

Impact of Internet on Tourism Business

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Abstract:-Marketing experts have already recognized the possibilities of networked computers at an early stage in the development of the Internet, and very quickly online business has become a standard model for doing business. The Internet has made a revolutionary change to its advertising and communication capabilities. Simply, companies have never had the ability to communicate quickly and directly with consumers, advertise their products/services and monitor user behavior. The Internet has erased geographical boundaries, time differences, and made the first major steps in the process now known as globalization. The development of mobile telephony provides additional impulses, small pocket devices have the capabilities of large personal computers, and they are always at hand. It is estimated that today there are nearly three billion computers connected to the Internet, while the number of mobile phones in 2015 exceeded the number of inhabitants of the planet.

Keywords:- Internet, Computer, Marketing, Mobile Phone.

I. FOREWARD

Over the past twenty years, tourism has become one of the most dynamic elements of the global economy. The development of an industrial society has transformed tourism as an act of mass holidays, while globalization and postmodernism have created an increase in fragmentation, individualization and tourist demand in different fields. According to the OECD report, the current successful development of international tourism is achieved as a result of the development of globalization, expressed through key drivers(Richardson, 2011):

- Increase in revenue
- New and cheap forms of transit
- Intensive use of ICT - Information and Communication Technologies

In the spring of 1822, a certain gentleman named Charles Babbage devised and began working on his Differential Engine which is recorded in history as the first automatic calculating machine. It was intended to operate multi-digit numbers and print the result. Unfortunately, the lack of money prevented the innovator from completing it, so it was not until 1991 that the London Science Museum completed the machine by calling Difference Engine No. 2. The first Colossus program was completed in January 1944 in Bletchley Park he pointed out as a significant help to British decoders in breaking up coded messages.

The first digital computer ENIAC, was activated in 1946 the wonder of electronics of their time, with over seventeen thousand electronic vacuum tubes, 300 times faster than the British Mark I Colossus computer.

Everything became much more serious with the invention of transistors, which enabled miniaturization, and in particular the invention of the microchip. The first microprocessor is ejected by Intel, in 1971, and electronics change has become the fastest and most ruthless of all the activities that a person is dealing with. Thus, the path for the development of personal computers is open. Today, the computer is quite common in almost every house. It is estimated that in 1955 there were only 250 in the whole world. In 1980, over a million personal devices were sold. According to the latest Internet Usage Statistics, there are over 3 billion Internet users worldwide (Internet Usage Statistics, 2016).

II. THE BEGINNINGS OF ELECTRONIC BUSINESS IN TOURISM INDUSTRIES

E-commerce is the application of information and communication technologies - ICT /Information and Communication Technologies/ as a support to all business activities. Electronic trade focuses on the use of ICT in order to facilitate external activities and business relations between groups and individuals. Otherwise, the term electronic business /E-Business/ forged by experts of the IBM Marketing and Internet Team in 1996. (Gerstner, 2002) Dr. Axel Schulz of Lufthansa System GmbH, for the e-business system, says: "One of the few examples of a globally realized coordinated electronic market is Computer Reservation System /CRS/ or Global Distribution System /GDS/, which is in use in tourist industry (Schultz, 1996). CRS - Computer Reservation System or a Central Reservation System is a computerized system designed to store and access information and manage transactions related to air traffic, hotels or rent-a-car agencies. Originally designed for use in aviation, later it was expanded for use in travel agencies. It all began in 1946 when American Airlines installed the first automatic boom system, the experimental Electromechanical Resevisor. Here we have to go back a step backward through the history of the mentioned company. Cyrus Rowlett Smith became president of American Airline in 1934, and at that time the company owned 85 aircraft. Known for his aggressive expansionist policy, but also as a great visionary, he declared: "Every employee who does not see the day when we will have a thousand planes, is better off looking for a job somewhere else" (McKennly & all, 1995). Following his vision, Marion Sadler - Manager of Customer Support, concludes that the

company invests too much effort in bookkeeping, but insufficiently in the problems of booking airplane tickets. For this purpose, Charles Amman, a man who was supposed to study the problem and offered some better solutions, is hired. Amann divided the entire process into three steps:

- Find a vacant seat on the plane, if available,
- A record that it was sold - or recorded a possible cancellation of the flight,
- Record passenger details, name, address ... etc. after the sale.

Let's remind how complicated and slow the process of booking tickets. At that time, the bidding was handled through a system known as a request and response. All data related to reservation of tickets operated from one office. Every year, the schedule is presented in the form of *Index Card - Flight Card*. These offices were usually located at the airport. In order to reserve an airline a sales agent or an official of a travel agency, makes a phone call to the Booking Office seeking information about a particular flight. Then the clerk goes to a special cabinet and accesses the databases and checks the situation. Returns to the telephone, and reports the sales agent on the status of the flight requested. In the meantime, another office can be accessed by the data cabinet, but only when the predecessor boots the change card back. Problems are increasing when the plane is almost filled because only one person can have access to the data, so in the period of higher demand for tickets, this process can be lost indefinitely, not to mention the troubles caused by the interruption of telephone lines. Bearing all this in mind, Amman implements its new system by calling it *Sell and Report*, reducing the need for reporting the switchboard, up to 75% of the aircraft. An interesting solution was this report on the completion of three-quarters of the capacity of the aircraft. Namely, each office was equipped with a panel with openings representing flights. If some flight reached 75%, a wedge would be placed in the hole so that all operators can see it, even if using binoculars from the remote part of the office! After this phase, agents should return to the old, centralized system for operating data on free space on the plane. Although the system worked well, there was a big problem - when 75% of the aircraft capacity is sold. (McKennly & all, 1995). At first, the system was doing a very good job, because the airplanes were mostly half-empty. Rarely, which line had the plan's coverage. In the meantime, air traffic is getting more and more important, and the number of passengers is increasing rapidly, which has also increased the problem of reserving and selling avoids. Amman proposed the automation of the process of storage of data on sold and reserved seats, which the CEO of Smith accepted and went searching for a company that would save the required system. After many unsuccessful negotiations, he finally negotiates with the Teleregister Company of Stamford, and as we have already said, the Reservisor system was operational in 1946. The Reservisor was basically an electro-mechanical version of the Sell and Report System. Of course, instead of the pins on the control panel, there were signal lights, and so placed that the rows represent flights, and the columns of the lights signal the occupancy of the aircraft in the next ten days.

With these terminals - the control system of the lights, every operator was equipped with the reservation of tickets. He could have asked for the desired flight by activating the boards. The signal lights of the flight requested showed status for all ten days at a time. Then the booking operator could respond to the sales agent about the status of the flight immediately after the query. The flight status could be transferred from the machine to the machine, at a great distance, which significantly reduced the time and number of engaged people in the process of booking tickets (Elmer, 2004).

Encouraged by the effect of the Reservisor machine, but still not satisfied enough with what it offered, Amman is looking for a more advanced solution. At the time, Howard Aiken worked on Harvard Mark and a computer that uses magnetic storage for data storage. This project is widely publicized, and Amman and Teleregister opt for the use of a magnetic recording system, which will allow direct access and manipulation of the number of free seats on planes. Amman spent a lot of time searching for the best way to communicate between the machine and the operator, while he did not opt for the Destination Plate-tagged sidebar, which enabled access to all flight information for the desired destination at once. A series of lights showed which flight had free space. Upon execution, one lever on the terminal occupied the seat from the magnetic tape, while the other allowed it to be added back and stored in memory, in case of cancellation of the reservation. The Magnetronic Reservisor was installed at La Guardia Airport in 1952. The system was able to store more than 1000 flights for the next 10 days, and it was hitting 1.2 sec. to answer a question about free places. In 1965, the new version was installed on the American's New York West Side Terminal, with the ability to memorize 2000 flights, 31 days in advance, while improving the response speed at the request of just one-half seconds. The new system could also record additional information, such as booking time, including statistics on the number of queries, reservations, and cancellations for each operator. A serious system, considerably improved, but one problem remained solved - recording of customer data after the sale of the avo maps. In cooperation with IBM, Amman is created by the Reserwriter, which has enabled the operator to tick and save passenger data through a punch card system. Data could be printed across America, using the existing Teletype network. Until 1958, Reserwriters was installed at most American airports. (McKennly & all, 1995) The system was fast, working, but also sin. It is estimated that about 8% of reservations were wrongly made, whether it was incorrectly entered information about a passenger, airline company or destination. The situation in this plan has further deteriorated, with the acquisition of 30 aircraft of the type Boeing 707, American Airline increases the capacity of passenger transportation, as unlike 80 seats in DC-8, Boeing transports 112 and later 140 passengers. The first jet planes were much faster, so it was happening in US domestic traffic, that the plane was transporting passengers faster than the system can make a reservation, printing, and delivery of a plane ticket (McKennly & all, 1995).

III. GLOBAL DISTRIBUTION SYSTEM – GDS

Although it is difficult to withdraw the date limit and delineate the emergence of new systems, especially due to time overlap and simultaneous development, three stages in the development of the airline reservation system can be identified:

- Airline Reservation System,
- Computer Reservation System,
- Global Distribution System.

At first glance, it seems that CRS and GDS have the same functions, but the underlying difference between these two systems is that CRS only provides information about the airline, while through the GDS, the user can not only book a plane ticket but also provide a room in to the hotel, to book a car in rent-a-to-agency and a number of other amenities. The biggest problem with the use of GDS is its price. In order for the company to go through the entire GDS process, it has to allocate a significant sum of money. Airlines say that these are too big, so smaller companies often decide to set up their own website presentations, on the pretext that the inclusion in the global network might cost them bankruptcy.

- Today, four large corporate systems are used within the GDS:
- Amadeus, owner of Amadeus IT Group, Madrid.
- Galileo International, owner of Travelport, Atlanta - US.
- Sabre, owner of Sabre Holdings, including Travelocity.
- Worldspan, owner of Travelport, Atlanta - US.

The GDS basics were set up by the airline as early as the 1960s, as a service that can track flight schedules, the number of vacancies on a given flight, and ticket prices. It is considered to be the first electronic business in the world. Prior to the GDS, travel agencies spent a lot of time making reservations, arranging hotel rooms ... etc. By introducing GDS into business, everyone in the chain from the initial user, through travel agencies, airline companies, hotels, etc., are networked, can communicate directly, maximizing productivity and efficiency, and minimize the possibility of errors.

IV. PROMOTE TOURISM THROUGH THE INTERNET

In the 1950s, in the United States, it was launched as a marketing hit, telemarketing - a propaganda system focused on direct addressing to consumers via the phone. Today, it is rarely used, in some countries even prohibited by marketing laws, it is treated as harassment of citizens. It is almost a common occurrence that the e-mail of the Internet network users contains various offers, advertisements and all kinds of propaganda content. The etymologically, propaganda word itself, of Latin origin, is a propagation word derivative, which means to propagate or propagate. (Digs - Brown, 2012).

Various ways of spreading and widespread transmission of ideas and information have been used almost throughout the history of mankind. The first official use of propaganda was the act of Pope Gregory XV, adopted in 1662, Sacra Congregatio de Propaganda Fide, with the aim of spreading the Catholic faith (Jowett and O'Donnell, 1998).

A significant propaganda event was in 1836 when the French newspaper "La Presse" published a paid advertisement on its site. It was a propaganda debut, soon copied from other newspapers. The evolution of the press, as a medium, and especially the emergence of printed photography in 1839, gives the newspaper a wide possibility of creation in general, of course, and propaganda messages. (Brus, 1992) The contemporary term, advertising, propaganda, (English - advertising), launched around 1840 by Volney B. Palmer. He rented large spaces in newspapers, at a discounted price, then resold the space for advertisers, and thus earned a profit, considered one of the first brokers of propaganda - space broker. When in Philadelphia in 1869, open advertising agency N.W. Ayer & Son situation changed from the basics. It was the first agency that offered full service, from the plan to the creation of an advertising campaign, to the complete realization of propaganda for its clients. The press dominates until the emergence of a new, powerful long-range media - radio. Radio's father, Nikola Tesla, demonstrates the use and transmission of high frequencies back in 1891. In 1906, Reginald Fessenden played on the violin O Holly Night, read several passages from the Bible, all transmitted via radio, and the rest was recorded as the first radio show, now known as AM / Amplitude Modulation/radio transfer. Otherwise, the official commercial exploitation of radio, as a medium, starts in 1920, and then for the first time, the first radio news was broadcast on August 31, through 8MK, Detroit, a radio station that exists today as a WWJ-owned CBS network. The content of the feature films or the location of the shooting can be powerful propaganda. Large movie hits see hundreds of millions of people all over the world, which directly results in an increase in tourist visits to the destinations seen. And just how tough the bullets of a big canvas rolled out. Eadweard Muybridge, the first man to film a movie that conjures the movement. For this venture, he used as many as 24 film cameras, which linked his independent footage to a movie, showing the horse in the gallop. It was in 1878. Interestingly, the whole venture was initiated to solve the current dilemma: is there a full horse in the air at any time during the galloping? The film could be seen only with the help of a pratinoscope.

July 11, 1895 Auguste and Louis Lumiere demonstrated their cinema-based cinema technology. It was a multi-device, all in one - simultaneously a camera, a movie development chamber, and a projection device. Their first film, *Sortie de l'Usine Lumière de Lyo /The exit of aLlumiere factory/* is often cited as the first ever movie ever filmed (Powell, 2013).

Nowadays, it's enough to own a computer and an Internet connection, so almost everything that has ever been known anywhere in the world, published in print, in some form of

audio, is broadcast on television or in a movie tape! In a word, the Internet user has a whole world on his screen. The global network has many advantages over other forms of communication and propaganda. By entering a particular term, the computer almost instantly casts out a range of offered responses, from which the user can select the content that suits him. For example, by entering the desired destination, a folder with a number of offered sites opens, from geographic location, economic and demographic data, through photographs with sights or beautiful beaches to the list of hotels with room descriptions and ratings, various agencies, etc. In short, all available information that may be of interest to a potential visitor, or simply curious Internet users, is offered, first hand. Thus, it is estimated that 47% of tourists are looking for offers online for another three months before the trip. Network capabilities are almost unlimited. The propagation of a tourist offer depends primarily on the inventiveness of the marketers, but also on the amount of money that the contracting authorities are willing to allocate. Every year, UNWTO, traditionally, on the occasion of September 27 - World Tourism Day, puts some of the global problems to the forefront. Thus, the WTD for 2012 was thematically dedicated to Tourism and Sustainable Energy, consumption, environmental impact, alternative sources, and the possibility of saving energy and energy. Taleb Rifai, on this occasion, said: "Celebrating World Tourism Day 2012, I appeal to all tourist workers, governments, business people and tourists themselves to take part in reaching the UN goals for sustainable energy for all, by 2030 and the central role of tourism for the clean energy economy in the future." (Rifai, 2012)

What was the role of the Internet at the celebration?

First of all, all WTD notifications were posted on the UNWTO website, the celebration program, the registration of participants, hotels, flights, accommodation, plus a site with useful information. WTD Home website was set up, in addition to the World Tourism Day, an explanation of the current theme of the annual event, About the Theme. Then, the official messages of the UN Secretary-General and UNWTO were posted. The special role of the global network was the organization of two competitions, the WTD Twitter Competition and the WTD Photo Competition. Through Twitter, participants could send answers to questions:

- Are you switching off home appliances before leaving home when you go on holiday?
- We want to know, how do you save energy on your travels?

All answers, up to 140 characters, could be sent to #WTD 2012 until September 20, 2012. A site made trilingual, in addition to English, Spanish and French. A super-designed competition, which, in addition to the promotional side of tourism and the WTO, also has an educational but also gives individuals the opportunity to express themselves, and maybe promote some of their innovations in the field of energy and preserving the ecosystem.

Along with the competition on the Twitter network, a competition for the selection of the best photographs was announced, of course, with the same theme. The official site emphasized in the advertisement, in addition to the absence of restrictions and discrimination on any ground, that: "We ask the photograph to note how the tourism sector implements new ideas in increasing energy efficiency and the use of renewable energy sources, or photographs showing how tourism brings modern and clean energy in local communities. "The Internet was not only a means to participate in the competition, but the selection of the best photographs was also done by public online voting. In 2013, the World Tourism Day is marked under the slogan: Tourism and Water: Protecting our Common Future. Of course, as in the previous year, the whole event was organized over the Internet, with accompanying competitions with the addition of Blogger Competition via Facebook.

It is pointed out that: "In the protection of our common future, special attention is paid to climate change, which is responsible for increasing the amount of precipitation and affecting the state of world waters. Climate is an essential source of tourism, especially for tourist destinations that are based on beaches or winter sports segments. "(WTD 2013) Climate change directly changes the time patterns of the region or destination, which directly reflects the tourist demand and the number of visits.

Tourism and Community Development is a thematic choice for the WTD in 2014, and will always be dedicated to reviewing and highlighting the social, cultural, political and economic values of tourism. The annual summit will focus on the potential of tourism to strengthen the local community and provide skills to achieve change in the local organization. The WTD 2014 promotional site says: "Going to the official WTD celebration in Guadalajara, Mexico, we want to hear YOU. Tell us how to celebrate, send us your best photos on this year's Facebook album topic, join us through # WTD2014, talk to Twitter and share your thoughts and experiences with the global tourism community. "(World Tourism Day 2014) We already spoke about the incredible possibilities of the global network. The mentioned VisitBritain, using popularity, they say, the most famous British secret agent in the world and the latest movie production Skyfall has designed and launched an online propaganda called Agent UK. Propaganda designed to include numerous digital and social media is accompanied by national travel agencies. The campaign is installed via Twitter, Facebook, and Google+. On April 25, 2014 at the Singidunum University, Belgrade, the international conference SYNTHESIS 2014 was held on the topic: The influence of the Internet on business in Serbia and the world. The invitation to participate in the conference emphasized: "The aim of the Conference is to integrate the impact of internet technologies and a high level of innovation on various forms of business in financial institutions, accounting, auditing, insurance, tourism and hotel management, human resource management, engineering, education, and sport. Modern business is based on information technology, from production and services to

marketing. Web services, mobile technologies, wireless systems and multimedia content along with Internet security concepts have increased the volume of transactions with the optimization of business processes. Information and communication technologies have enabled the development of business on a global scale. "(Synthesis, 2014) So far, it has been said about the affirmative side of the Internet, about the benefits and benefits that this global network can offer to users around the globe. However, as usual, some other solutions are always made, bypassing the rules and codes of conduct in the desire to achieve business goals. We have already mentioned that E-mail messages with promotional content are often received, which means that the Internet user gets, in addition to the information they want, and the same not planned. These unwanted content can be part of guerrillas or stealth marketing, free rides, and the like - do not go further - there are indeed many variants of possible abuse of websites, even subliminally placed content. (see wider, Tanasic, 2014)

V. CLICKING ON THE DESTINATION

We have already highlighted how many times the Internet is a powerful medium. Opportunities are infinite, and, among other things, promotional content can also be placed in the following way: The company promotes its bids by placing propaganda material through the Web browser, such as Google AdWords. Unlike similar marketing forms, in this case, the company will pay the Internet service provider, only after a while, but based on the realized visits to the site - the number of visitors. This promotion is also known as Pay Per Click, / PPC / which means that the advertised company pays only site reviews, or the number of clicks generated on your Web site, not related to the time spent. There are various software packages, tools for easier and more precise use of PPC marketing techniques, say WordStream, are cheap on such benefits. For the needs of various research and analysis, the Clickstream technique is used, which can monitor various parameters related to the Web site. What is Clickstream? It is a program that allows you to record what the user clicked, or looked at while browsing the Web site.

Every time an Internet user clicks on an image, for example, or another object on a page, this information is recorded and stored. This way, individual habits can be monitored, but much more useful information when recording data for thousands of users, from which the habits and tendencies of the users can be derived. Why is this technique interesting? In the shortest, the data collected in this way can greatly help improve the site, add or remove some content that users are not paying attention at all. Clickstreams can tell us more about user behavior. For example, on a sample of 1000 users, we can spot parts and pages of the site that users do not even go to or sites that are extremely visited. The combination of all the information collected can help in the site's adaptation and the removal of proven unnecessary content. (Couple, 2009) It is estimated that 47% of potential tourists, 3 months before going on a trip, have a specific destination, that is, the necessary information about their destination for the holiday. How can our virtual traveler do

this? By simply entering a term into a browser, a web address. It is an electronic path to the desired content on the Internet, it is also called a URL, which represents the acronym of the Uniform Resource Locator - uniform source locator. (Van Kersten, 2014) This standardization of the address was introduced in 1994 by Sir Timothy John Berners Lee. The format combines the old, existing domain name system, created in 1985. with the syntax of the path of the file, where the lines of the lines and points separate the directory from the file name. In his text on the most frequent journalistic issues, Mr. Lee said he considered it a major mistake to leave the points, as a mark of separation, instead of just a slash of lines. (Lee, 2014).

VI. CONCLUSION

Fortunately, the user does not have to know all of these details, it is enough for an Internet-connected computer, or a mobile phone with a Wi-Fi connection, enter the agency or directly desired destination and the mass of information are there. A professionally designed website is interactive, which means it is not just an album of passive photos and propaganda slogans. A good website of a tourist agency usually includes:

- The logo of the company with the toolbar, active windows where information about the company/home /, contact phones, e-mail address, city map where the agency is locateditd.
- Offers, packages - packed according to some specifications, for example, spa, European metropolises, special offers, Last minute, Summer 2014. Intercontinental trips ..its
- A good site also has a search engine, designed as a window, into which the desired destination is entered, and the offer is for a moment before a potential traveler.
- The larger agencies pack their offer in two rows on the toolbar, so there is information about airline companies, fairs, current sports events, cruises, individual travel, and much more.
- Of course, a good website has set icons for direct access to social networks, FaceBook, Twitter, YouTube.

Further, on the page, there are various propaganda messages that include destinations for the current season, with some usually special challenges, big discounts, and an unavoidable Last Minute offer, with again special benefits just for you ...Of course, all advertising windows are active, so it's enough to just place the cursor on the windows, an auxiliary drop-down menu appears, with details that are also active, and by clicking provide additional information. It is necessary to have only free time and to provide money for rest, the rest has long been ready.

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