

Dissertation Proposal:
The Impact of Tourism in the Internet

Abstract

The research that was conducted is related to the study on the probable issue to be covered in relation to tourism. Through the study of the issues that are affecting the field of tourism, one of the concerns that can be noted is in relation to the role of the internet and information technology in the impact of tourism. The effects of the information technology specifically the internet on the processes involved in tourism became one of the most significant topics. A planned course of work is set to be able to present a particular point of view regarding the issue.

Introduction

In the present society, there are issues that can be considered to hold a significant role and achieve the attention of the public. Through the point of view of global relationships and tourism, the essential function being undertaken by the information technology specifically the internet became one of the most noteworthy issues.

Background of the Study

A. The Field of Tourism and Hospitality

In the study of the factors that can affect the tourism and the international relationship of different countries and nature, one of the important notions and concepts that often becomes the focus of the field of study are the factors that contribute to the improvement and those that hinder and may cause detrimental effects to the service of hospitality that can be offered by a group or locality.

On the basis of the study conducted regarding the tourism activity, it was determined that there is an increasing trend in the movement of people, both incoming and outgoing. These can be attributed to different factors. One of these factors is the cost of travel that had evolved from being a luxury to becoming a necessity. This can be related to the fact that there is an increasing need for travel, mostly for reasons related to work and business. In such trend, globalization can be considered to have an important role in the dynamics of tourism (Butler and Pearce, 1999).

The effects of information dissemination and promotions are important keys in the success of the increase in the percentage of tourism in a locality, country or even in a particular establishment (Johnston, 1998; Smith, 2003). In relation to the tools in tourism, the present development of information technology can be viewed due to the versatility in role that the said innovation is undertaking in different fields.

B. The Role of the Internet

In the light of the modern era, one of the most important technological prowess had been achieved is the technology of communication through the cyber network. The internet technology was recognized as one of the important tools in the process of communication (Johnston, 1998). This can be conferred as one of the reasons for the recognition as a tool in a variety of field of industries.

Aside from the status of the internet and information technology as an essential tool specifically through the process of modernization and globalization in different industries, there are other functions of the technology that can be considered to be recognized. The advancement of the information technology of a nation or locality can be considered as a yardstick for development. For this reason, the road of progress often involves the application of the tools of communication (Crank and Pigg, 2005).

Due to the application of the internet technology along with other tools of communication in an extensive expanse of applications, tourism cannot be exempted to the groups and organizations in the society that can perceive the importance and thus the application as well. On the basis of internet as an important tool, the impact that can be brought about by the internet in the field of tourism can be considered as an important topic of query

Statement of the Problem

In relation to the impact that can be brought about by the internet in different areas of application and study, the probable effects that can be attributed to the said technology specifically in application are needed to be placed into perspective. To be able to achieve the maximization of benefits in the utilization of the internet technology in the field of tourism, there

is a need for an improvement in the level of interest and knowledge of the different dynamics between the two concepts.

One the basis of the presented notion on the area to be covered, the main target of the study shall revolve on the concept of the importance of internet technology in the field of tourism. *Is the online and internet application in tourism and hospitality important? What is the level of importance? Can be it be considered a necessity or a tool to the field?*

Objectives of the Study

The objective of the research is to determine the impact of internet technology on the basis of a qualitative descriptive research of the subject. Specifically the study is aimed to achieve the following objectives:

1. To present a background study of the requirements in the field of tourism, with stress on the tools for promotion and communication.
2. To present an overview of the benefits that can be attributed to the utilization of the internet in different fields.
3. To determine the specific applications of the internet technology in the dynamics of the process involved in the field of tourism.
4. To evaluate the level of importance of such applications in tourism and hospitality through qualitative methods

Literature Review

The application of the internet technology had been recognized in relation to an extensive variety of field of studies and industries. Through the point of view of tourism, the application of the information and communication technology is put into scrutiny on the basis of the level of necessity of the said technology.

The importance of the two major fields in the study to be conducted is primarily established. This is on the basis of the studies that were undertaken by different authors and academic organizations in relation to the two important concepts, the information technology and issues on tourism, and their interaction.

The Internet Technology

The information technology can be considered as one of the most significant development of the modern era. This status has been achieved due to the application of the said technology in a wide variety of application.

In the study by Crank and Pigg, the importance of the information and communication technology was established (2005). The main focus of the study conducted is to be able to determine the effect of information communication technologies in the economic development of a locality. This growth specifically focuses on rural localities. Through the particular study, the results gathered present the advantageous effects in the application of the technology (Crank and Pigg, 2005).

Based on the said study, the use and application of the technology can improve the performance of companies that are located in the areas that experiences challenges in terms of the accessibility, a very common notion in rural areas. Through the active participation in the online transactions and business over the internet, the clientele that can be accessed can

compensate for the market that cannot be reached. Such application paved the way for the recognition of the said technology as one of the tools for development, which is even promoted by the government of different nations.

Such results are affirmed by other studies that dealt with the applications of the technology. Although the set-up of facilities for internet communication can be a challenge, the utilization of the technology improves the efficiency and the output of the system, both profitable and non-profitable establishments (James, 2004). The applications of the internet and communication technology, in general, remove the barriers in the business and economy. Such action is in relation to the target market.

The Development of Tourism

The field of tourism is one of the areas of study that adopt in the development of the society. Thus, it can be considered as an area for application of the internet and information technology. Such necessity can be related to the dynamics in the development of tourism in the modern era.

In the development of the field of tourism factors such as the location and the nation involved the different dynamics in relation to the operation and the outside elements that can affect the performance of the system. Tourism as an independent concept can be considered to have a significant level of controversy due to the political effect of the field such that it has achieved an important attention in the society (Butler and Pearce, 1999).

For the said reason, a need for up to date methods of application to be able to provide services and attract market in the field of tourism became an important part of the system. Such application is the main reason for the role of the internet and information technology in the said area.

The Application of Information Technology in Tourism

On the basis of the application the technology in relation to tourism, there are studies that can be considered as notable. One of the studies conducted, focused on the operation of an internet-based system in providing tourism services for the market. The study dealt on the different groups that are involved in the tourism process. These groups were regarded to be involved in activities wherein an updated form of technology is required. Included in these groups are the: the travel agents, the organizations and agencies that offers services during the travel that are responsible for the needs of the out-going members of the population, the group involved in reservations for target places and the agencies that can provide other requirements as tourists (Molina and Rayman-Bacchus, 2001).

The mentioned groups are can be considered as the major agencies that can be the main focus of the study on the application and impact of the internet technology in tourism. The travel agencies which are the groups that have personal interaction with the people and the organizations that are involved in the assurance of the trip form the point of origin to the destination. On the other hand, another phase in the process is the destination, wherein the groups that are involved in the process of reservation are the most essential ones. The said study also provided important results and methods that are applicable in the commencement of the project. In terms of methodology, the study made use of qualitative research through the services that are offered through the internet. The main approach of the study is a comparative qualitative research seeking to describe the differences between different groups that provide tourism services (Molina and Rayman-Bacchus, 2001). This can serve as an important influence in the study to be conducted. The method that was applied can be considered applicable to the scope of the study.

The process involved in tourism can also be determined through the study of a specific group functioning in the multitude of processes in tourism. In the study by Domke-Damonte and Levsen in 2002, the main issue that is given attention is the improvement in the performance of small hotel in the process of applying internet systems. Results show that through the internet there are equal chances when it comes to competition. Thus, the benefits that can be brought about by the application of the internet technology were recognized as a tool that can increase efficiency through the accessibility to clientele. These notions were undertaken on the basis that the use of the hardware can also be considered as a simple and not complicated knowledge to achieve (Domke-Damonte and Levsen, 2002). The services offered by both large and small companies can reach the market. It is an important notion that the benefits of the application of the technology are not limited to a certain group in the society.

Based on the different studies undertaken by different groups in the society, the study of the impact of the internet technology in the field of tourism can be considered as one area of importance and of interest. In the study by Goodson and Phillimore, qualitative analysis is an important method in the area under study (2004). The said method in the commencement of research process in the field was also applied in the study conducted by Molina and Rayman-Bacchus in 2001.

The researches related to the issue under study are the important bases of the commencement of the study to be undertaken, both in the data gathered and the methods undertaken to be able to arrive at the results.

Method

In the proposed study, the impact of the application of internet technology in the field of tourism specifically the related processes is the main objective of the study. The interaction between the concepts under study is determined through the application of a descriptive and qualitative form of study.

A. Study design

The method to be applied in attaining the objectives of the study is qualitative and descriptive research. The method is considered effective in achieving results specifically in the area of tourism and other social and cultural issues (Goodson and Phillimore, 2004; Molina and Rayman-Bacchus, 2001). The research is composed of different phases.

The first stage of the research process is preliminary research. This is the gathering of data pertinent to the onset of the study. Planning for the course of study is one of the important phases in the said stage. Also during the said stage the decision is made regarding the specific area that will be explored in the study. The said method will contribute to the establishment of the course of the research and the coverage of the study.

Primarily, the study will be undertaken through the gathering of the information that is made available through prior work of contemporary authors. The research will be conducted through the integration of the different published references and other available sources. Important parts of these sources are the organizations that offer services related to tourism and hospitality that are published in the cyber community. The descriptive method of research can be considered as one of the most important tool to be able to gather information regarding the impact of the internet technology. The descriptive qualitative research including statistical

information regarding issues under study can be considered as the essential tool in the success of the project and the achievement of the objectives (Hoepfl, 1997; Scott, and Wertheimer, 1962).

In the commencement of the objectives of the study, it is important to take into consideration that in the technique of research used, the results of analysis of data is more important than the presentation of the quantitative information gathered. Thus, through the course of the study it is essential to focus on the psychological-related angle of the research, involving important methods and phases are involved (Scott, and Wertheimer, 1962).

Due to the fact that the study will be undertaken on the basis of the results of the different studies and published references along with the analysis of the commencement of activities in online tourism organizations, the integrity of the data gathered is imperative.

B. Subjects

In the study to be conducted on the possible impact of the utilization of the internet technology in the commencement of objective of different organizations in the field of tourism, the subjects that are covered are the organizations and companies that offer hospitality services operate through the use of the technology. The results of the different studies conducted by different authors shall be integrated in the study and in the analysis of data.

The use of the articles and studies related to the issue involves a process of inclusion and exclusion based on certain criteria. Included in the study to be conducted are references that discuss the importance and the effects of the internet technology. On the other hand, the required factors in the development of tourism and the commencement of activities of the different agencies and organizations are included in the study. The separate functions of the two systems are needed to be presented to be able to have background information on both the dependence and their possible interdependence. Prior studies on the relationship of the two concepts are

essential to the research to be undertaken. On the other hand, to be able to narrow the coverage of the study, the exclusion of articles and studies that are published on foreign non-English language are made.

C. Data Collection

The collection of data shall be undertaken in libraries, the internet and facilities that are involved in the field of tourism. The choice of the data gathered is based on the inclusion and exclusion criteria.

Included in the collection of data is the determination of the variables used, the methods undertaken and the materials for the research. In the particular topic, the independent is the utilization and the application of internet and communication technology in the commencement of activities in tourism. The dependent variable can be measured on the basis of different effects in the application of the technology.

D. Data Organization and Analysis

Subsequent to the collection of data in the study conducted is the organization of gathered information. The data are pooled and the concepts that are gathered are classified, grouped and organized. This phase will enable the achievement of a structured, methodical and logical analysis of the data gathered.

Upon the organization of the gathered information, both qualitative and quantitative in nature, the analysis of the primary hypothesis will be undertaken. The results of the study gathered can prove or disprove the assumption regarding the topic. The basis of the assumptions is mainly the background information that shall be gathered in the course of the study.

References

- Butler, R. W. and Pearce, D. G. (1999) *Contemporary Issues in Tourism Development*. London: Routledge.
- Crank, L. D. and Pigg, K. E. (2005) Do Information Communication Technologies Promote Rural Economic Development? *Journal of the Community Development Society*, 36 (1), p. 65.
- Domke-Damonte, D. and Levsen, V. B. (2002) The Effect of Internet Usage on Cooperation and Performance in Small Hotels. *SAM Advanced Management Journal*, 67 (3), p. 31.
- Faulkner, B., Laws, E. and Moscardo, G. (1998) *Embracing and Managing Change in Tourism: International Case Studies*. London: Routledge.
- Goodson, L. and Phillimore, J. (2004) *Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies*. New York: Routledge.
- Hoepfl, M. C. (1997). Choosing qualitative research: A primer for technology education researchers. *Journal of Technology Education*, 9(1).
- James, J. (2004) *Information Technology and Development: A New Paradigm for Delivering the Internet to Rural Areas in Developing Countries*. New York: Routledge.
- Johnston, C. B. (1998) *Global News Access: The Impact of New Communications Technologies*. Westport, CT: Praeger Publishers.
- Molina, A. and Rayman-Bacchus, L. (2001) Internet-Based Tourism Services: Business Issues and Trends. *Futures*, 33 (7), p. 589.
- Scott, W. A. and Wertheimer, M. (1962). *Introduction to Psychological Research*. New York: John Wiley & Sons.
- Smith, M. K. (2003) *Issues in Cultural Tourism Studies*. New York: Routledge.