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Information Communication Technologies (ICT) and Tourism

Arusha, Tanzania

February 2006



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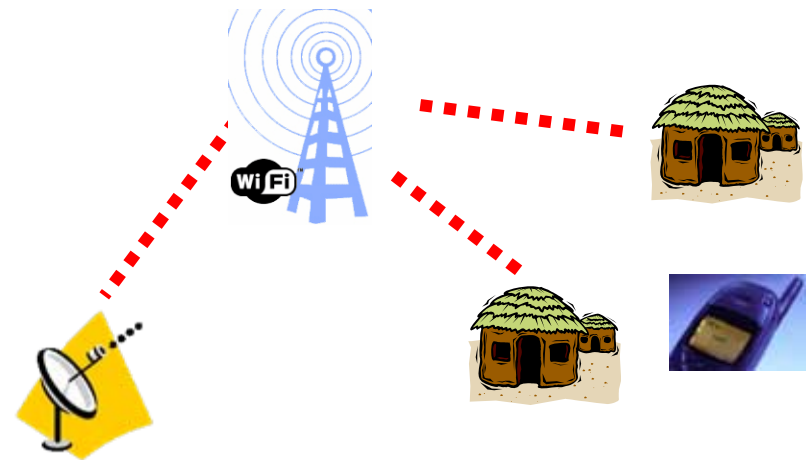
Objectives

- Importance of ICT to sustainable tourism
- ICT options and how they are changing
- Importance of ICT across all aspects of program
- Ways ICT can hurt a program – or not provide expected outcomes
- Insights regarding integrating ICT into program design



ICT Today

- Cell phone applications (SMS)
- Digital cameras
- Internet
- Wireless (WiFi and WiMAN)
- VOIP
- GPS & GIS
- Convergence (data, voice, media)
- Digital radio
- Applications *on demand*





ICT and Tourism

- e-tourism is *the* leading B2C application - 40% of all B2C e-commerce¹
- 50% of German tourists use Internet to get information on destinations.²
- "Internet will account for 25% of travel purchases within the next five years." ³
- "...Predicted to be the next revolution in travel technology. ... Waiting for the customer to come to you is no longer enough." ⁴
- Brand: 80 percent of on-line customers prefer buying from companies they already know. ⁵

¹ www.content-village.org and UNCTAD report (see references), p. 149

² ITA

³ World Tourism Organization Business Council

⁴ Josef G. Margreiter, President, IFITT

⁵ Attributed to Yahoo, March 2005, <http://www.tti.org/Admin/FileLib/4> per 2005



ICT Touches All Aspects of Tourism

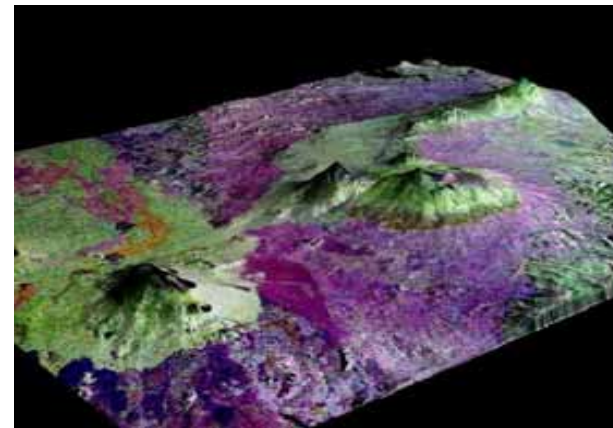
I. Selecting & developing tourism site	Geospatial Information Technologies
II. Marketing	Inbound (Market Research) Outbound (advertising, promotions, etc.)
III. Customer Relationship Management	Home – Destination - Home Turn prospects into customers Book - travel, lodging, tours, more Trip Management: pre, during, post
IV. Operations	Buying, managing services and supplies Managing value chain
V. Managing & monitoring tourism site	GIS & GPS

I. Selecting, designing, developing destination	→
II. Marketing	→
III. Customer Relationship Management	→
IV. Operations	→
V. Managing, monitoring site and destination	→

Tourism Site Selection, Management, Monitoring

Geospatial Information Technologies help delineate:

- Boundaries of the proposed tourism attractions
- Location of surrounding communities
- Who has rights to which pieces of land
- Proximity of roads and lodging to proposed sites
- Areas in need of protection
- Location of utilities – water, power
- How land use is changing over time



- I. Selecting, designing, developing destination
- II. Marketing
- III. Customer Relationship Management
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Site Management & Monitoring



Marketing: All Marketing Channels use ICT in Some Ways

- **ICT is *essential* for marketing any tourism site: both inbound (market research) and outbound marketing (advertising)**
- **The *marketing plan* must drive use of ICT to:**
 - **Get customer's attention (inform & build trust)**
 - **Motivate them to buy**
 - **4 P's: Product, Price, Place, Promotion**
- **ICT tools allow for new marketing techniques:**
 - **Push to partners/prospects (email & SMS)**
 - **Web: hot-links**
 - **One-on-one web customization: photo & video tours, etc.**



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Example E-Channels: B2C

Site for tours for college educators (cultural tour of Ghana)

The screenshot shows a web browser window titled "ACPA - Ghana Cultural Tour - Microsoft Internet Explorer". The address bar shows the URL <http://www.myacpa.org/pd/cultural-tour/Ghana/>. The website header features the ACPA logo (College Student Educators International) and the text "Professional Development" in a large, stylized font. Below the header is a navigation menu with links: ACPA Home, About Us, Standing Committees, Commissions, State/Int'l Divisions, Membership, Professional Development, Annual Conventions, Publications, Career Connections, Core Councils, Research, Educational Leadership Foundation, Statement of Ethical Principles, and Partnerships. The main content area is titled "ACPA Cultural Study Tour to Ghana" and "June 5 - 17, 2006". It lists the tour locations: "Accra, Kumasi, Tamale, Mole, Bolgatanga and Cape Coast". A paragraph describes the tour: "As college student educators, part of our role is to prepare students for a global society. ACPA's 2006 Cultural Study Tour will help you learn about the student services in the Ghanaian higher education system and the culture. Participants will depart from Washington, D.C. Dulles International Airport, arrive in Accra, visit six regions of the country, and end the tour at old world Accra. The tour will be led by Gregory Roberts, Ed.S., Executive Director and Dr. Jacqueline Skinner, Director of Educational Programs and Publications." A photograph shows a long, narrow, covered walkway with a thatched roof, likely a traditional Ghanaian structure. Below the photo, it says "Join ACPA and colleagues on this culturally stimulating two-week journey to learn and share with college student educators on the other side of the world!". A "Study Tour Features" section follows, listing activities like lectures from university professors and administrators at the University of Ghana, University of Cape Coast, and Kwame Nkrumah University of Science and Technology, as well as visits to historical sites like the Dr. W.E.B. DuBois Center, Aburi Botanical Gardens, Kakum National Park, Mole National Game Park, Cape Coast Castle, and the West African Historical Museum. The browser's status bar at the bottom shows "Slide 2 of 2", "Default Design", "English (U.S.)", and the system tray with the time "4:20 PM".

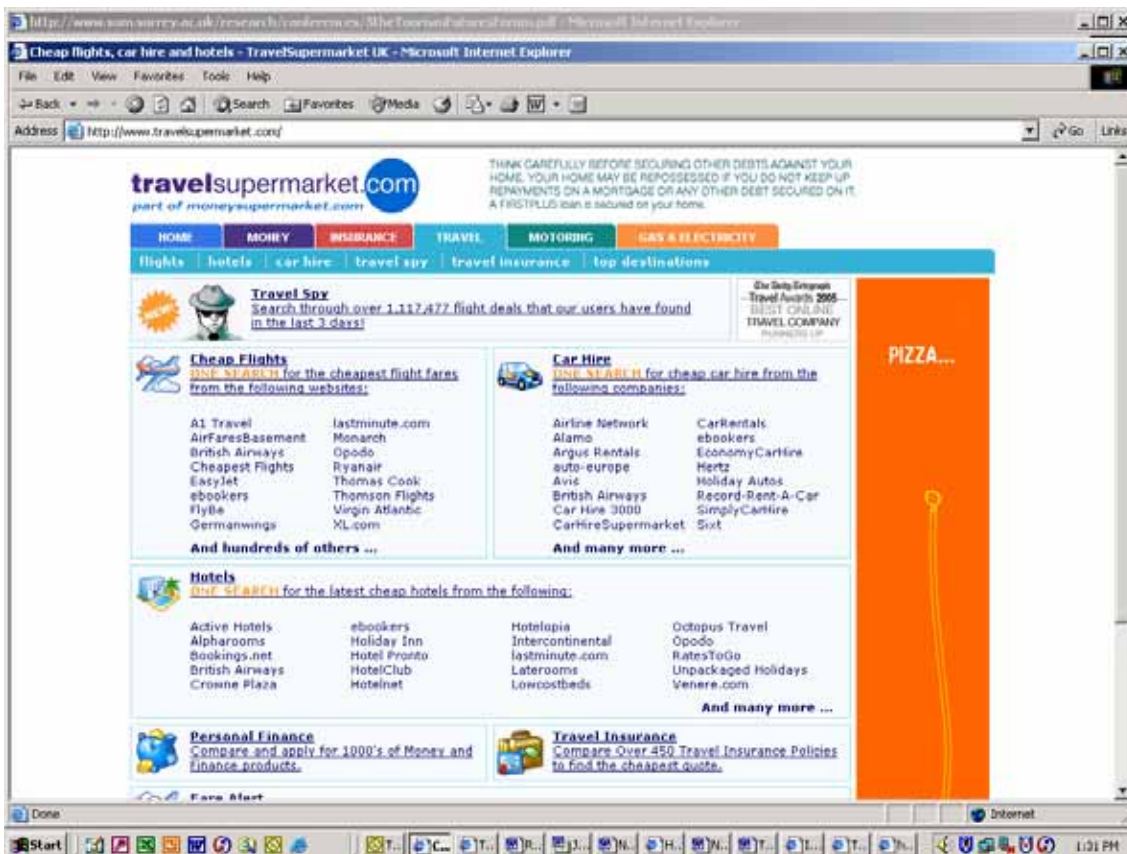
www.acpa.org

Swiss full service travel site



- Customizable for return users
- 3 languages
- One Click buy option for reservations
- Easy e-newsletter sign up
- Unobtrusive ads for revenue
- Easily found – 6,650 links

Full Service, Mass Market – Another Market Segment



- British meta-site for tourists
- Links to narrower ones, e.g., hotel chains
- Part of supermarket.com family of websites
- Room for link to your destination's niche?



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Sites that Leverage Well-Known Brands & Niche Channels

REI Adventures: Adventure Travel to Africa, Wildlife Safari, Kilimanjaro Climb - Microsoft Internet Explorer

Address: <http://www.rei.com/adventures/trips/africa/africaeng.html>

Adventures

REI.com | REI-OUTLET.com | REI Adventures | Stores & Events | Gift Registry

Search | Favorites | Media | Contact Us | Call 1-800-822-2296

AFRICA

Summit Kilimanjaro or mingle with the beasts on a Serengeti safari. Africa is a stunning, exotic destination—your adventures there will supply memories for a lifetime.

Tanzania Trips

	Days	Land Cost	Activity Level
KILIMANJARO AND SAFARI • Climbing • Safari The adventure of a lifetime, times two—a Kilimanjaro climb and Serengeti safari are both included in this trip. View Details • View Slideshow	16	\$4399+ More Info	1 2 3 4 5
KILIMANJARO • Climbing Few lifetime adventures can compete with a Kilimanjaro climb—Peter Mato, our head guide on Kilimanjaro (19,340), leads our 6-day trek up the Marangu route. View Details	11	\$2099+ More Info	1 2 3 4 5

Southern Africa Trips

	Days	Land Cost	Activity Level
DUNES TO DELTA—Botswana/Namibia	16	\$3099	1 2 3 4 5

Trips by Destination: Africa, Asia, Europe, Latin America, North America, Pacific, Polar

Trips by Activity: Climbing, Cruising, Cycling, Hiking, Trekking, Multi-sport, Paddling, Rafting, Skiing

Specialty Trips: Family, Weekend, Women's, Volunteer Vacations

Trips by Date: Calendar of Trips

Why Travel with Us: The REI Advantage, Adventure Experts, Exceptional Tourists

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Address: <http://www.mtsobek.com/>

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THE ADVENTURE COMPANY

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Find a Trip:

Select a Region:

All Destinations:

All Activities:

When do you want to go:
From any To any

Search

Quick Selection Guide:

Featured Adventure: Patagonia
Scaling granite rock spires, jagged snowy peaks, Golden grasslands. A wealth of wildflowers, Sparkling turquoise lakes, Come explore Patagonia with us.

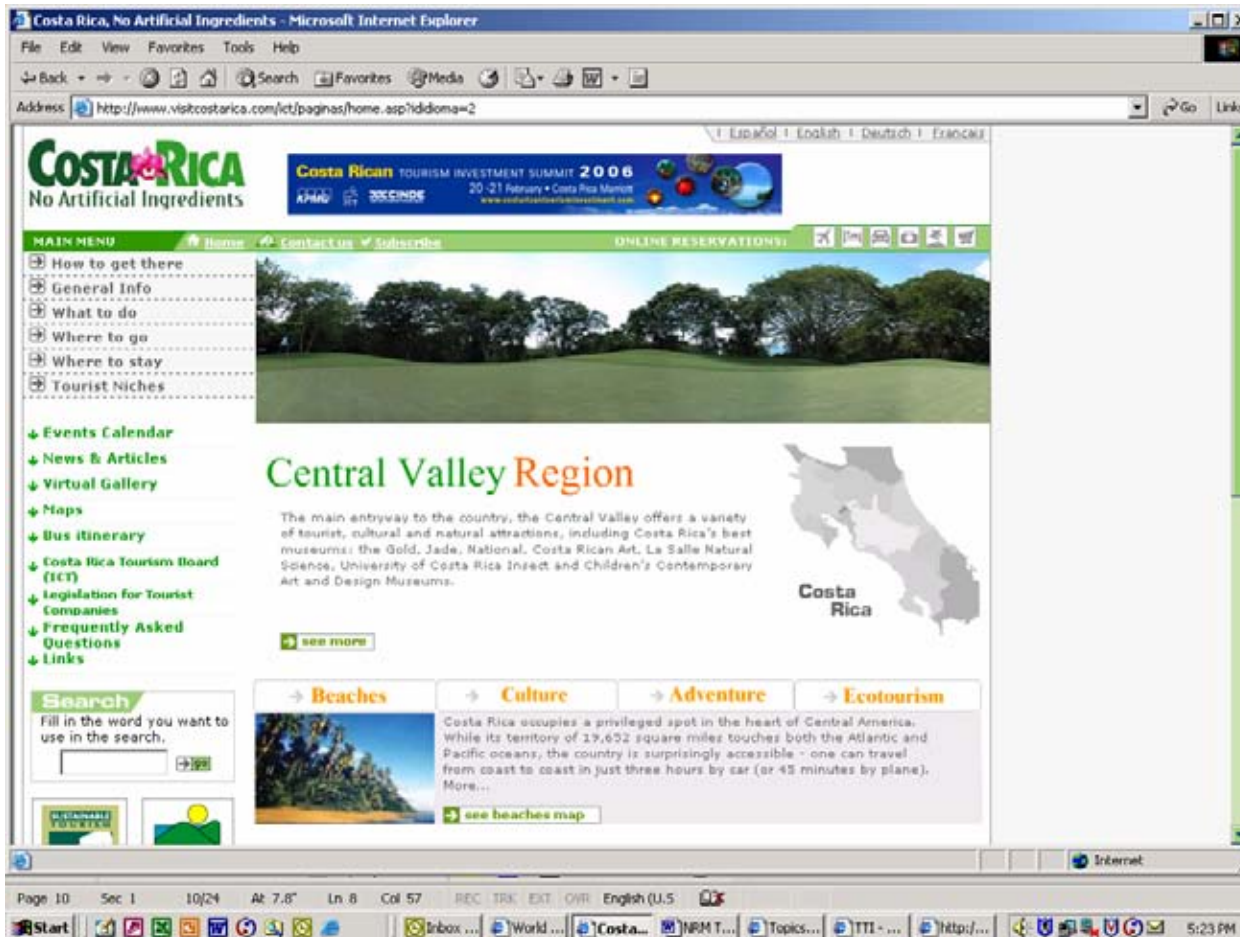
Classic Adventures
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[Climb Kilimanjaro](#)
[Hiking the Alps](#)
[Exploring Patagonia](#)
[Mañali Pheasants - Inca Trail](#)
[The Galapagos Islands](#)
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[Upcoming Events](#)

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Costa Rica's Sustainable Tourism brand "No Artificial Ingredients"



The screenshot shows a web browser window displaying the Costa Rica tourism website. The address bar shows the URL: <http://www.visitcostarica.com/ict/paginas/home.asp?iddoma=2>. The page header includes the 'Costa Rica No Artificial Ingredients' logo and a banner for the 'Costa Rican TOURISM INVESTMENT SUMMIT 2006' held from February 20-21 in Costa Rica. A main menu on the left lists categories such as 'How to get there', 'General Info', 'What to do', 'Where to go', 'Where to stay', and 'Tourist Niches'. Below the menu is a search bar with the prompt 'Fill in the word you want to use in the search.' The main content area features a large image of a green landscape and a map of Costa Rica. The featured section is titled 'Central Valley Region' and includes a description: 'The main entryway to the country, the Central Valley offers a variety of tourist, cultural and natural attractions, including Costa Rica's best museums: the Gold, Jade, National, Costa Rican Art, La Salle Natural Science, University of Costa Rica Insect and Children's Contemporary Art and Design Museums.' Below this, there are navigation tabs for 'Beaches', 'Culture', 'Adventure', and 'Ecotourism'. The 'Beaches' tab is active, showing a small image and a 'see beaches map' button. The browser's taskbar at the bottom shows the system tray with the date '10/24', time 'At 7:8', and various open applications.

- Great use of virtual tour video
- Interactive map to choose sub-regions
- Easy to use
- Keeps all traveler's needs in mind



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B2B Sites (Travel Agents Only)

Selis ABTA Number: Password: [Log In](#)

Home accommodation theme parks transfers theatre sightseeing

Agent Functions
New Agent Signup
Attraction ticket queries
Commission levels
Sales statistics
View Bookings
Order Brochures
Discount forms
Your Contact Details
E-Ticket Re-Issue

All agents please log in before making a booking.

Thank You! We won... Again!
Travel Weekly Awards 2006
Best Accommodation Only Company

Cyprus Ipinigasa Hotel AGOL, Ayia Napa. SC 4* £4 Paramount Hotel Acis, Protaras. SC 4* £5 T.S. Resorts, Larnaca, Protaras. SC 3* £8	Discover a whole new world of ticketing Selgo & Walt Disney World proudly present E-Ticketing	Florida Micond Inn & Suites, International Drive, RD 3* £7 Days Inn Orlando Maingate to Universal	Villas Disney Area Villas, Kissimmee Florida. 3* £7 Full Air Mattress Two-Person, Estipora Costa Del Sol. 4* £7
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EXPLORE THE CONTINENT
DIASPORA TOURS

January 25, 2006

Home About Us Ghana Operations Gambia Operations Terms Spa Contact Us Tour Application Tours

Welcome to DiasporaTours.com!

Benin Dear Travel Professional:

Burkina Faso Greetings from Diaspora Tours, a Ground Handler and Tour Operator with operations offices located in Banjul, The Gambia and Accra, Ghana and with representatives in Benin, Cote d' Ivoire, Mali, Togo and Senegal . Our goal is to provide the traveller with an introduction to the "REAL AFRICA" at an unbeatable price.

Cote d' Ivoire

Gambia We believe that a vacation to West Africa should not only be a "sun and sand" encounter but should take travellers beyond the well-worn paths and should provide a learning experience.

Ghana

Mali

Senegal The itineraries are designed to include opportunities for unique cultural encounters and small, rural village interactions

A site that could be improved...

- Only 3 obscure sites link to this one
- No branding; no contact info
- Difficult to navigate



www.earthfoot.com



Many ways to use ICT poorly for Marketing...

- Focus only on web-site
- Poorly designed sites shatter trust, credibility
- Overlooking importance of links, affiliations, search engines
- Not using tools to monitor, evaluate, such as <http://www.destinationwebwatch.org>
- Not targeting distribution channels: B2C, B2B?
- Using ICT poorly still can be expensive!

Many “sustainable tourism” locations in emerging markets get low marks on web-based marketing

I. Selecting, designing, developing destination	→
II. Marketing	→
III. Customer Relationship Management	→
IV. Operations	→
V. Managing, monitoring site and destination	→

Customer Relationship Management

- Select: Turning prospects into (repeat) customers
- Book: travel, lodging, tours (interactive trip planners)
- Trip Management: Pre, During, Post (end to end)
- B2B or B2C or both?

Some ICT Tools:

- Outsource reservations, more
- Live Chat to answer questions immediately
- SMS for real-time logistics updates
- On-line customer reviews; feedback via email surveys



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Customer Relationship Management

Worldhotel-Link.com: Outsourced hotel reservation services

Manages reservation system professionally

Advises on how to describe & photograph tourism sites

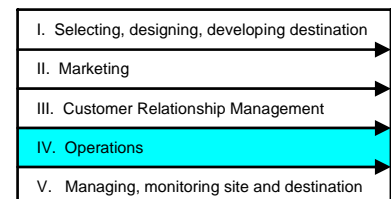
Monitors performance – including how fast and professionally hotels respond to email inquiries





Tourism Site Operations & ICT

- Critical for good management, survival!
- Applications for:
 - Reservation & guest management
 - Financial management (e-banking, budget vs. actual)
 - Sales and catering, cleaning
 - Property management, maintenance
 - As the tourism business grows: HR, procurement
- PDA's, cell phones (e.g., for cleaning, maintenance crew management)



Access to ICT in Rural Areas

- First line and back up energy sources
 - Ways to size, place better
- Further: maintenance difficult & rugged conditions
- Ways to compensate:
 - Solar powered rechargers for PDA's, laptops
 - Shared access (via wireless)
 - Off-line/on-line designs
 - Outsource web, reservations, more
 - Backups and offline options



Turn to our energy team in EGAT/I&E!



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Tips on Program Design

- **Integrate ICT throughout design and budget**
 - Make it explicit in tender
 - It will probably cost more than you think
 - *e-tourism* advisor: not just IT skills...
- **Indicators: Is my investment in IT worth it?**
 - Tourism without IT in at least sales and marketing is doomed
 - Track source of bookings (via surveys), referrals, building into CRM application and how partnerships/alliances managed

Pitfalls to Avoid

- Technology *push*: remember reason for using IT: having thriving sustainable tourism destination
- Focusing only on tourist destination website
- Using only IT talent, not experienced with e-business/e-tourism
- Not taking advantage of new ICT-enabled ways to market, sell, manage



In Summary...

- ICT essential to use well throughout your tourism activity – from site selection to construction to marketing to operations to monitoring
- Nevertheless, ICT should not be pushing your approach – set your approach – target market, business plan – then design ICT elements
- Many ways to do it wrong so make sure to have pros to help at least as advisors
- Technology is cheaper yet changing fast: Beware of the e-jungle out there!

EGAT/I&E/ICT team can provide suggestions on your program design and for sources of help, when you are ready

