Sociocultural Effects of Information and Communication Technology on Tourism, an Economic Activity based on Experience

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Abstract. Information and communication technology has affected tourism in a way that is typical of economic activity based on experience. These effects can be categorized in three dimensions: the government, the industry, and tourists. It helps strengthen people’s trust towards government policy, makes people perceive the concept of sharing which contributes to redefining publicity and social values, and provides chances for people to reflect on their identity as humans. Future societies can expect convergent combinations of information and communication technology equipped with reason, emotion and tourist activities.

Keywords: Information and communication technology, tourism, trust, sharing, identity.

1 Introduction

The rapid growth of information and communication technology (ICT) has caused great sociocultural change in different areas. Rationality-based ICT helps create a new social order across governments, systems, and the whole industries by causing social structural changes at the macro level. Above all, the greatest effect is that ICT has even brought emotional changes in members of society [1]. Tourism activities can be an experience which inspires people in terms of emotion, while the tourism sector has been affected by technological development in terms of reason. This does not imply that human emotion is included in reason, but that the development helps only extend the scope of emotion into reason by creating a new social order [2]. Specifically, in terms of government, industry, and tourists, to induce the extension of scope of emotion. It helps strengthen people’s trust toward government policy, makes people value the concept of sharing which contributes to redefining publicity and social values, and provides the chance for people to think about their identity as humans.

The study explores the effects of ICT on tourism and sorts them by social categories to examine the potential of convergent combination of ICT and tourism.
2 Effects of ICT on Tourism by Social Category

2.1 Government: Trust

In the reality of our hyper-connected society, economic and industrial values of technology are extended to the construction of different social infrastructure for humanity’s productive experience. ICT plays an important role in creating a social safety net based on the integrated social service system for tourist health and security in tourism activities. As tourism is typical of a convergent industry, the development of ubiquitous technology contributes to helping people understand tourism resources as public goods that everyone can use. The access to information acts as a measure to establish a trust relationship among actors in tourism [2].

2.2 Industry: Sharing

The development of network system enables tourism information providers, tourism resources suppliers, tourists, governments, and industries to share information and data on tourism activities. Uber and Airbnb, leading businesses that are advancing the concept of a sharing economy respectively in transportation and accommodation, show that ICT helps realize new shared values through tourism activities, rather than just provide information. The development of ICT enables a horizontal relationship in exchanging information by constructing a tourism resources ecosystem in which everyone can access tourism information, and an alternative tourism system based on the value system of public concern to facilitate social tourism for the disadvantaged who still have a digital divide [3][4].

2.3 Tourist: Identity Healing

ICT helps people fulfill their desires to enjoy cultural life spontaneously, identify themselves as human beings through interaction with external culture, and choose their freedom independently. People cope actively with the changing technology environment, and the behavior is the most personal way to maximize their desire to experience themselves. Rational ICT serves as important catalyst for tourism based on emotional aspects.

3 Conclusion

The convergent connection system to increase human ability is a communication channel of humanistic knowledge of ICT [5]: constructing an organic cooperation system. Tourism ecosystem, a new alternative system of market economy based on ICT, helps realize values of trust toward government policy, the concept of sharing
for industries, and identity healing, extending and reproducing its sociocultural meanings (see Figure 1) [6][7].

![Fig. 1. Effects of ICT on tourism, an economic activity based on experience](image)

The new convergent communication between the hardware of tourism information technologies and the software of cultural contents results helps a new cultural ecosystem creating added value for life become a structure in society. The convergent process of thinking to sustain the virtuous cycle between ICT and tourism activities is expected to spread more rapidly.

**References**