THE ROLE OF INFORMATION TECHNOLOGY IN THE DEVELOPMENT OF E-TOURISM MARKETING: A CONTEXTUAL PROPOSAL

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Abstract

The Internet and information technology are crucial at all operational, structural, marketing and strategic levels as they facilitate global communication between suppliers, consumers and intermediaries. This paper has examined the main elements of information technology that have influenced and continue to influence the tourism industry. Two issues were chosen to research the travel industry including the development of innovation and its impact on the travel market. In addition, this research focuses on future e-tourism technologies that will affect the traveler's business strategy.

Keywords: Information technology, contextual proposal, e-tourism, tourism industry.

The tourism industry is a financial, social and social anomaly formed by people who travel to foreign countries or regions for personal or business reasons. Tourism and technological advances have been closely intertwined for more than 25 years. E-tourism establishes commercial links via the Internet for the supply of tourism-related goods/products such as airline tickets, hotel reservations and vehicle rentals. This enables businesses to improve their overall efficiency and effectiveness. Extreme levels of greenhouse gases (GHGs) and carbon dioxide (CO 2), which are primarily the result of human activities such as burning fossil fuels and destroying forests, have made climate change a pressing issue in the 21st century (Dornan, 2014). Continuous CO 2 emissions are expected to have catastrophic effects on the global climate with tragic consequences for all parts of the planet (Williams et al., 2017). For this reason, reducing CO 2 emissions and improving the environment have become global priorities to maintain long-term growth and mitigate the adverse effects of climate change. In addition, China has developed the 2030 Sustainable Development Goals (SDGs), focusing on increasing access to affordable renewable energy; promoting inclusive, long-term economic growth; and fostering technological innovation to mitigate climate change.

Climate change, which has already manifested in several countries, has added to China's burden. China is the eleventh largest CO 2 emitter in the world. China has recently adopted aggressive targets to reduce domestic emissions from 2000 levels,

reducing carbon dioxide emissions by 2050 and producing half of all energy from renewable sources by 2060. Examining the factors influencing these statistics can provide insight into how China can reduce CO 2. emissions, which is a major challenge.

China has one of the dirtiest energy systems in the region, and its high per capita energy consumption is primarily due to the country's economic growth fueled by energy consumption, resulting in a significant increase in CO 2 emissions. As of 2015, China ranks 15th in the world in terms of per capita energy consumption. In 2007, the World Bank estimated that China used 180.6 million tons of oil equivalent or about 2.4 percent of the world's energy in 2007.

China's annual CO 2 emissions from fossil fuel combustion were predicted to be about 500 million metric tons from 2014 to 2017, with annual per capita emissions hovering around 4 tons. In those years, China accounted for an average of 1.4 percent of global emissions. As a result, the public has become increasingly concerned about rising emissions, especially those related to the energy sector. As concerns about energy security, climate change and environmental sustainability have emerged, the relevance of renewable energy has increased.

Global corporate markets are steadily moving towards cleaner energy technologies in response to the increasing depletion of fossil fuel reserves and the serious environmental impacts they cause. Renewable energy provides a global financial backbone in the long term while reducing demand for conventional energy sources. Renewable energy is necessary to achieve the global goal of reducing emissions by 50% by 2060 because it provides carbon-free energy and can address energy security concerns. China has many renewable energy resources and the government has adopted policies to encourage their utilization.

Despite all this, only a few studies have been conducted in China on the prospects of reducing CO 2 emissions through renewable energy.

All aspects of the tourism business have been digitized as part of the e-tourism system. One of the goals of e-tourism is to optimize the processes involved in the execution of transactions and the exchange and dissemination of data. Based on the traveler's tastes and available resources, a tourist recommendation system (TRS) provides recommendations for the best vacation arrangements. Over the past few years, the concept of “e-tourism system” has emerged to describe the overall use of ICT in the tourism industry.

Tourism is one of the most prominent industries that has rapidly adopted e-tourism and offers smart tourism as part of its new technologies. The main goals of the smart tourism industry are to provide accurate data, contextual understanding and personalized experience. This approach improves the quality of life of tourists and creates a comfortable environment for people dealing with the system. Abdin and

Merida (2019) provide a clear description of smart tourism, distinguishing it from e-tourism, emphasizing that the former creates a digital connection between business and customer.

In contrast, the latter focuses on merging the digital and physical worlds using currently available technologies such as the Internet of Things, cloud computing and social media. Recent developments in the study of advanced e-tourism systems have focused on two main areas: tourism marketing and traveler relationship systems (TRS). Numerous studies on TRS and evaluation methodologies and their pros and limitations have been published in e-tourism for readers to familiarize themselves with.

Innovative tourism management requires more research in this area. By offering internet services to tourism facilities such as transportation, hotels, and tourist attractions, an intelligent tourism data system can provide data integrity, which is vital for database systems to improve tourism management and services. Dynamic systems provide adequate access to widespread sensor nodes and tourism platforms, and intelligent tourism data systems are often considered scalable. This technology helps businesses and the tourism industry by making deals, offering intelligent guides, intelligently advertising tourist attractions and managing their data.

In order to give tourists more time to explore neighboring attractions, the tourism industry's recommendation system should be well managed to solve the problem of data overload. The availability of large amounts of tourism data in digital form has opened up new opportunities to create value propositions for tourism professionals.

The most common research advances in modern e-tourism can be divided into traveler demonstration and concept. Several e-tourism studies have been conducted in different places to explore the topic of context-oriented concepts for the tourism sector.

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Excellent traveler data structures are easily adaptable and dynamic structures provide quick access to the many touchstones and stages of the travel industry. This framework supports organizations and the travel industry by providing exchange calculations, insightful assistants, competent demonstration, and understanding of traveler region managers. The conceptual framework for the tourism industry must find a solution to alleviate information overload by giving travelers an additional

opportunity to consider secondary issues. Many tourism-related resources are now available online and can be used to interact with local authorities.

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