

Innovations in the Field of Tourism Industry

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ABSTRACT

The purpose of this paper is to emphasize the importance of innovation specifically for the tourism sector. Moreover the aim was to explore how ready tourism companies are to implement innovations how managers and employees are directed toward new innovations which innovations are the most important to them what the main barriers to implementation etc are. Furthermore the aim was to investigate difference which has arises in terms of innovation implementation. Hence the authors assumed that there will be differences between the tourism companies regarding the implementation of innovations especially regarding key areas for implementing Innovations and limitation factors.

1. Introduction

Nowadays, innovations are important factors that can ensure company's continued growth and income but on the contrary if a company is not innovative it risks the possibility to become uncompetitive on the market.

In terms of tourism innovations, one should certainly mention several markets brands or individual entrepreneurs such as Thomas Cook, or even global enterprises such as South West Airlines, Expedia, Trip Advisor and Booking. Likewise,

However innovations are not limited to the travel system, they may refer to a small family hotel launching its first website or just a restaurant that will enrich its offer with a new meal - innovation represents an improvement and a desire to develop an enterprise and adapt its offer to the market needs. Sources of innovation in the tourism industry may originate from outside the tourism sector. One such example is information and communication technology (ICT) which is primarily responsible for innovative tourism development (online services such as e-check-in and online reservation systems). Tourism is also the initiator of many innovations such as those in the financial sector when it comes to credit cards that allow online purchases and reservations (Hall and Williams, 2008). Companies that are willing to work on their products or launch new ones are certainly far ahead of their competition. Technology changes, so do the needs of the customers and their way of life.

In order to survive the company must monitor its market and keep up with the progress of ICT. Therefore, innovation is the key to success in any industry. Innovation does not imply only new products and services, but also refers to the improvements of the production process, thereby competing with better and new industrial plants, employee education, new work conditions, etc. Producing something in a more economical or cheaper way or of a higher quality also has a major strategic role. The purpose of this paper is to emphasize

the importance of innovation specifically for the tourism sector. Moreover the aim was to explore how ready tourism companies are to implement innovations, how managers and employees are directed toward new innovations which innovations are the most important to them what are the main barriers to implementation, etc. Furthermore the aim was to investigate differences between the two countries in terms of innovation implementation.

2. Objective of the Study

- To analyze the innovations in tourism industry

3. Review of Literature

Anil Reddy (2000)

In his paper holds the view that tourism is entirely a new approach in tourism. It is reserving travel to natural areas to appreciate the cultural and natural history of the environment. He reviews various issues and Information about tourism.

Daniel GnanaSegar (1998)

Holds the view that ecotourism is the only way to maximize the economic, environmental and social benefits of tourism. Everyone is a stakeholder in the process and we clearly need to avoid our past shortcomings and negative momentum with more and more travel and travel related organizations are addressing the needs of the tourists and impact that They have had.

Kirti Shiva Kumar (2007)

"Tourism is the management and conservation of nature in a way, so as to maintain a fine balance between the requirements of tourism and ecology on the one hand and the needs of local communities for new job skills income generating employment and a better status for women on the other".

James Macgregor (1994)

Stated that tourism provides a direct return of a reasonable share of the revenues generated by the business to the local people and to the conservation of the local environment.

Prem Nath Phar (1996)

International Tourism Emerging Challenges and Future Prospects' opine that increasing number of tourists alone is responsible to generate massive environmental problems. Among the environmentally sensitive areas that have been most affected by tourism are the high mountains. Tourism with proper planning can rectify this problem.

Driving forces in tourism enterprises

Self-evidently, innovations in individual tourism enterprises are inspired and affected by a range of external and internal factors. No Comprehensive understanding of the driving forces in tourism Innovation literature has yet been established. Implicitly, the issue is addressed from three different theoretical schools referring to Classical contributions in the innovation literature. Firstly a Schumpeterian Approach where entrepreneurs represent a major contribution to innovative dynamics. Secondly the technology-push Demand-pull paradigm and thirdly the Marshalling innovation Systems or innovation clusters approach.

Developing tourism innovation theories

The topics and areas of research mentioned above are crucial but mainly empirical and applied. Taking advantage of and placing tourism innovation into existing theoretical frameworks is clearly to be recommended. The particularities of tourism for example the spatial bonds to specific destinations may be a platform for the construction of new empirically grounded theories that take into consideration the distinctive features of tourism and compare it with other sectors of the economy that have received the attention of the world's best innovation researchers for so long.

Tour Wholesaler

A tour wholesaler contracts with local suppliers such as ground operators, transfer services, guide services, and sightseeing companies. The local suppliers actually operate the tour at each destination. The wholesaler leaves the operations to these individual service suppliers or to a coordinating company called a ground operator at each destination site. A tour wholesaler simply packages and sells these arrangements; it doesn't operate them like tour operators. Tour wholesalers don't usually sell directly to the general public they sell exclusively through travel agencies. A tour wholesaler serves as a middleman between the travel agency (who represents its clients) and the local service operators at the tour site.

4. Tour Leader

The tour leader manages the group's passage over a multi-day tour and has intense contact with the tour participants. This person may be an employee of the tour operator a professional tour escort hired by the tour operator or a representative of the organization sponsoring the trip. The term 'tour leader' is also used to describe the tour manager tour conductor tour director. Indeed, some tour companies prefer to call their tour leader a tour guide' to stress their

employee's sightseeing commentary skills. However in practice the role of the tour guide is different from that of the tour leader. A tour guide is one who conducts a tour or one with a broad based knowledge of a particular area whose primary duty is to inform. To avoid confusion, the term 'tour leader' will be used in this paper to indicate the person who actually escorts the tour participants throughout their journey.

- **Travel agencies**

Many large travel agencies also package and operate their own tours. They do this in a number of different ways. Some agencies create and develop tours for special-interest groups, such as a local ecology club tour visiting the cloud forests in Central American rain forests. This is an example of a group inclusive tour.

- **Sustainable Tourism:**

Developing the tourism in a controlled manner is important because on one side it provides income, generate employment, various new opportunities and on other side its adverse effects to suffer. So 'sustainable tourism' is to be followed. The structural, logistical, and human resources development approaches are of particular significance for the long-term sustainability of tourism.

- **Process innovation in tourism**

Technological improvements in the transport sector have more than once set in motion a rapid and irreversible process of change in the field of tourism. The construction of the first railways in the 19th century made it possible to travel long distances comfortably and at great speed for the first time in history. Mass production of the automobile brought about a further quantum leap in general mobility. The spread of the automobile was the *sine qua non* for the development of individual tourism among the masses. In the middle of the 20th century the jet airplane added a new dimension to travel bringing the world closer to the state of a "global village" In this new situation process innovations become essential for survival. Above all this means concentrating our efforts on bringing down costs. This should be the preamble to quality improvements increased profitability and lower prices. Process innovations are indeed possible in a number of areas. Full use must be made of economies of scale in purchasing and marketing. The hotel trade needs to specialize to an even greater degree. Quality management must be extended beyond the individual level to cover the entire chain of services from the time a guest arrives to the time of departure.

- **New Generation Tourism**

Present day communication networking, in terms of roads, airways, waterways, computerized scheduling, maintenance communication worldwide are contributing and stimulating the mobility of sport-interested people regardless of language, culture, mores, beliefs, or geographical location.

- **Tourism policy**

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- **Domestic Tourism:**

Domestic tourism play important role in generating revenue and employment. Domestic tourism is ideal sustainable path for development of tourism. 'There are economic, social, and political benefits in promoting the growth of domestic tourism. Job creation and stabilization of tourism industry as whole are the economy benefits of tourism. Because of regular, travel both formal tourism economy through the sale of local goods and informal through site visits and stay at hotel and lodges benefits tourism. Development of tourism culture through participation in new and exciting experiences, interactions with foreign and local tourists are some of the social benefits. Domestic tourism will support the value of unity and reconciliation that is the government's core priority and thus benefit politically.

- **Innovation in tourism**

With respect to the tourism sector what appears to be called for is an intimate familiarity with consumer needs and preferences in particular specialized markets, and a speedy and imaginative approach to how these needs might be catered to in a more efficient, but also a more attractive and user-friendly manner. But my uninformed speculation suggests that Information Technology and the Internet and World Wide Web in particular are going to transform the role of travel agents and doubtless sharply reduce the size of the travel agent industry unless this industry can identify a new bundle of services that can be provided

to potential travelers. Any household with access to the Internet and therefore access to Google now has immediate access to detailed information about almost any conceivable location on the earth's surface as a possible candidate for a visit. Needless to say ticketing for airplane travel can also be arranged on the Internet which also provides invaluable information about the various prices of airplane tickets. The Internet is obviously transforming the tourism business in many ways and easy access to information is growing rapidly in each of the separate components of the industry and making it increasingly competitive. The ultimate uncertainty is figuring out new ways of rendering the tourist industry at least minimally profitable.

- **Mobile Booking**

The mobile network is characterized by mobility or ubiquity, compatibility, convenience, network externality. Mobile booking seems to be suitable in nature for travelers who are mobile on the way. However mobile booking is still an under-researched area that cries for additional attention. Tourist behaviors in mobile booking warrant scrutiny due to the promising market.

5. Conclusion

Tourism innovation process has started moving upwards, particularly with the increasing development of information and communication technologies and the availability of the Internet that greatly assist the development of innovation Based.

On this it can be stated that ICT represents the cornerstone of global tourism development. The innovation process in tourism enterprises contributes to their greater Competitiveness, and besides new products and services, innovations are also reflected In new ways of conducting business and in the reform of organizational structure.

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