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Role of Computer Applications in Tourism and Tourism Booking

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Abstract: - In addition to examining the various obstacles and challenges faced and their implications for the advancement of computer applications in tourist and booking, this study aims to define the function of computer applications in the tourism and booking industry.

This study adheres to the procedures for data collection and analysis in order to produce its findings, and it is a component of the analytical exploratory investigations. A questionnaire was distributed to several travelers as part of the study.

The investigation came to the following findings:

1. There is a statistically significant correlation between computer apps' use in travel and travel reservations.
2. There is a statistically significant correlation between computer applications and government involvement in travel and reservations.
3. There is a statistically significant correlation between persons who work on computer applications in tourism and those who are skilled in booking tourism.

Keywords: Computer applications, tourism booking, management, tourism companies.

I. INTRODUCTION

Computer applications play an important role in facilitating and improving the experience of travel and tourism. The main benefits are time and effort savings. Users can use computer applications to book tickets, hotels and tours, instead of going to travel or searching agencies on the Internet. Computer applications provide useful information on different destinations and recommendations for the best places to view, shop and entertain. Users can change their plans during the trip using computer applications and update their reservations to hotels, trips and activities. The use of computer applications helps save money, as they provide special offers and discounts on tickets, hotels and cruises. Users can communicate with customer service through computer applications to request help if they have any problems or have questions or questions.

Computer nerve applications in travel and tourism use many modern techniques, including:

Automatic learning: computer systems are trained in the analysis of travel and tourism data and information to enhance their ability to provide useful and accurate information to users.

Artificial intelligence technology: it is used to develop computer systems that can interact with users and provide them with the necessary services and information in an intelligent and expeditious manner.

Large data technology: also known as "Big Data," where a large amount of travel and tourism data is collected and analysed and used to develop computer systems and improve services for users.

Virtual Reality Technology: A technique used in the development of smart travel and tourism applications, where realistic travel experiences are provided to users on a virtual basis, thus helping to improve tourism services and increase user satisfaction.

II. PREVIOUS STUDIES

Nasim Mahmoud Malakawi, Information Technology's Use in Tourism Services: How Using Electronic Booking Systems Improves Customer Service in Jordan's Five-Star Hotels

The study aimed at identifying the level of booking systems: electronics and their role in improving customer service in Homs hotels are stars in Jordan. The study community is a group of the 22 five-star hotels in Jordan, where a random sample of seven hotels and 32% of the study community was selected. For the purpose of achieving the objectives of the study, the identification and sponsorship of 122 workers has been developed.

Hotels are randomly run at the three management levels and are directly related to the work of these systems, of which 76% have been recovered. The study concluded that electronic booking systems in five-star hotels in Jordan

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were highly efficient and that the electronic booking systems used had a statistical effect on the overall development of the service.

The study recommended that attention should be given to electronic booking systems, their development and the sharing of information between hotels, thereby enhancing their role in improving the services provided.

Wasfey and others, the role of using smart applications in developing the future of digital tourism in the smart city of New York from a citizen's point of view.

The non-diversification of income sources based on oil rents has been a key issue for the Saudi economy for decades. With the vast streets that the Kingdom enjoys, especially the smart city of New York, which depends on smart applications, the tourism industry has recently come to light as one of the promising and quick solutions to this issue. With the introduction of the Kingdom's 2030 vision, which calls for a seamless transition from the oil economy to a more diversified and open economy through the development of other non-oil resources as well as the creation of a thriving society and prosperous economy, the Saudi tourism industry has drawn more attention and is now more prominently displayed in the world of international trade and competition.

The Kingdom ' s Government is working to support and develop the tourism sector through what is known as the establishment of the full tourism system by integrating intelligent systems and applications in the face of the virtual image of the intelligent city of Neum for citizens and tourists outside the Kingdom. In the light of the intense competition in tourism among the countries of the world, particularly the Arab countries, to attract as many tourists as possible to the city of Neum, the importance of using and adopting smart applications to reverse the virtual image of the city of Neum is demonstrated by providing digital solutions to simplify travel procedures, launching a unified platform to link tourism service providers and their applications and providing an interactive environment that allows technical sector innovators to experiment with new digital tourism solutions and extended real-life tourism applications (e.g., virtual and enhanced realities). The current research is therefore aimed at studying the role of the use of smart applications in developing the future of digital tourism in the smart city of Neum from the Saudi citizen's point of view.

Zahia Volcano, The Importance of Information and Communication Technology in the Development of Tourism Services, New Economics magazine 2012, Algeria

One of the key elements in the growth of the tourism services offered is the utilization of information and communication technology, which increases their entry by giving them access to the greatest number of clients. Numerous significant benefits to the national economy are generated by tourism. It helps a portion of unemployment get absorbed.

Saber Yahya Marzuki, impact of the use of artificial intelligence techniques in upgrading the quality of tourism services through the blinding of the tourism sector in the Arab Republic of Egypt

The goal of this study is to provide light on the significance of using artificial intelligence techniques in the tourism industry, the degree to which Egyptian travel destinations profit from their application, and the primary challenges faced. The theoretical scientific literature on the study's subject, which includes books, journals, scientific dissertations, and specialist websites, has been studied in order to meet the study's objectives.

The resolution was prepared and distributed to a sample of 250 employees of tourism, hotel and airline companies located in the Greater Cairo region with a view to exploring their views on the extent to which the tourism sector in Egypt has benefited from artificial intelligence techniques and the most important problems in achieving this. This study is an analytical exploratory study and follows a data collection and analysis approach to extracting results.

Metaphorical measures such as calculus, standard deviation and multiple linear regression analysis have been used to study the relationship between independent and dependent variables, namely, the quality of tourism services. The findings found a connection between the application of artificial intelligence techniques and upgrading.

Nogi Habiba and others, the role of Internet technology in promoting Algeria ' s tourist image and economic development.

The present study aims to learn about the role of the Internet technology in the field of new information and communication technologies and the extent to which it has contributed to promoting Algeria ' s image of tourism both internally and externally. Today, Algeria is undergoing radical transformations in various areas of life, which pose new challenges, including in the tourism sector, especially after opening the way for foreign investment and increasing interest in national tourism in view of its importance. Its resources are contributing to economic development and prosperity.

Given the importance of the tourism sector in the economics of any State, strong competition has emerged among States to highlight the various tourism destinations, with a view to gaining the largest shares of domestic and global

tourism markets, by developing and planning communication programmes and strategies that are most effective, so that information can reach tourists at the right time and in the right place, and in the way they are persuaded. Of which, the importance of global Internet technology in achieving this is highlighted in the study, which concludes that the role of global Internet technology is important and necessary in the tourism promotion process, for Algeria ' s image by improving the performance of tourism agencies.

Murat Mahi, the Role of Digital Tourism Applications in Offering Tourism Services in Algeria: An Analytical Study

The purpose of the study is to highlight the role of digital tourism applications, which have become necessary for improving and developing the functioning of the tourism sector in Algeria. They directly contribute to the supply of various tourism services. In the study, we concluded that the reality of digital tourism applications in Algeria does not meet the required level of tourism services because of their competitive advantage. This is due to a number of reasons.

III. Study Problem

In addition to examining the various obstacles and challenges faced and their implications for the advancement of computer applications in tourist and booking, this study aims to define the function of computer applications in the tourism and booking industry.

IV. Questions Of Study

The study, which is analytical in nature, aims to respond to the following queries:

1. What are the prospects for computer applications to become more important in travel and travel booking?
2. What are the challenges and limitations associated with the use of computer apps for travel and reservation?
3. What are the goals and recommendations for enhancing the function of computer programs in travel and reservation?

V. Objectives Of The Study

The goal of the study is to come to conclusions that will clarify the function that computer apps play in travel and travel reservations.

The research will attempt to accomplish these goals by:

1. Acknowledge the critical role that computer apps for travel and reservation play in the growth of Jordanian tourism.
2. Recognizing contemporary technology through computer programs used in travel and reservation
3. An examination of positive experiences and computer apps for travel and reservation

VI. Importance Of The Study

The study's goal was to learn more about the function of computer applications in travel and reservation. Computer applications play a significant role in the travel industry by enhancing service quality and streamlining operations, which boosts revenue for travel agencies and enhances the traveler experience.

Due to the tourism industry's significant impact on the Kingdom's social and economic development, this study is highly significant.

VII. Type And Methodology Of Study

This study adheres to the procedures for data collection and analysis in order to produce its findings, and it is a component of the analytical exploration investigations. A questionnaire was distributed to several travelers as part of the study. There were one hundred surveys distributed. Thirteen were eliminated and 88 were recognized out of them. As a result, 75 were recognized by several tourists, and their information was obtained. They served as a representative sample for the study and the scientific community, and their responses to the questionnaire provided the data.

VIII. Data Collection Tool And Honesty And Consistency Procedures

This study's foundation was a meticulously crafted survey form that was used to gather data and information, as well as to observe patterns and viewpoints of the study sample, which answered the survey's questions and represented its goals.

By presenting the survey form to a group of adjudicators with expertise in the study's subject matter, the validity and objectivity of the questionnaire were confirmed, and the arbitrators' suggested changes were implemented. The

survey form's validation was verified and it currently measures what should be measured, and its questions accurately reflect the study's objectives and questions.

IX. Hypotheticals

1. There is no statistically significant relationship between the role of computer applications in tourism and tourism booking.
2. There is no statistically significant relationship between the role of government and computer applications in tourism and tourism reservations.
3. There is no statistically significant relationship between specialized personnel and personnel working on computer applications in tourism and tourism booking.

X. Statistical Analysis

10.1 Steady tool:

* The instrument's persistence has been tested by the Kronbach Alfa Lab Test, and given table 1 shows that:
- The area of diversity in computer applications in tourism is valued at 0.79.
- Specialized personnel and personnel received 0.45.
- The field of government's role is valued at 0.48.
- All areas combined got a value of 0.47.

So all values are greater than 0.46 so there's a constant in the study tool.

Table I. Results of the Cronbach Alpha Test

Alpha value.	Area
0.45	Diversity in computer applications in tourism
0.48	Specialized personnel and personnel
0.47	Role of the Government
0.46	Total

Table II. Repetitions and percentages of personal and functional variables of respondents

100 %	Repetition	Variable	
68.35	54	male	Sex.
31.65	25	Female	
11.39	9	Twenty-five.	Age groups
16.46	13	26 - 29	
25.32	20	30 - 34	
46.84	37	35 and above	
26.58	21	200 - 500	Monthly income in dollars
35.44	28	501. 1000.	
37.97	30	More than 1,000.	

Table 2 shows:

Sex: 68.35% of the sample is male, and 31.65% females.

Age groups: 46.84% of the sample are aged 35 and over, 25.32% of the age group between 30 and 34, 16.46% of the category 26 and 29 and 11.39% of the category of 20 years.

Monthly income: 37.97 percent of the samplers have a monthly income of over $1,000, 35.44 percent of the monthly income of between $501 and $1,000, and 26.58 percent of the income of between $200 and $500.

XI. Analysis And Testing Of Hypotheses

11.1 The first hypothesis:

There is no statistically significant relationship between the role of computer applications in tourism and tourism booking.

From table 3, it shows that all the vertebrae have a calculation of greater than 3.00 and the observation marker levels of less than 0.05, that is, statistically significant.

Table III. Calculus, standard deviation, t value and t value index level for diversity in tourism programmes submitted

Observed sig.	t-value	S.D	Arithmetic average	Paragraph	
0.00	12.24	1.09	3.62	Computer applications contribute to tourism and tourism booking.	1
0.00	7.40	1.11	3.66	Proportion of male practitioners of computer applications in tourism and tourism booking More than females**.**	2
0.00	7.52	1.14	3.91	Proportion of young people practising computer applications in tourism and tourism booking More than other ages.	3
0.00	9.18	1.10	3.73	Total	

In order to test the first hypothesis, we can see from the table that the median is a statistical function that shows that the hypothesis is rejected, even though a statistically significant relationship between the role of computer applications in tourism and tourism booking is established. The median is calculated as the sum of the combined paragraphs 3.73 and the indicator level of viewing 0.00.

11.2 Second hypothesis:

There is no statistically significant relationship between the role of government and computer applications in tourism and tourism reservations.

From table 4, it shows that all the vertebrae have a calculation of greater than 3.00 and the observation marker levels of less than 0.05, that is, statistically significant. Paragraph 6, which measures the extent to which State support is considered to be one of the most important factors in the promotion and application of computer applications in tourism and tourism reservations, was adopted.

Table IV. Calculus, standard deviation, t value and t value level of significance in relation to the role of government

Observed sig.	t-value	S.D	Arithmetic average	Paragraph	
0.00	27.87	0.82	4.66	Government actions and computer applications assist in tourism and tourism booking.	4
0.00	32.43	0.90	4.65	Legislation or laws on computer applications in tourism and tourism booking are in place.	5
	9.80	1.18	3.72	State support is one of the most important factors in promoting computer applications in tourism and tourism booking.	6
0.00	28.14	0.88	4.22	Total	

To test the second hypothesis, I found from the table that the arithmetic mean for the sum of the societal items is 4.22, and the observational significance level is 0.00, meaning that it is statistically significant. This indicates the rejection of the third hypothesis, as there is a statistically significant relationship between the role of the government, computer applications in tourism, and tourist reservations.

The third hypothesis:

There is no statistically significant relationship between specialized personnel and personnel working on computer applications in tourism and tourism booking.

From table 5, it shows that all the vertebrae have a calculation of greater than 3.00 and the observation marker levels of less than 0.05, that is, statistically significant.

Table V. Calculus, standard deviation, t value, and t value index level for specialized personnel and personnel

No.	Description	Arithmetic average	S.D	t-value	Observed sig.
7	The extent to which there are adequately specialized personnel to practice computer applications in tourism and tourism booking.	3.75	1.26	5.15	0.00
8	The extent to which staff working in tourism enterprises cooperate in computer applications in tourism and tourism booking.	3.71	1.19	5.02	0.00
9	The extent to which the available cadres are specialized in computer applications in tourism and tourism booking.	3.68	1.30	4.17	0.00
	Item sum	3.71	1.11	5.38	0.00

In order to test the third hypothesis, the table demonstrates that the third hypothesis is rejected because the average calculation of the total of the combined paragraphs is 3.71 and the level of viewing sign is 0.00, i.e., it is a statistical function. A statistically significant correlation has been seen between the workers of computer applications used in tourism and booking and the specialized staff.

XII. Results

The study reached the following conclusions:

12.1 There is a statistically significant correlation between computer apps' use in travel and travel reservations.

12.2 There is a statistically significant correlation between computer applications and government involvement in travel and reservations.

12.3 There is a statistically significant correlation between persons who work on computer applications in tourism and those who are skilled in booking tourism.

XIII. Recommendations

13.1 Tourism programmes must be diversified

13.2 Consideration of disparities in the prices of tourism products

13.3 Activate the role of government and computer applications in tourism and tourism booking.

13.4 Work to train and train specialized staff working at tourist sites.

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