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THE IMPACT OF USE OF ICT FOR BUSINESS PROCESS MANAGEMENT IN e-TOURISM

VIDYULLATA V. PAWAR
ASST. PROFESSOR
V. P. INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
SANGLI

DR. S. D. MUNDHE
DIRECTOR
MCA
SIMCA
PUNE

ABSTRACT
ICTs stand for information and communication technologies and are defined, for the purposes of this primer, as a "diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information. Ict is used at different domain of business process management for tourism business. ICT is used along with Internet, intranet and Extranet. ICT for BPM are used in Pre-travel phase, Travel phase and post travel Phase.

KEYWORDS
extranet, ICT, internet, intranet tourism.

INTRODUCTION

ICTs stand for information and communication technologies and are defined, for the purposes of this primer, as a "diverse set of technological tools and resources used to communicate, and to create, disseminate, store, and manage information."[1]. Technological tools include computers, the Internet, broadcasting technologies (radio and television), and telephony.Tourism is travel for pleasure also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours.[2]

INFORMATION COMMUNICATION TECHNOLOGY

Beginning with the 80s, ICT transformed the domain of tourism globally. The achievements in the ICT domain changed undeniably the practices, the business strategies, but also the industry structurally. Beginning with the year 2000, we could observe in the ICT domain an especial emphasis regarding the development of a large series of instruments and services that facilitate the interaction between the market actors at a global level. 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.[3]

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.[3]

BUSINESS PROCESS MANAGEMENT (BPM)

Business process management (BPM) is a field of knowledge at the intersection between management and information technology, encompassing methods, techniques and tools to design, enact, control, and analyze arrange for necessary transport and accommodation requested by the tourist. In the course of the trip they will keep in touch with the enterprise website and enjoy the personalized services at any time and place instead of the conventional method of tourist guides also it making it unnecessary for the tourist to join the group being organized by an agent and this will reduce cost for the management. With this method the conventional way will fade in the tourism sector. [4]

The term 'operational business processes' refers to repetitive business processes performed by organizations in the context of their day-to-day operations, as opposed to strategic decision-making processes which are performed by the toplevel management of an organization.[5]

BUSINESS PROCESS MANAGEMENT FOR e-TOURISM

The e-tourism concept includes all business functions such as e-commerce, e-marketing, e-finance, e-HRM, e-procurement, e- R&D, e-production , e-strategy, e-planning and e-management for all sectors of the tourism industry which includes tourism, travel, transport, leisure, hospitality etc.[6]Tourism business can use internet, intranet and extra net for business process management .

USE OF INTERNET IN BPM FOR e-TOURISM

Internet is network of network interconnecting everybody in the world. Communication and interacting with stakeholder is most imported use of internet. The Internet is used as profitable medium of promotion and sales for tourism. ICT tools like multimedia enabled websites, Mail connection, plays very crucial role in rapid growth of tourism worldwide. By using the Internet, multimedia and databases it can be achieved a rational and fast online communication, direct contact with the market and its business partners, integration and automation of business process, delivery and access of information. [7] Internet can be used at Pre-travel phase for a wide range of tools to facilitate travel-related information search, for instance virtual (3D) representation of the destination may encourage tourist to search information about particular destination and visit it in the real life. For Travel phase Real-time information about the destination should be available during the trip, for instance information about events and places of interest, advices and practical recommendations. For instance, mobile applications may enable tourists to find products or services that match their needs. In Post-travel phase ICT provides tourists variety of solutions to share their travel experience with others, for instance using virtual communities and social media. Tourist travel experience may affect other potential tourist travel decision making. [8]

USE OF INTRANET IN BPM FOR e-TOURISM

Different ICT tools are designed to use on intranet for tourism business which includes business functions networking & information exchange, human resources management, staff coordination
operational planning, accounting/billing, payroll, supplies management ICT tools are also used for Communication and function with branches, coordination of operations reports and budgeting ,availability/prices/information orders from headquarters/administration share of common resource databases for customer and operational information.

USE OF EXTRANET IN BPM FOR e-TOURISM

Extranet is private intranet which will provide access to authorized outsiders. Different ICT tools are used for Links between partners, negotiations and bargaining, reservations & confirmations, lists of groups or visitors, receipts of documents, vouchers & tickets production, travelling facilitation, follow up progress, keep partners informed about plans, follow up developments, feedback and clearing commissions, payment & commissions clearance, feedback & suggestions, complaint handling, building loyalty through data mining.

CONCLUSION

ICT in business process management plays very important role to maintain relationship between tourists, tour operators, travel agents, and environment. People are travelling for different purposes. ICT is beneficial for various activities in tourism and at every level. Tourists, tour operators, travel agents and supplier get tremendous benefit of ICT for different BPM. ICT has become a boon for day to day life of person.

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