

**CASE STUDY**

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## IMPLEMENTING ICT PRACTICES OF EFFECTIVE TOURISM MANAGEMENT: A CASE STUDY

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**Abstract:** The Valley of Kashmir is geographically situated at such a place on the world map which puts several disadvantages for its development. Naturally we have to face several odds and impedances which can be overcome only once we think ahead of others in the region and accordingly develop strategies which give us distinctive advantages over others. Although we must keep in mind that Almighty has given us some other advantages which we need to capitalize and it is a fact that most of the developed nations in the world have same type of climate and resources as we have. The main aim of the proposed research is anywhere booking for the tourist places. The proposed research also proposes an effective Service Oriented Architecture model for tourist tracking at various tourist places of the state.

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### INTRODUCTION

The proposed research paper identifies a number of key changes in Information Communication Technologies (ICT) that gradually revolutionize the tourism industry of the state of Jammu and Kashmir. A pen and paper system provides a ticketing process at various tourist places of the state. This process has become very hectic especially when the tourist keeps on increasing every year. As such the tourism industry may suffer from lot of mismanagement and unaccountability of the resources which are involved in the process. There is no transparency and accountability on account of income generated from the famous tourist resorts of the State. Tourist Tracking System is usually used in places where a large number of visitors come and go. It becomes difficult to keep a track of all the visitors by few employees. The proposed model generates a Tourist Identification Card for the first-time visitors. This is stored in the centralized database to maintain records of all the visitors/ tourists who visited the resorts. This model not only could be used in the State of Jammu and Kashmir but also can be implemented in the states where tourism industry is at its boom. This one time registration and monitoring system can provide a way for effective tourist management.

### MOTIVATION

The natural beauty of the valley of Jammu & Kashmir, offers an unparalleled potential to prop up tourism with all attractions that no part of the globe can offer in one place. From sun-kissed mountains, lush green valleys, beautiful gardens, to blue lakes, the state of Jammu & Kashmir has it all. The economy of Kashmir depends majorly on tourism. Tourism, besides boosting the economy of Kashmir, can act as a major force for conservation of cultural heritage, intellectual advancement, emotional stability and moral development. All the people who come in contact with tourist and its related trades are benefited immediately, for example as soon as tourist steps out of his/her house the benefits started flowing in terms of his payments to Taxi, Hotel, travel agent, bus/air, shopping etc till he/she reaches back.

The ecology and aesthetic beauty of Kashmir has undergone radical transformation during the last decades as a consequence of domestic and international tourists. Tourism contributes to generate employment and to increase income. And more so, tourism is an important factor of diffusion of technical knowledge, stimulation of research and development, and accumulation of human capital. The ability to generate ripple effects by tourism makes it a performer of vital medium of foreign currency injection which has been drawing a significant attention for the economic development of developing countries. Developing economies are progressively relying on income streams from tourism while the traditional economic sectors have become less potential in contributing to GDP. In fact, direct, indirect, and induced multiplier effects are the causes that assist in expanding the contribution of tourism to an economy. With the free flow of visitors passing through the beautiful mind refreshing places like Nishat, Shalimar, Cheshmashahi etc., unauthorized access to these areas is possible. This unauthorized access can potentially lead to distressful and harmful situations. It is not possible or productive for staff members to escort or identify visitors at all times. The Tourist Tracking System produces a clear, visible, visitor pass that is easily identifiable by the staff at all times. There is clear transparency in view of the revenue generated and thus helps the Tourism Industry.

### PROBLEM STATEMENT

With the free flow of visitors passing through the beautiful mind refreshing places we are having in the State of Jammu and Kashmir like Nishatbagh, Shalimarbagh, Cheshmashahi etc., where tracking an unauthorized access to these areas becomes impossible with the increase in the tourists from inside and outside the State. This unauthorized access can potentially lead to distressful and harmful situations. It is not possible or productive for staff members to escort or track visitors at all times. Every tourist has to separately book tickets for each tourist place separately so as to visit that place. Every time these ticketing counters are having huge queues and standing in these long queues becomes very hectic for old age people, women and children. This also generates lot of corruption and malpractices at such places. The proposed Tourist Tracking model tries to

identify such issues and tries to encompass them. There is clear transparency in view of the income generated and which helps the Tourism Industry of the state. It is very important to mention here that the Tourist Industry if managed properly can generate lot of income and opportunity in any state. The ICT practices have The proposed model not only ensures that all visitor information is kept secret from other visitors but also helps to eliminate corporate theft or mal-intent by restricting people from entering your premises.

### PROPOSED MODEL

The proposed Service Oriented Architecture System (SOAS) model has a distributed architecture [1][2] where we are having a central server, an application server, a web server, centralized database server which are connected with an Application Server, Web Server and Temporary Backup Server. The Application Service monitors various software application that have been designed for every tourist place and also coordinates the proposed system with the centralized database system. Every software that has been installed has a valid license and the authenticity is checked at every login. Any mishandling of the system is reported to the system administrator which takes proper care so that the integrity of the system is not compromised. The detailed view the proposed system is shown in the figure below.

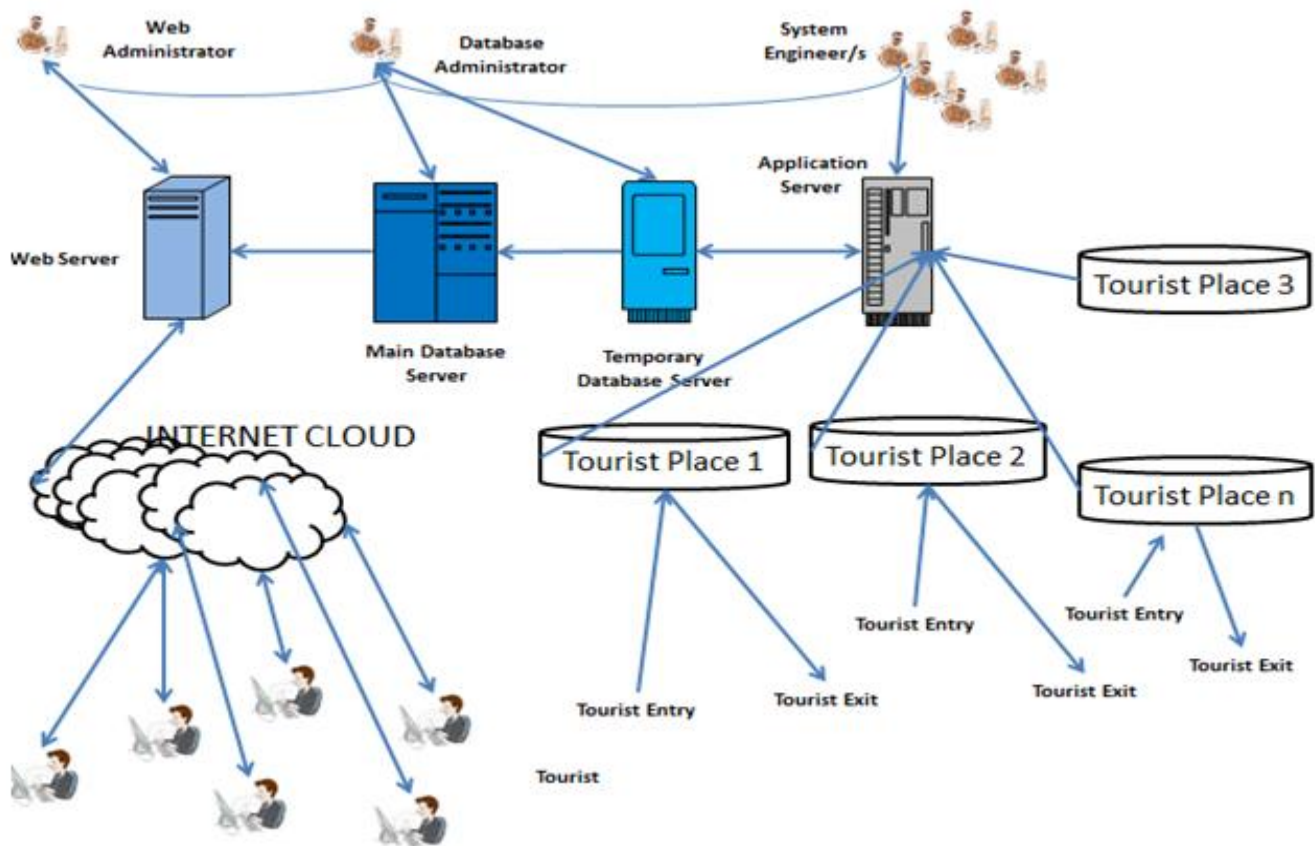


Figure 1 Service Oriented Architecture for Tourist Tracking

The various steps involved in using the above service is given below

- The Tourist remotely via internet, Intranet, Tourist place or any other registered place can book a visit to these tourist places [5][6]
- After successful booking which is done after providing all the important credentials the tourist gets a card which could be used for a particular period of time.
- The payment for the visits is made one time with the parking charges.
- When the tourist enters the tourist place he/she swaps the card and its entry is registered.
- While leaving also the tourist swaps the card and the respective entry is incorporated in the database.

These steps provide lot of information to various agencies which are directly or indirectly connected the tourism [3]. The reports generated daily can provide information to forecast various parameters which are generally used for tourist management like traffic management, parking management, overcrowding at the tourist places leading to and many other inconveniences to the Tourists visiting the state.

In addition to this the proposed model also provides below mentioned services like

- Secure registration and profile management facilities for tourists.
- Adequate searching mechanisms for easy and quick access to visitors and Tourists.

- c. Secure access of confidential data (visitor's details).
- d. Better component design to get better performance at peak time.
- e. Dynamic schedule model by which visitations can be changed based on demand.
- f. Could be integrated with Mobile Phones, instant messaging and e-mail for effective information dissemination [7].

## CONCLUSION

In the present scenario it has become essential for every tourism based stake holder to understand the value of ICT practices in tourist management. Centralized tourists tracking provides a statistical database which could be used for enhancing tourist tracking methodology and also make ways for new research and development. Educational institutions should have access to such knowledge. It should be also supported with technical training as well as field based training and practical experience in the tourism industry. Effective ICT tools and methodologies are providing new ways for tourist management. The proposed model is an initiation to the effective tourist tracking measure which used for effective tourist management. The

model can be also extended to the outside workers that come from various states and work in Jammu and Kashmir.

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