



Investigating the Role of Intelligent Processing in the Development of Electronic Tourism: A Case Study of Smartening Tourist Destinations in Northern Cyprus

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Abstract

Today, one of the industries that has pioneered the use of intelligent communication and information technologies is the tourism industry. Considering the increasing development of foreign tourism in the last few years, intelligent information systems can play a significant role in the further development of the tourism industry, especially virtual tourism. Therefore, this research aims to investigate the functions of the intelligentization of tourist destinations in the development of electronic tourism in Northern Cyprus. The present research is applied-descriptive research. Various components are considered functions of intelligence. The statistical population of this research is made up of mid-level managers of tourism organizations as well as several top professors in the field. Through a questionnaire, the components were examined, and the statistical sample was confirmed. To determine the status of the smart functions of tourist destinations in the development of electronic tourism, the average method was used. The ranking of the components was done using AHP analysis. The results showed that out of three layers as functions of smartening tourist destinations under the title, an intelligent information layer geared towards data collection; an intelligent exchange layer that supports connectivity; and an intelligent processing layer responsible for analysing, visualizing, integrating, and using data, the intelligent processing layer had the greatest impact on the intelligentization of destinations.

Keywords: Electronic Tourism, Smart Tourism, Intelligent Processing Systems, Artificial Intelligence, Tourist Destinations