT in companies are the most important uses of ICT in companies strengthening horizontal and vertical integration and reduce the scale of SMEs in tourism (SMTE).

5- Website: Efficient Tools for Virtual Tourism Development

One of the best aspects of informing Tourism potential in a country is using the web. Web sites because the value of informing in digital land of internet has a billion well educated users and it’s a good opportunity to introduce multimedia tourism capabilities for a country. Among tourist web sites about tourist, official web sites are very important. Official sites are digital speakers of a country on internet and whatever these databases are stronger, more updated and are multi-lingual, and their audience will increase. Internet sites are dynamic in nature and can change and move images and texts without creating new costs. Also the increasing number of Internet users and capacity and power of internet database will influence marketing in the tourism industry. But unfortunately most of our websites are designed in a weak form and they are visible with low speed. Also Internet data base of most hotels only have a role in a virtual brochure, and there are no facilities and tools for direct booking. This point should be remembered that the best Internet sites, if do not managed relying on up to date information, Cause negative effects and reduce quality of service. (Zandi, 2009).

Internet is a good online guide for tourists. Internet tourism, in addition to provide advantages such as informing capacity of tourism for users, provide Good executive features such as Internet booking and reservation airplane ticket and trains. So customers have the opportunity to eliminate medium and buy their ticket directly. As result, mediating role of travel agencies in traditional distributed systems will be change. (Alipour,2000) Customers can also take advantage of cheaper prices and with a better price, book a proper place. Of course Meanwhile, we shouldn’t forget about infrastructure of electronic commerce (e-commerce) facilitate the process of payment of credit cost and also the police for cyber security information sharing in virtual tourism. In the past, keeping the dialect was done with writing, but now it can be done through digital recording. Nowadays techniques of digitizing Dialects, are able us to maintain dialects for a long time. Therefore, IT in cultural heritage can help the analysis cultural identity and historical result. This way analyzing the results can be performed on large amount of data and also provides a good opportunity for people who access to Internet make present findings possible easily. E-tourism E-tourism Discussion is one of the most important issues in the tourism industry world today. Service that is provided in this section, including virtual tours, e-payment and target identifying. With Entering Information Technology in Cultural Heritage, “digital heritage” has been proposed. Now UNESCO world community, have been considered digital heritage (E-heritage) as a part of the global memory, So that we could transfer all the documentation to digital, such as auditory and visual.

Aside from the role of Internet sites to introduced tourist attractions and attract travelers marketing and also we could examine booking hotel and tickets and ICT role in the tourism organization. LAN networks or internet networks available wide range of information companies and organizations to users. Also using GDSS system, reduce bureaucracy and speed up the decision-making process. Meanwhile, booking system should be place in level of major changes that increase efficiency, mobility and on time delivering service. Using this system in the air
transport companies and travel agencies causes improving delivery of services to customers. Computer reservation system is the most powerful technologies that affect distribution system in the field of travel. Some experts believe that the relationship between PMC hotel (Advanced Systems and Management) with global distribution system of Airline companies (GDS) is an important actions in this direction that it hasn’t done yet. also , Issuance electronic visas is one of the way of tourism development that in a shorter time with a much lower cost, make Issuance visa possible(Alvani,2009)

6- The Second Opinion

Against first view, that considered information technology a Coordinate movement in e-commerce development and tourism industry and recommend and taking action like reservation and purchase services directly from the Internet. Some believe that the receive services of travel agents could be safer than relying on internet. For example, regarding the problems that may occur in the transit halls or Passport control parts, need for real and not virtual advisor is palpable. Passengers that often travel through coordination with travel agencies are more confident in the face with difficulties, see their self better condition. This is probably due to the psychological aspects of visiting and direct shopping services of a travel agency. While, purchase service in Internet are contain dimension and shapes. (Gilaninia,2011)

7- The First Step in Information and Communication Technologies in Tourism

The first step in information and communication technology is creating powerful database. The database consists of goals, products and appropriate services in this field. Existence of database is one of the tools of technology and with use of it and regular planning we could conduct extensive work with high speed. Use costs to create database Compared to, the failure of the bank and move towards the development and promotion of the industry, It can create a high costs. (Arms,2011)

The first step: understanding public organizations related to tourism industry in the city, NGO and the tourism company's all over country, recreational tours within the country, student tours, people interested in tourism, and record accurate information cost first step.

For example, imagine the above client groups and tourism marketing organization.

The first activity, understands accurate goals of marketing, strong communication and identify market Accurately, So with get ideas and demands of customer, it provides the best types of products according to their demands to the manufacturer.

Second step: recognizing the tourist attractions of the city and collect accurate data and recording it in the database. This attraction can be divided as follows:

- Historical, natural, recreational, pilgrimage, industrial, scientific, research, sport, health exhibitions and other natural factors such as climate, soil, mineral resources and ... Can be named.
- Step Three: Collect all available information about the city, such as hotels, restaurants, camps, street, medical center, banks, and the ground and ATM machines....

At the end, after collecting mentioned data, it will be recorded in the database.

8- Conclusions

Virtual tourism, it is undeniable fact. When we believe in e-citizen-government, e-commerce, e-banking, e-learning and information society, we should also provide field of virtual tourism. Virtual tour around the world, are not just with one click! Virtual tourism, is a tool which by it ,a tourist could get at least time, with lowest fee facilities with the least cost and with the least knowledge, identify Tourism capacity of a country and with a targeted and navigator program, from government, agencies and relevant institutions, travel to a specific location. Recommendations that we presented at the end to reduce the challenges of virtual tourism in the country are as follows:
- Development of comprehensive plan for IT in Iran Truism
- Providing Center of official tourism site management on the web
- Promotion of websites and digital information services in the field of tourism in 1000 Iran governmental website
- Promotion of tourism and the introduced of digital databases (such as museum sites, etc.) in the national media
- Creating IT courses in tourism by touring organization
- Special Budget Allocation from foreign exchange reserves of the country, the Tourism Development towards IT centering.
- Provide training courses at undergraduate and postgraduate level in Institutes and centers of higher education in the country.
- Definition and awarding virtual tourism medal to active centers of country in this field.
- Provide Virtual Tourism Council or the center of Iran Touring Organization
- Assign the appropriate computer to center of tourism in Iran that directly or indirectly are effective for being IT centered. One of most basic needs of the tourism industry in dealing with the technological challenges of entry and enable better global distribution systems (SDG), are Entry and Implementation of new standards, management, flow information process in hotel management and tourism. Also investing in the development and implementation of specialized and dynamic portals on the Internet, implementing MIS systems in the internal management structure, Using software based on professional analyzes and new modern world standards in internal structure of companies and enterprises will be Another effective measures to develop the country's tourism industry (Cravens, 1994). Design and management tours, modern methods of communication and information systems based on workflow and chain process in the hotel industry, Entry preparation, generalized use of modern equipment and electronic hardware particularly in the hotel industry are also effective in this field.).
3( E-commerce is one of the clearest examples where ICT can participate in economic exchange. E-commerce will help countries improve their trade performance. Facilitate Entry developing countries in the global economy and allow jobs and businesses become more competitive, Creating jobs and wealth will increase. But knowing it is a powerful tool, to ensure that the best Use is not enough. We need to understand how they work and when we should use it And creative ways to implement this knowledge, Publish widely and finally its ability to promote trade and economic expansion (Alvani, 2011). In this time, information technology is developing rapidly and every moment number of users will be more. Iran also, according to many technical and human resources, should be compatible with the new wave. In fact, after the agricultural revolution and the industrial revolution, another Revolutions taking place in the world and there is not a place to escape from it. Therefore, it is necessary to prize opportunities of this technology development and took advantage of it with national considerations. (Cravens, 1989)
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