

An Exploratory Study on the Theorization of a New Leisure and Tourism Information System Based on Information Communication Technology

Woong-Ki Min and Jin-Hee Ku★

Dept. of Liberal Education, Mokwon University
Doan-Dong, Seo-gu, Daejeon, 302-729, South Korea
{sunppk, jhku}@mokwon.ac.kr

Abstract. The integrated ICT platform plays a role of a node in the network of leisure and tourism suppliers and consumers and it contributes to the construction of a new business ecosystem. The integrated ICT platform helps the creation of social values like trust and security based on the principle of public reciprocity. The value of public concern implied in tourism resources becomes an important tool for the stable settlement of a new alternative business system.

Keywords: ICT platform, network, tourism

1 Introduction

With the rapid development of information technology, the leisure and tourism-related information system has now reached a new turning point. In the field of leisure and tourism information Web 2.0 has been regarded as an important marketing tool. It is characterized by openness, user participation, and knowledge sharing and has had an impact on the leisure and tourism service system recently. ICT has helped construct an integrated platform that connects suppliers and consumers in tourism, and encourages interaction between suppliers and consumers[1][2]. ICT helps organize a new information service system that distributes leisure and tourism materials that can satisfy both suppliers and consumers[3].

Furthermore, the integrated ICT platform plays a role of a node in the network of leisure and tourism suppliers and consumers and it contributes to the construction of a new business ecosystem. Recently social or sharing economies have been in the spotlight as a new cooperative consumption system, and they allow more effective relationships between suppliers and consumers through building social capital in a flexible society[4][5][6].

It can be shown that ICT development facilitates the dissemination and systematization of a new tourism information system, and therefore there is a need for a new theoretical model to explain how to manage this new information system. This

★ Corresponding author

study's goal is to theorize on the supply and demand construct for leisure and tourism information by reviewing modern social science theories and discussing both the social importance and values of the newly formed economic system.

2 Public concern and leisure and tourism information system based an integrated ICT platform

2.1 The exchange system acts like a social economy and sharing economy using an integrated ICT platform

As social needs for a new economic system above and beyond conflicting paradigms, a market economy and welfare system are spreading; highlighting especially the concepts of social economy and sharing economy in the spotlight[5][7][8][9]. Such alternative economic systems attempt the collaborative consumption of tangible and intangible resources that have been neglected such as goods, knowledge, experience, time and space and the like. This is done for the sustainability of social values, leading to the creation of a new business model which also seeks a stable profit structure[10].

ICT plays the role of an integrated node in network business by creating an integrated platform for such alternative economic resources. The integrated ICT platform helps the stable management of social capital in a flexible society, and the creation of social values like trust and security based on the principle of public reciprocity[11]. It also plays the role of a hub in the network, enhancing the values of a community business model that encourages the exchange of market information, ensuring various profit models. Individual media users are participating more actively recently in transactions in terms of the 'sit-forward' model that seeks an alternative economic system through connecting ICT and SNS In these transactions consumers are increasingly interested in upholding public values which helps the stabilization of economic system for collaborative consumption[12][13].

2.2 A model for a support organization for integrated ICT platform and the leisure and tourism information system

Both social economy and sharing economy are meaningful when establishing and managing a consumption system addressing public concerns, which enables both the pursuit of shared values as well as the creation of profits, which is the goal of a traditional business model. This model aims a reciprocal interaction to satisfy all the persons concerned by embracing those who have been isolated in a business ecosystem model and discouraging their fierce competition for only one resource. The construction of integrated ICT platform makes the reciprocal sustainable interaction [14][15].

Recently people are increasingly interested in purchasing a product in order to enhance quality of life, and this is especially true for leisure and tourism products. Unfortunately various constraints discourage all interested people from enjoying the intangible product[16][17]. However there should not be any exclusion or competition in regards to sharing natural tourism resources for public concern because they are a result of social exchange. Therefore an integrated ICT platform is required to provide market information about those intangible products to consumers and help create the structure of costs and profits through an informative role. It is necessary to organize a committee that consists of experts from the fields of leisure, tourism and communication. Also those who are experienced in the sharing economy are needed to support the resource information system.

Integrated ICT platforms provide information about the price and availability of a product online. At the same time it is used a space for communication among participants in economic activities, as well as for the management of data to support direct transactions and distribution. It changes the traditional consumption system which is based on the possession of a product by market economy. The alternative economic system has social importance in terms of creating profits on the sale of unused resources and pursuing social purposes for public concern[18]. The integrated system helps the stable construction of social capital through the network created by the integrated ICT platform[19][20]. The construction of a support organization is expected to provide theoretical implications for constructing an ecosystem of leisure and tourism information systems in this time of an emerging flexible society.

3 Results & Implication

The leisure and tourism information system has become stable, based on social capital in a flexible society[21]. This has been established through ICT. The integrated ICT platform aids the stable settlement of the systems of both social economy and sharing economy as new alternative economic systems. Acting as a node in network business, it connects suppliers of leisure and tourism resources with consumers based on market information about what they intend to use, while dealing effectively with the calculation of costs and profits. Suppliers of leisure and tourism products work with consumers to establish a network, following the principle of public reciprocity based on trust and security. The integrated ICT platform enables users to share information they want through open communication during the construction of contents.

In the process of building a database, suppliers of leisure and tourism products and consumers are involved in two-way communication. Most importantly, the value of public concern implied in tourism resources becomes an important tool for the stable settlement of a new business in a system such as social economy or sharing economy. Therefore it is meaningful to explore how businesses use the integrated ICT platform to match social values in leisure and tourism information systems, and how new core competences for it will be improved for further information economics system studies.

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