Chapter 2

**REVIEW OF RELATED LITERATURE AND SYSTEM**

This chapter discusses the related literature of the system proposed including foreign and local study regarding the Tourism Management System and a synthesis for both the foreign and local studies.

# Foreign Literature & Study

Tourism is now one of the largest industries and one of the fastest growing economic sectors around the globe (Creace & Querini, 2011). Furthermore, they noted that many countries had seen the potential of tourism for development because it drives new economic activity in a region.

According to Adeleke (2006), Global economy is driven by three major industries, especially in the 21st century. These are: technology, telecommunication, and tourism. Tourism is a human activity which arises from the economic consequences and preferences of consumers.

Tourism has attracted a lot of attention on a global basis over the years. It is an important source of foreign exchange for many advanced and emerging economies. It's also true that the information explosion makes it difficult to find relevant data to aid decision-making. As a result, intelligent systems or procedures that promote speedy access to relevant content found on the Internet have emerged. (Abdulhamid S.M. and Gana U., 2010).

A related study was presented in 2009 by Sun-Young P. & Walter J. where they developed a Tourism Monitoring System in Hawaii which they call as HTD (Hawaii Tourist Dashboard). It is an online information clearinghouse for multiple stakeholders and a diagnostic tool to monitor the conditions of Hawaii's tourism. According to them, all stakeholders must understand the interconnected tourism aspects and activities inside a destination to create and maintain a tourism destination sustainably. One way of determining the conditions of a destination's “health” is to establish a process by which existing data on various aspects of a destination can be assessed. This research led to the creation of HTD, which was hoped to play a significant role in raising public knowledge about tourism's diverse qualities and supporting government and industry decision-making and policy development.

According to a related study of Ernest E. et al., Intelligent Tourist Management System helps to structure the kind of information given to tourists thus eliminating room for information ambiguity.

The system will aim to bridge the gap between tourists and locals at a particular hotspot or destination where there is a lack of interactions between them.

The strength of this related study is since it makes use of an organic combination of the major elements that are linked to tourism and infiltrates them into every aspect of tourism which produces an effective, intelligent, and efficient tourism information system.

According to a study in Korea entitled, “Study and Evaluation of Tourism Websites based on User Perspective” by Deepanjal S. (2021) et al. Tourism depends on various industries of small and big nature which requires integration of all those industries. They also added that a strong integrated information management system with core information of destinations, products, services, and transport is important. Information portals are also highly beneficial for both the tourists and the tourism business organizations which can give positive results based on the applications made by the ICT industry.

Website design, content layout, architecture, usability, ease of use, web dimensions and attributes of tourism websites must always be considered. Besides the huge development in the internet and web technologies, the usability quotient of these kinds of websites is still poor. Users still struggle with web information, content analysis and find it difficult to navigate through webpages.

A study conducted by J. Palkoska, et al. in 2000 regarding electronic queries conclude that major problems are present in this kind of website like high light visibility, inaccessibility, poor design, weak functions, hard-to-use content, and few cross-cultural considerations. Travelers come from different origins and have diverse cultural and social needs.

Tourism websites must be able to accommodate cultural differences and have a thorough understanding of the needs of travelers. Language, culture, currency, and customs information and tools are critical components that must be addressed in a website design. Travelers require detailed information on destinations, food, budgeting, itinerary planning, safety, etc.

As a result, website development necessarily requires a comprehensive analysis and design at both the user and business levels. A good analysis and design increase the likelihood that the targeted users will use the website correctly.

# Local Literature & Study

Overtourism began to emerge as a serious and dangerous phenomenon in 2018. This phenomenon has impacted several cities, cultural heritage sites, recreational areas, and islands. Overtourism is frequently associated with overcrowded tourism destinations and has become a major source of concern for all stakeholders (Peter V., 2020).

Overtourism, as defined by the United Nations World Tourism Organization (2018), is "the impact of tourism on a destination, or parts thereof, that adversely influences citizens' perceived quality of life and/or the quality of visitors' experiences." As a result, tourism experts are at a loss for how to deal with both increasing tourist numbers and tourism's multifaceted effects on these destinations.

Novabos et al., 2015, researchers at the University of the Philippines Diliman in Quezon City proposed a comprehensive and reliable instrument for measuring the perceived quality of destination websites. This tool that they proposed evaluates tourism websites based on three quality factors: influence, completeness, and usability. The findings then were used to compare the websites used in the study.

Based on their study, Tourism Management Organizations have been urged to adopt current web technology as their primary marketing channel due to the increasing popularity of online transactions. As a result, this organization has created official tourism websites that are solely dedicated to promoting and representing their destinations.

While blogs and social media pages provide travel information, tourism websites are the most reliable source of information because they formally represent their destinations.

Lehto, X.Y., Kim, D.Y. & Morrison, A.M. (2006), found that 93% of Internet users who seek travel information online visit official tourism websites.

Therefore, Tourist Management Organizations should refine their tourism websites because such websites allow users to evaluate the products, services, and experiences offered by a destination.

Tourism websites help users form a positive image of the place and even influences their intentions to travel to the place. These statements suggest that LGUs in the Philippines should put more emphasis in improving their existing destination websites as the tourism industry is expanding day by day.

# Synthesis of Review of Related Literature and System

The literature presented above on various dissertations, studies, and internet knowledge have provided the proponents with their perspectives and specific research objectives.

In conclusion, these systems are beneficial to everyone, especially people who are in the tourism industry. All these studies attempt to address the issues that the proponents are facing, such as the difficulty of seeking vital information regarding a tourist destination, non-modern techniques in monitoring tourist traffic, and the lack of considerations regarding the structure of tourism websites and on how they could handle distinct types of guests based on culture and language.

Their system has several advantages and features that the proponents want to incorporate, such as monitoring dashboard for tourists, as well as the consideration of accessibility to different types of users regardless of cultural differences. The proponents would then consider asserting qualities that persuade more users to use this system completely.