عنوان مقاله:

How E-tourism affected by ICT development

محل انتشار:

نهمین کنفرانس بین المللی تجارت الکترونیک با رویکرد بر کسب و کار الکترونیکی (سال: 1394)

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خلاصه مقاله:

Information Communication Technologies (ICTs) have been transforming tourism globally. The ICT driven reengineering has gradually generated a new paradigm-shift, altering the industry structure and developing a whole range of opportunities and threats. ICTs empowers consumers to identify, customize and purchase tourism products and supports the globalization of the industry by providing tools for developing, managing and distributing offerings worldwide. However, agile strategies are required at both strategic and tactical management levels to ensure that the ICT raised opportunities and challenges are turned to the advantage of tourism organizations to enhance their innovation and competitiveness.In this paper it is not only analyzed that how ICT development would affect tourism but it is also analyzed that what kind of strategies are needed to cover barriers and improve opportunities.

کلمات کلیدی:

ICTs, e-tourism, management, strategies, opportunities

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