

Technology and Travel Go Hand in Hand Now– Naimish Sinha

Travel industry is booming once again with renewed energy. However, the industry has gone through a drastic facelift during the pandemic as it embraced technology with open arms.



New Delhi, Delhi Nov 8, 2022 ([IssueWire.com](https://www.issuewire.com)) - *The arrival of more travel apps, user-friendly travel websites, and the ability to pay for travel online through different reliable payment methods are redefining the global travel industry. We spoke to the CTO of EaseMyTrip about how technology has helped improve the travel industry of late, here's a quick summary of what he told us.*

Tourism is flourishing once again and recovering from the blows of the past few years inflicted by the pandemic when the entire tourism and travel industry had virtually snoozed. Compared to the travel and tourism industry as it was in the pre-COVID times, the modern tourism industry is vibrant and vivacious. The travel and tourism sector now coming back on track and reviving fast. "The last few years, since COVID broke out, have taught us a lot. The biggest lesson most businesses learned was that technology (especially information technology) is such a powerful tool in our hands. And, if utilized intelligently and appropriately, it can save us from countless massive challenges in a highly volatile marketplace. If we talk about the travel and tourism sector, in particular, we can see how incredibly technology is influencing almost all aspects of travel – right from booking air/ train/ bus tickets online to booking hotels and accommodation and more," as per [Naimish Sinha – the travel technology specialist, IT expert, and CTO](#) at EaseMyTrip.

Technology plays a crucial role in helping travel and tourism thrive. Technology has made it possible to accomplish several time-critical tasks that were earlier handled by human labor. It allows businesses to reduce costs of labor and prevent several customer service issues. Technology enables improved quality of services and better customer experience, which is extremely important for businesses such as travel where customer satisfaction is the key to success. The hospitality and tourism industry is benefitting immensely from technology and the arrival of countless travel apps is a fine example of this. "Modern travelers do not need to personally visit the travel operator's just to book their trip to chosen destination. All they need is to have the app on their mobile device, choose the destination they want to explore, book the desired hotel, train/ bus/ air ticket, and plan the entire itinerary – all from the comforts of their homes or office," adds Naimish.

The travel industry is benefitting in many ways from information technology and the role of IT in tourism is enormous today. Let's take the example of marketing and promotion. The impact of the internet on the industry is massive and it begins with your potential customers visiting your website. The customers will look at the images, content, and reviews posted by existing/ past customers. The new visitors and potential customers are most likely to make a decision based on the reviews they read on your website and the presentation of your business and services on your website.

Furthermore, the internet lets you advertise and market your business effectively and cost-efficiently through social channels, blogs, and other online media.

Thanks to digitalization, modern hoteliers find it exceptionally easy to communicate between hotel chains across various locations. They can keep their staff informed and updated about the most relevant and latest information about their sector and business, thereby ensuring higher and better customer satisfaction through improved housekeeping information, guest requests, and reservation system.

As discussed above, mobile phones, tablets, and other mobile devices are adding to the convenience of travel planning for countless travelers today. Customers can look for better deals and offers to save more on their trip and take advantage of GPS tracking for safe and secure travel – alone or with family and friends.



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