

SERVICE ENRICHMENT THROUGH TECH INNOVATION IN SMART TOURISM IN INDIA

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The information technology revolution has affected many industries in last three decades globally. The world is now more connected and more visible. The tourism sector has also experienced paradigm shift. The new technology has improved overall service quality in hospitality sector. Now use of technology is no more luxury, but necessity in many service sector industries. The corporates which are in hospitality sector in India are now focusing more on smart tourism strategies in their various service platforms.

Smart Tourism Concept

As per European Union, the smart tourism mainly focuses on products, spaces, services and experience. The various information and communication technology tools are used to enhance the performance of service provider in these four areas. The tourism mainly focuses on five areas amenities, activities, attractions, accommodation and accessibility. The hospitality sector is also now facing intense competition globally and because of this identifying innovative ways for engaging tourist in various activities are vital for business. Amenities and accommodation play important role in tangible part of service delivery. The role of the technology is very important for accessibility and attractiveness of tourist destination. But the most important thing is proper synchronization among all these service elements. The ICT enabled tourism delivers many long-term and short-term advantages to primary and secondary stakeholders of the eco system. The benefits are mainly in three domains; economic, environment and socio-culture. Due to technology convergence, the ICT enabled service infrastructure cost is considerably reduced in last two decades and many cost effective options are available for hospitality companies globally. The extensive and extended use of these technology also reduce usage of traditional means of hospitability sector which results in less environmental degradation. The youth prefers to use ICT enabled technology in their everyday life and this technology transition in hospitability sector effect the socio culture environment. ²

Smart Tourism in India

IT plays vital role in customer relationship management in many industries globally. The smart technology covers large set of services like payment methods, event management etc. No doubt, many ethical issues are involved when corporate track behavior of consumers. The word "Smart" is not only about technology, but it also includes destination attractiveness, innovative marketing strategies etc. India has broad domestic and international tourism prospects due to its historical richness and diversified culture. In India, smart tourism depends upon multiple area; ¹

- ✓ The ICT enabled services of one property is not sufficient to provide overall good experience to tourist. Because of this now globally countries are now focusing more on smart city and smart infrastructure on various tourist destinations.
- ✓ The governments and private organization also play vital role when we talk about smart city and smart infrastructure facility at tourist destination. There are different options available in India, but “privatization” and “Public Private Partnership (PPP)” are two popular one in hospitality sector in India.
- ✓ The India is a country with rich cultural heritage and wide socio-culture diversity. There are many tourist destinations are now available in India, but digitalization is required in all related service industries in hospitality sector in many states.
- ✓ India is now fifth largest economy in the world and because of the demography of the population and geo-political importance, it has created interest in foreign citizens. The G20 event will also boost prospects for tourism sector in India.
- ✓ India has many tourist destinations, but still the connectivity issues are present in many places. This thing forced tourist to use different mode of transport to reach tourist destination. This thing is very time consuming and also one of the important reason behind less market penetration.

Conclusion

In last five years, central and many state governments have taken multiple initiatives to promote tourism sector in India. The governments have also realized importance of digitalization in this sector. They have also included smart tourism agenda in many smart city projects. The results would be visible in coming decades. The entry of many national and international corporate in tourism sector will also make this sector more state of the art. The ICT enabled smart tourism is now necessity rather than luxury for corporate of hospitality sectors in Indian markets.

Sources:

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