An Emergence of Innovative Strategies in Tourism Marketing

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I.   Introduction

In tourism, the ability of destination Organizations and business to select to aggregate and to distribute information to the right Consumer at the right time and in the right place is critical. ICT-Skilled tourism enterprises and destination marketing Organizations (DMOs) have huge opportunities to apply ICTs for communicating their offering enhancing their visibility on the Market. The question of how to move with evolution of new technologies and Tourism sector is a vita concern in modern times in this fast moving World.

II.   Use Of Innovation Systems And Icts In Tourism Industry

In this Challenge, from specific cnilenia must be taken into account to guarantee an integrated vision of the tourism, regional development strategy to include initiatives stimulated to assume the collection and spread to tourism information concerning the Productive system and firm's needs, and to facilitate the access to information and supporting Services by tourism Stake holders (Santinha and Castro,2010)

Recently, in many Countries, has emerged the need to establish a resources center to develop education, training and Projects facilitation to support the move to online tourism business Practices. Responsibilities of the Natural Online Tourism Resource Centre are as follows

* Maintaining a resource directory to be accessed by industry for identifying opportunities and implements to the uptake of Online technologies
* Assisting industry associations to Promote Online technology among their members , including Organizing.
* Developing National Competency Standards in Online technologies.
* Developing a set of guidelines for minimum infrastructure needs for Online business Practices.
* Monitoring and Providing information about tax and legal issues relating to online
* Understanding applied research and data gathering about the most effective online strategies for SMTEs.

III.   Strategic Use Of Information Technologies In The Tourism Industry

Information Technology as a business Tool Development in ITS revolutionize both economics and enterprises. ITs are defined as the Collective term given to the most recent developments in the mode (electronic) and the mechanism Computer and Communication technologies used in the acquisition, Processing analysis Storage, retrieval dissemination and application and information. Information Technologies as a major Contribution to Competitiveness and Competitive Advantages. The table below illustrates the latest annual Manufacturing Attitudes Survey not only regard investments on ITs as crucial in enabling them to outperform competitors but also their expectations from IT systems go for beyond their operational management and focus primarily on the Strategies management enterprises.

Table Sources the Information Technologies on businesses

Significantly enhance competitive	79%
Edge Improve Information	77%
Better External Communication	65%
Manage Computers expectations better	63%
Improve decision making Process	61%

IV.   Information Technologies And Tourism Demand

Computer Reservation systems (CRSs) and increasingly internet Provides satisfy the needs of consumer for convenient access to transparent and easy to compare information. They cover the entire variety of travel lodging and leisure services, destinations holiday packages as well as display by actual prices and availability of such services. TheseServices also Provided immediate confirmation and speedy documentation of reservations, allowing a greater degree of flexibility and inability prospective travellers to book at the last minute.

Experienced travellers are therefore empowered by information and booking systems and increase their personal efficiency by creating tailor-made Products independently.

V. The Re-Engineering Of The Tourism Production And Distribution

The evolution of ITs demonstrated that destinations and Principles will be unable to compete effectively, unless they were able to promote themselves in the emergent electronic distribution channels. ITs transformed distribution to an electronic market place where access to information and ubiquity is achieved, while interactivity between Principles and consumers is empowered.

Three main waves of technological developments established ITs in tourism enterprises namely Computer Reservation Systems (CRSs) in the 1980's and the internet in the 1990's. Although these technologies emerged with gaps of about 10years from each other they arrantly operate both separately and jointly Controlling functions and target Markets.

Computer Reservation Systems (CRSs)

CRSs enables Principles to Control Promote and sell their Products globally while facilitating their yield Management. CRSs often charge competitive Commission rates in Comparison with other distribution options enabling flexible Pricing and capacity alternations in order to adjust supply to demand fluctuations. CRSs also reduce Communication on demand Patterns for the Position of Partners and Competitors.

Global Distribution System (GDSs)

GDSs efficiency and reliability enables Principles and identifies four major sets of Conditions, namely Cost, Market, government and Competitive drivers.

The following table indicates Computer Reservation Systems and Global Distribution Systems drivers for tourism and hospitality globalization :

Cost drivers	Market drivers
Increase efficiency	Satisfy sophisticated demand
Low distribution cost	Flexibility in time of operation
Low Communication cost	Support specialization and differentiation
Low Labour cost	Provides last Minute deals
Minimization of Waste factor	Accurate information
Facilitator of flexible Pricing	Support relationship marketing strategies for frequent flyers/guests
	Quick reaction to demand fluctuation
	Multiple/Integrated Products
	Yield Management
	Corporate intelligence
	Marketing Research

Government and regulatory drivers	Competitive drivers
Deregulated	Managing networks of enterprises
Liberalization	Value added skill building
Government Supported	Flexibility
	Knowledge Acquisition
	Strategic tool
	Barrier to entry

Source: Adapted from (48) Go 1992,P23-24, Tourism and Information Technologies Strategic Tourism industry Communication Pattern and framework functions facilitated by ITs

The above Multidimensional Strategic framework for ITs in tourism not only does demonstrate the dependence of both demand and supply on ITs but also illustrates that networking and interactivity will increasingly dominate the Production and Consumption functions.

Web-based Technologies

The emergence of innovative web-based technologies has led to a reconfiguration of the environment in which tourism business Conducted. The Problem with many current online tourism Strategies will lead to a quantum change in the way business is Conducted from business to Consumer from business to business and internally. Web-based technologies and Communication Strategies will lead to a quantum change in the way business is conducted from business to consumer, from business to business and internally.

VI.   Conclusion

The Visibility of Principles in the Market place will be a function of the Technologies   and networks utilized to interact with Individual and Institutional Customers. A closes Co-operation is also required throughout the tourism industry, as well as certain degree of Standardization and interconnectivity. This will improve service and provide a seamless travel experience. Which is it will enable tourism Organizations to Manage their Competitiveness within the new environment imposed by Contemporary developments. Such as deregulation and globalization.ITs Provide an unprecedented opportunity for horizontal, vertical and diagonal integration as well as for the development of virtual enterprises. Training the human resources in both Innovation Management and ITs will enable the understanding of the development and industry to development an vision of the future.

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