

The impact of application of information-communication technology to increase the efficiency of management in tourism

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Abstract

Modern business in tourism, in addition to the desire for greater productivity, cost-effectiveness and increased profits, is characterized by the speed and efficiency in which information becomes the key resource of each tourism company / organization. The implementation of ICT information communication in a modern business environment plays a key role in the process of improving and increasing the efficiency of management, that is, the business performance of enterprises that are engaged in tourism and its positioning on the market. By generating innovation, ie implementing modern information and communication technology, significant results are achieved in raising the quality of goods and services, organization of work, marketing, and consequently management in tourism. At the same time, regular monitoring and evaluation of the business performance of companies in a modern business environment with the application of ICT are the basis for establishing competitive advantage, but also for successful connection with the international community. Due to this importance of ICT and the Internet, future managers are working to work. The author's attempt is to point out the importance of innovations and their introduction to tourist organizations with the aim of improving management and professional performance

Popular Internet services today provide an opportunity for people to communicate in real time with unknown people in remote areas. In this way, experiences on certain tourist destinations can be exchanged. It is this communication that complicates the business process and leads to the emergence of large amounts of data, and it is necessary to use modern solutions as well as the development of digital technologies that characterize significant expansion, as well as its potential application in many areas. The question arises where this segment of digital marketing improves the branding of the destination, or how does it encourage potential visitors to create a picture of the destination, and existing to maintain the destination experience? The solution to this question is one of the focus of this paper.

Keywords: ICT, digital marketing, management, tourism, business performance

1 Introduction

The impact of implementation and continuous improvement of modern ICTs primarily affects the accelerated growth of productivity and economic growth of enterprises. This paper is based on the hypothesis that between the application of ICT innovations, that is, the generation of innovations and innovations in tourism and the improvement of management and business performance, there is mutual conditionality of the traditional concept of marketing communication, whether it is a tourist destination or some other product or service, thanks to the ever-faster and the growing development of technological innovation, is experiencing significant changes.

2 Implementation of ict in management in tourism

The application of ICT does not only involve the computerization of individual business processes, but it involves the creation of a unique system of information that is used by the organization in the business, management, research and sale of products / services.

The continuous development of information technologies is reflected in the business operations of the entities in the tourism market in terms of the constant increase of efficiency in the business of tourist agencies, hotels and other factors of the overall tourism economy.

In the territory of the Republic of Serbia, there is an increase in the communication between the subjects of the tourist economy and the population through ICT, that is, through the use of websites, social networks, e-advertising, offers via e-mail, Monitoring and analyzing the use of ICT in households is

very helpful when it comes to the way ICT is implemented.

The application of modern ICT in tourism implies the use of the Internet and global distribution systems (special types of information systems for the distribution of tourism products). These systems combine tourism service providers with service vendors / travel agencies and with users of tourist services and electronic (on-line) business in everyday business activities. The advantage of these technologies is facilitating cooperation with other subjects of the tourism industry.

3 Digital marketing in tourism

Social networks, defined as a web-based service that allows an individual to build a public profile or private profile within a particular system, articulates a list of other users with whom they share a link and observe and use a common list of connections and lists of others within the system

4 Effects of improving management in tourism by the use of modern ict solutions

In the new era of ICT, which increasingly occupy a primary place in all spheres of society and business, success is guaranteed only to those organizations that are globally oriented, highly productive and who can boldly invest in the knowledge and skills of their ICT related employees. Knowledge also means finding a better way of creating a resource that has always been a basic requirement for increasing productivity and long-term economic growth. Modern conditions of business and life in general, and with it a new economy, will condition the acceptance of the

application of knowledge in the knowledge of the decisive determinant of success. When it comes to tourism, the key to success lies in the implementation of innovations, ICT technologies and the economy based on the announcement, that is, in the learning organizations, the successful creation, distribution and use of knowledge.

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5 Conclusion

We can conclude that social networks and mobile applications, as the most dominant forms of digital marketing, directly influence the perception of the image of the brand of the destination, to create the credibility and competitiveness of the destination.