

# The Relationship between Information Technology and the Tourism Sector Performance: An Analytical Study on Jordan)

\*<sup>1</sup>Dr.Ali Falah Dalain, <sup>2</sup>Dr.Maher Odeh Al-Shamaileh  
Faculty of Business & Economic, Middle East University  
PO Box: 11831 PA: 383, Jordan-Amman

## Abstract

The information technology considered as a modern methods which are used as a tool of change by the organizations at the present time, especially in light of accelerating technological developments, so the organizations nowadays have to adopt all methods of developed technology to make change in the performance., And this study came to identify the impact of the use information technology on an very important sector operating in Jordan namely the tourism sector. This study is built on several assumptions which is closely linked to the impact of the use of information technology as a tool of change the ability of tourism companies in the development its services; like increase market share, ease of access to the service, reduce the time and effort expended, ease of service and promotion, the price of the service. The study concluded that there is a close relationship between the use of information technology as a tool of change the performance of the company's travel agents and tourism, where it has contributed to the development of its services rapidly, ease of submission, increasing the effectiveness of the promotion of services, and increasing the market share of these organizations. Study recommended the need to adopt some kinds of information technology such as e-commerce as a tool of changing by organizations that want a change in their performance.

**Keywords**': Tourism Sector, Information Technology, E-commerce, Tourism, Travel, Performance.

## 1- Introduction

At the Global level, tourism sector is among the economic sectors most receptive to the idea of adopting the information technology like the e-commerce and its applications, and seldom called the tourism and embodied in the World Wide Web Internet by e-tourism, The tourism sector has many companies that related to this sector, including (hotels, airlines, tour operators, travel agents, in addition the tourists themselves). Among these companies operating within this sector is the travel and tourism offices fastest growing in this field and it occupies the best center stage in the tourism sector.

And the Internet technology has become an integral part of the structure of the industry, but success in the future depends on the ability of these companies to identify target markets, and strategic opportunities available to the survival, growth and proper application of the technology available, where the mere presence of a web site does not mean success, but it is a step preliminary necessary to enter into the world of information technology like e-commerce on the Internet, where if the management of information properly , the technology can help these companies to increase market share, and to enter into new markets, and the possibility of the development of services and upgrading them to compete in attracting customers , reducing costs and price, better promotion , and optimization of technological capabilities , material and human.

## 2- The Importance of Study

the tourism sector is a great importance in the Jordanian local economy as it contributes nearly 10% of GDP, this because the vital role played by tourism in the local economy mainly depends on the existence of such facilities and tourist services, as a reason for the disparity in the tourism market With regard to competitiveness and ability to attract tourism.

And here it is necessary to work on the test the extent these companies can take advantage of information technology applications as a tool of change, and the impact caused by the deal through e-commerce services market agents travel and tourism, and the success of these companies in the promotion and development of its services and upgrading them to the competition, because its support the local economy, and because the global orientation at the moment trends to the performance of the business through the World Wide web (Internet) as a tool of change a successful working to achieve the goals of the organizations working in this field.

## 3- The Study Problem

The current trend in the performance of the business is through the World Wide Web Internet, especially in the field of travel and tourism companies in the world, where it is the fastest growing in the field of business and occupies the best center stage in the tourism sector, Which is also among the economic sectors most receptive to

the idea of adopting IT systems applications, but when a researcher studying exploration on the travel and tourism companies in Jordan found that the percentage of reservation and payment through the website of these companies is almost 25% of sales for the service provided by the these companies, and that in spite of companies use information technology through the company's website on the World Wide Web (Internet) in marketing, booking and selling directly to customers, but that there is still dealing with intermediaries tour operators in marketing and selling the service to customers.

the problem of study originates from the need to see how the awareness administrative leaders in the travel and tourism companies to the importance of information technology and use it as a tool to change within the operations of these companies and their management is keen to adopt appropriate strategies relating to IT and that could serve these companies in marketing and promotion and sale of their product.

The question that the study attempts to answer it:

"What is the use of information technology systems within the operations of travel and tourism companies in Jordan and its impact on the service market travel and tourism as a tool of changing"?

#### **4- The study objective**

This study test the extent of the services market of agents the tourism & travel in Jordan to apply the IT systems as a tool of changing in the increase in market share and geographic expansion in the service market and the development of the service provided to clients and their impact on the cost of services and to deal with hotel brokers.

In addition access to the results that help to propose appropriate recommendations for businessmen and decision-makers to understand the role that can contribute to the global information network to facilitate business development and the transition from traditional commerce to e-commerce as a tool to change for the order of competition in the market and the Tourism and Travel Agents.

#### **5- The Study Hypothesis**

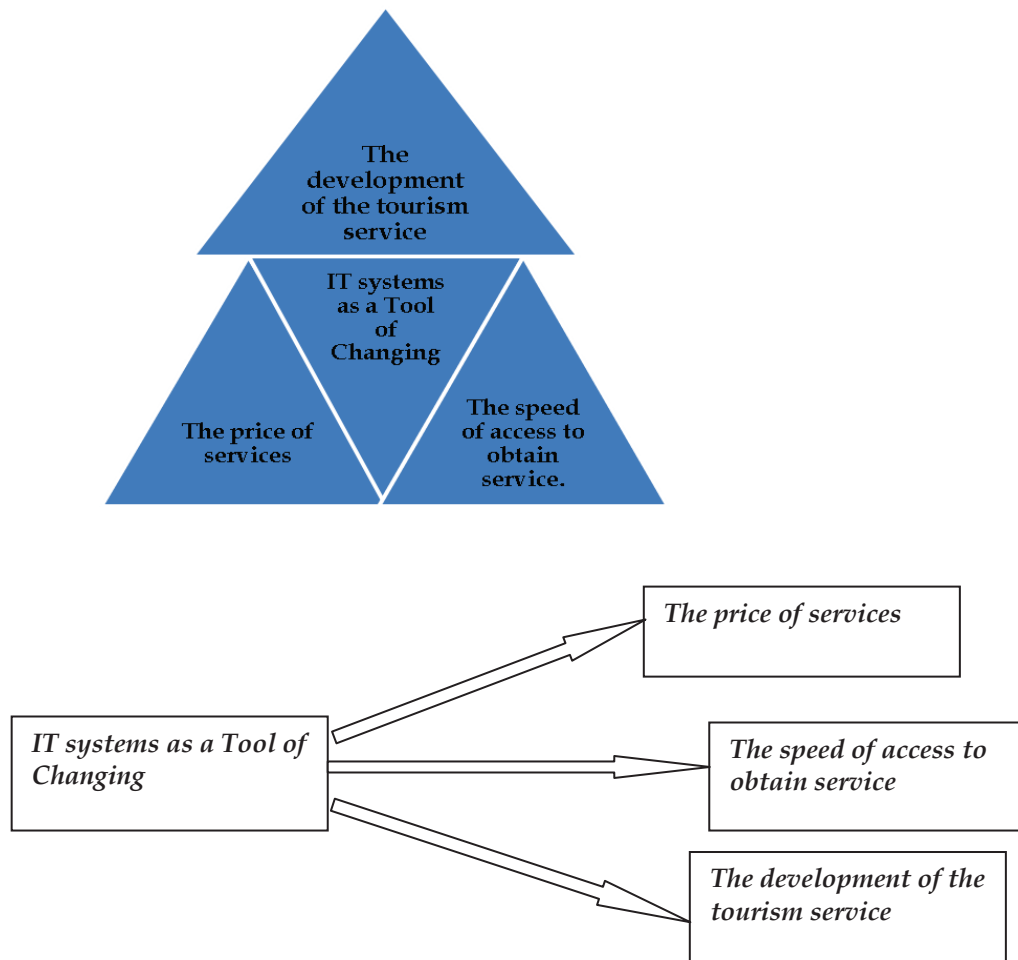
We were built the hypotheses to answer the following question that have been raised previously as follow:

- 5-1-** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel & tourism companies **and** the development of the service.
- 5-2-** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel and tourism companies and the price of services which provided to customers.
- 5-3-** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel and tourism companies and the speed of access to obtain service.

#### **6- The Study Model**

The figure below explains the expected relationship between the variable of study, Independent variable & the dependent variables:

**Figure (1) The Relationship Between Independent & Dependent Variables**



## 7- Methodology

This study method was adopted descriptive analytical method and the field method:

### 7-1- The study population:

Populations of study were companies of Tourist in the city of Amman, and it's adopted on its operations the information systems and information technology, after we have the result we can circulating these results in all tourism companies in Jordan because the ratio of the tourism company in Amman to all company reached to 85% and it's a very highly ratio. As follow in table below:

**Table (1) Total tourism companies in Jordan**

The Area	The Number	The Ratio
Amman	374	%85.2
Zarqa	7	%2
Irbid	10	%2.3
Petra	13	%3
Aqaba	31	%7.1
Other	4	%0.4
Total	439	%100

Source: The Ministry of Tourism Jordan [www.tourism.jo](http://www.tourism.jo)

**7-2- The methods of data collection:**

**7-2-1- Information and data from secondary sources:**

It Have been collected from domestic and foreign Studies, books, articles, theses and previous research, and the information network (Internet).

**7-2-2- Primary sources:**

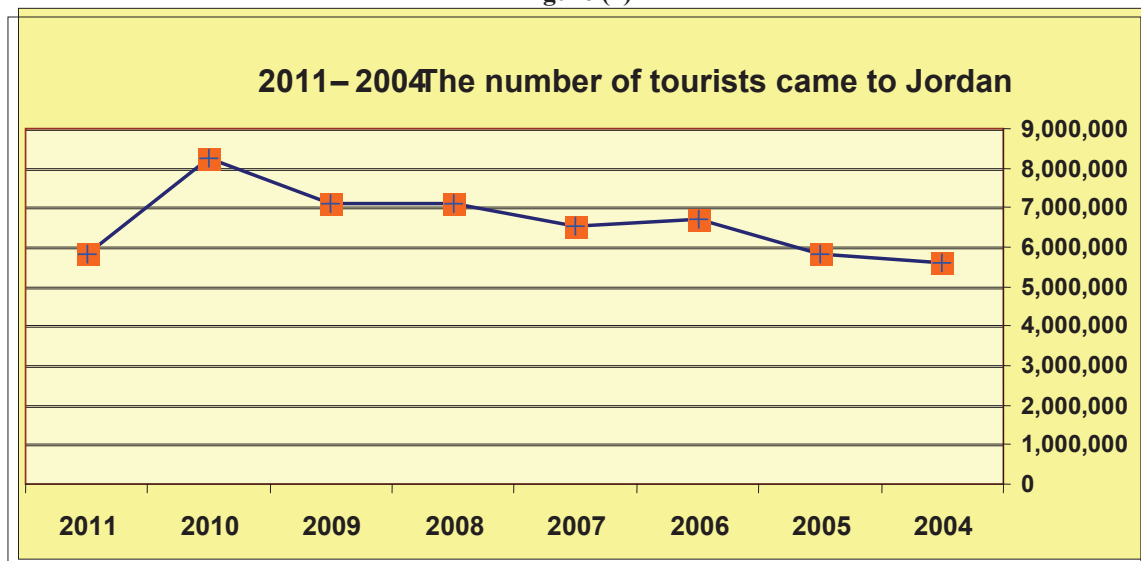
Through a questionnaire that was designed for the purposes of testing hypotheses, which have been distributed to the staff of the marketing & sales department in travel and tourism agents companies under study.

**7-2-3-** The researchers **analyzed** the data collected through the questionnaire and test hypotheses using the SPSS system for statistical analysis, and the use of statistical methods to measure the relationship between the variables of the study.

**8-**

**Actual Facts and Numbers:**

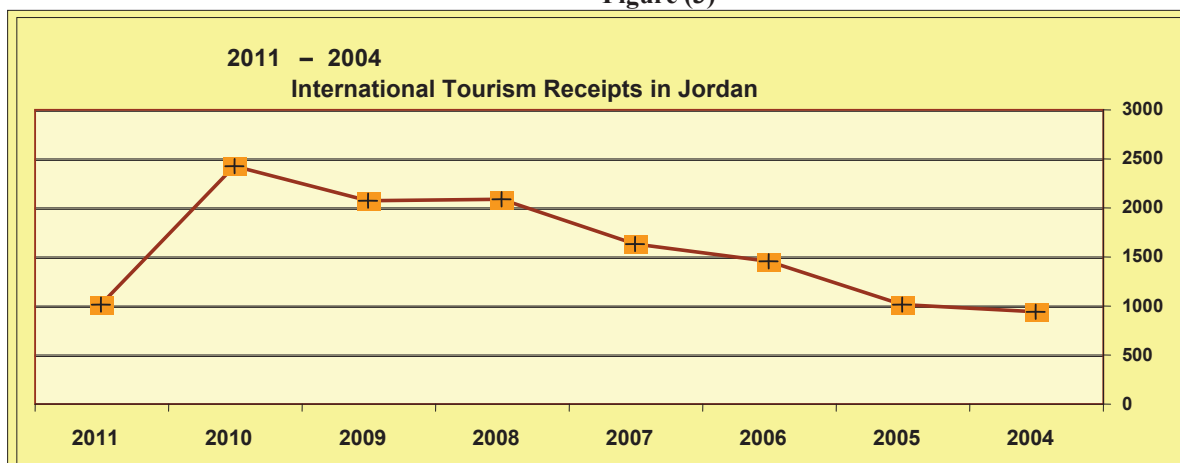
**Figure (2)**



Source: The Ministry of Tourism Jordan [www.tourism.jo](http://www.tourism.jo)

The figure (2) above showing the economic impacts of tourism in Jordan which expands the contribution of tourism to the GDP, and increase revenue and tourist receipts of foreign exchange.

**Figure (3)**



Source: The Ministry of Tourism Jordan [www.tourism.jo](http://www.tourism.jo)

Geneva Global Competitiveness Report for 2010-2011, which provides annually since 1979, The report pointed out the competitive ranking fell Jordan ranked (65) among (139) compared with the state ranked (50) among (133) countries for the year 2010. The results of the survey of opinion leaders in the private sector in Jordan this year that the tax laws and tax rates and access to finance is the most important problems facing the business through work in Jordan.

## 9- Test Hypotheses

The questionnaire that made by researchers depend on (Likart) scale or (Five Dimensions measure) to find a basis that we can use it to judge on the impact of each variable on the Independent variable in our study, and the main form for Likart Scale as follow:

**Table (2)**

Answer	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
weight	1	2	3	4	5

After the researchers distributed the questionnaire mentioned above, which was 120 questionnaire, of which 80 returned questionnaire recover 66.6% researchers tested the hypotheses are as follows:

- 9-1- The 1<sup>st</sup> hypothesis:** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel & tourism companies **and** the development of the service.

**Table (3) the results (One –Sample T- Test) of the first test the hypothesis**

T calculated	T	T-Sig	DF	Mean	St-Div
8.38	3.63	0.000	80	3.04	0.86

Through the above table we note that the value of T calculated is greater than the value of (T) cross tabulated as well as the value of (alpha) Less than 0.05 and this means rejecting the nihilism hypothesis and accept the alternative hypothesis to the effect that the use of IT systems leads to the development of the service of the travel & tourism companies.

- 9-2- The 2<sup>nd</sup> hypothesis:** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel and tourism companies and the price of services which provided to customers.

**Table (4) the results (One –Sample T- Test) of the second test the hypothesis**

T calculated	T	T-Sig	DF	Mean	St-Div
6.39	3.27	0.000	80	3.16	0.80

Through the above table we note that the value of T calculated is greater than the value of (T) cross tabulated as well as the value of (alpha) Less than 0.05 and this means rejecting the nihilism hypothesis and accept the alternative hypothesis to the effect that the use of IT systems was effect on the price of services which provided to customers.

- 9-3- The 3<sup>rd</sup> hypothesis:** There is a statistically significant relationship between the use of IT systems as a tool of changing in the travel and tourism companies and the speed of access to obtain service.

**Table (5) the results (One –Sample T- Test) of the second test the hypothesis**

T calculated	T	T-Sig	DF	Mean	St-Div
7.18	3.51	0.000	80	3.82	0.73

Through the above table we note that the value of T calculated is greater than the value of (T) cross tabulated as well as the value of (alpha) Less than 0.05 and this means rejecting the nihilism hypothesis and accept the alternative hypothesis to the effect that the use of IT systems Leads to the speed of access to obtain service.

## 10- Results of the study

After testing the hypotheses above the researchers reached to many of the results and made several recommendations may be benefits in this area:

- 10-1- The study showed that there is a relationship between the use of information technology and the ability to develop tourism and travel services.
- 10-2- The study showed that there is a relationship between the use of information and technology between the price of the service of tourism and travel.
- 10-3- The study showed that there is a relationship between the use of information technology and speed of access for the travel and tourism service.
- 10-4- The researchers recommend increased attention to information technology in this area due to its positive role and clearly in the process of the development of the tourism product service.
- 10-5- The researchers also recommends the need to search for new variables not included in this study, such as marketing through the Internet and find out the extent of its impact on this service
- 10-6- Find new Studies with respect the actions to be taken to increase the competitiveness of the Jordanian tourism sector between tourism sectors in neighboring countries.
- 10-7- Increased activation of the sale of the service or the product via the Internet, and increasing reliance on information technology in this regard, as it contains adequate safety for the customer and the company in this sector to the same degree.

## 11- References

- 1) Tarek Abdel Aal , e-commerce ( concepts , experiences , and technological dimensions of financial, marketing and legal ) , the University House.
- 2) Hamed, Hind , e-commerce in the field of tourism , the Arab Renaissance House , Helwan, Egypt, 2003
- 3) Magableh Khaled, Alaa Alsrabi , modern tourism marketing , Wael House Publishing, Oman , 2000.
- 4) Saad Yassin , Bashir Allag , e-commerce, Curriculum Publishing and Distribution, Amman , Jordan \_ 2004
- 5) Nidal Abbas Hawwari , management agencies and travel and tourism companies , Baraka Publishing and Distribution, Amman, Jordan, 2003
- 6) Nidal Abbas Hawwari, Ibrahim Khaled Awad , Principles of Marketing Airlines, Serenity House Publishing and Distribution , Amman, Jordan, 2003.
- 7) Customer Satisfaction and Loyalty in Online Offline Environments ,2002 .Venkatesh Shankar/ Amy K. Smith /Arvind Rangaswamy( e Business Research Center )  
[www.smeal.psu.edu/ebrc/publications/res\\_papers/2000\\_02](http://www.smeal.psu.edu/ebrc/publications/res_papers/2000_02)
- 8) Jinwoo Kim and Jungwon lee ,(Critical design factors for successful e-commerce systems) Behavior & Information Technology ,2002 ,vol.21, no.3 , 185-199 . Source (EBSCO host)
- 9) The Ministry of Tourism , Jordan , [www.tourism.jo](http://www.tourism.jo)
- 10) Asim Ansari and Carl F.Mela (E-Customization) journal of marketing research vol.xl (may2003).131-145

This academic article was published by The International Institute for Science, Technology and Education (IISTE). The IISTE is a pioneer in the Open Access Publishing service based in the U.S. and Europe. The aim of the institute is Accelerating Global Knowledge Sharing.

More information about the publisher can be found in the IISTE's homepage:

<http://www.iiste.org>

## CALL FOR JOURNAL PAPERS

The IISTE is currently hosting more than 30 peer-reviewed academic journals and collaborating with academic institutions around the world. There's no deadline for submission. **Prospective authors of IISTE journals can find the submission instruction on the following page:** <http://www.iiste.org/journals/> The IISTE editorial team promises to review and publish all the qualified submissions in a **fast** manner. All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Printed version of the journals is also available upon request of readers and authors.

## MORE RESOURCES

Book publication information: <http://www.iiste.org/book/>

Recent conferences: <http://www.iiste.org/conference/>

## IISTE Knowledge Sharing Partners

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digital Library, NewJour, Google Scholar

