

BOOK REVIEW

Global Hospitality and Tourism Management Technologies

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Global Hospitality and Tourism Management Technologies

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The first author appreciated the opportunity to teach in Department of Tourism Management at the Chinese Culture University of Taiwan, which was established in 1962. The university is located in Yang Ming Mountain, which is well known for its natural beauty and as a tourist destination for domestic tourists and foreign visitors. Location is a key-point in the tourism industry; it aids teaching and permits students to gain hands-on experience in the field of hos-

pitality and tourism management. By 2020, the global hospitality and tourism industry will be the world's largest industry, with \$8.4 trillion in expenditures (WTO, 2010).

As teacher and graduate student in the Department of Tourism Management, we are thankful have this opportunity to apply our experiences with the fine study *Global Hospitality and Tourism Management Technologies*, a work which includes the topics Virtual Tourism, Tourism Management, Electronic Customer Behavior, Emerging Trends in Tourism Industry, Sales Force Technology, Tourism Revitalization, Mobile Tourism Application, Personal Tour, and the Management of World Heritage Sites.

This book points out that people today are familiar with virtual tourism, which presents actual places as if they were real. In a chapter

in this book, the researchers, who conducted a study virtual tourism in China, raise the issue of a gap. However, it turns out that the technology that can combine marketing and tourism industry is able to meet the needs of tourists, thus creating advantages for virtual tourism in China. They write, "Comprehensive travel websites cover the advantages of the above two travel websites, namely tourism marketing both in stores and online; Shanghai Spring Travel is a typical representative (p.7)." Further, they indicate, "China Panorama and Virtual Forbidden City are at the highest level of the application of virtual technology. China Panorama provides virtual tourism of attractions around the country with a 360-degree 3-D realistic display of high definition. The Palace Museum has developed the virtual Forbidden City... (p.8)."

Moreover, Tourist Management in China is based on Radio Frequency Identification (RFID) that utilizes high-end technology for the fairness and effectiveness of queue management; this technology will directly affect the visitors' experience of a scenic area, since electronic customer relationships rely on electronic customer relationship management (eCRM): "Following the development of mass tourism, more and more scenic spots began to face the problem of queue management. Fairness and effectiveness of queue management will directly affect the visitors' experience in the scenic are. Hence, with the help of high technology, improving the scenic RFID smart queuing system will be the main function of queue management module (p.23)."

Further, this book also demonstrates how the tourism industry can take advantage of current advances in information and communication technologies, such as virtual reality, web-based technologies, mobile devices, and so on, to intrigue tourists and boost its competitive advantage over competitors. In particular, this technology is capable of promoting global tourist destinations and has the potential to influence tourist decision-making processes: "New electronic devices and virtual environments devoted to the promotion of a positive territorial image are more focused on the authenticity

of the touristic place. In fact, they allow the potential tourist to reveal his or her intention to visit the place and to return again there. (p.64)"

The book makes clear that the tourism industry has adopted a strategic development approach with a SWOT analysis of hospitality, travel and aviation, training and education. For example, in Oman, "the government intends to upgrade the tourism infrastructure and increase its overseas advertising, with a particular focus on the EU, US and Asia. (p.131)" However, advances have occurred in Sales Force Automation (SFA) in planning and hotel sales. Moreover, for education, students are offered a realistic view of the software they might need to master their careers: "SFA systems designed specifically for hotel chain's field sales forces has enabled companies to form deeper cooperative relationships with their key customers, where one salesperson can meet all their meeting and event requirements within their chain of properties. (p. 137)"

Global Hospitality and Tourism Management Technologies include new thinking for the revitalization of historic districts within the perspective of the tourist experience. They are based on an in-depth analysis of the essential elements of the tourist experience in historic districts and include aesthetic and nostalgic content, education and culture, entertainment and leisure, and emotional exchange and sublimation. These technologies help to create the appearance of cultural, social, and economic continuity.

This book provides evidence of how mobile technology is changing the landscape of tourism and tourist behavior through personal tours as a multi-agent recommender system in finding travel packages: "It is unequivocal that mobile applications represent the next wave of information access and use, altering the way many people interface with and experience a destination. (p.173)" Thus, the exhaustive management of world heritage sites relies on a sustainable integrated marketing paradigm: "Integrated sustainable marketing can thus help promote cultural, social, economic and environmental integrity of the heritage site

and its surrounding host community resources to successfully manage the growing tourism demand. This can be accomplished by highlighting sustainable objectives clearly in the mission statement and formulating strategic plans to implement them. (p.204)”

This book offers a brilliant characterization of the power of the dynamic market through global competition, changing customer expectations, and new communication technologies. Additionally, it facilitates the exchange of strategic information and provides clear insights on global hospitality and tourism issues and the role of IT in this industry. It lucidly outlines of Tourism and Hospitality Management trends and emerging research topics that will determine

IT creativity and cultural development in the new century.

In conclusion, *Global Hospitality and Tourism Management Technologies* is an attractive book that presents the strategic information technology needed to achieve long-term success in the hospitality and the tourism industry; it is essential reading for all people interested in IT applications for tourism and hospitality management in the 21st century.

REFERENCE

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Yi-Fen Chen is an associate professor in the Department of International Business at the Chung Yuan Christian University, Chung Li, Taiwan. Her research interests include Internet marketing, consumer behavior, electronic commerce, information management, and business management. Her paper appeared in *Psychology & Marketing*, *Computers in Human Behavior*, *Cyberpsychology, Behavior, and Social Networking*, *Journal of Applied Social Psychology*, and others.