

TOURISM INFORMATICS

a high level information architecture for tourism



PARTICIPANTS

The project is led by Professor Mike McGrath from Victoria University.

Co-investigators are:

- Dean Carson, Head of the Centre for Regional Tourism Research at Southern Cross University, and
- Professor John Debenham, Faculty of Information Technology at the University of Technology, Sydney.

RESEARCH OBJECTIVES

The research aims to identify a high level information architecture for tourism, which would facilitate the development of standards for modelling processes using information and communication technology (ICT). A high level architecture provides a single language with which to describe the processes (purchasing, promoting, developing) undertaken by actors in tourism. Specifying the architecture is the first step towards identifying gaps in existing ICT applications, and moving to improve ICT (including online technologies) applications for tourism.

OUTPUTS

The project will produce an information model which identifies the key information processes in tourism, and the key language used to describe those processes. Following consultation with tourism stakeholders, specific processes will be identified where new or improved ICT applications may be developed. Examples may include improved mechanisms for online product distribution, improved classification of research and statistics, or new search engines for locating product and destination information on the Internet.

PROJECT PLAN

1. Consult with stakeholders to identify business processes;
2. Model information used in key business processes;
3. Describe the current trends in ICT applications for tourism, and identify potential for new applications.

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