



eTourism The new ICT instruments: A revolution for destination marketing?

Professor Dimitrios Buhalis

www.bournemouth.ac.uk/icthr

www.buhalis.com

www.bournemouth.ac.uk



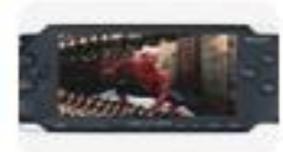




Consumer centric technologies lead to consumer driven markets and products

















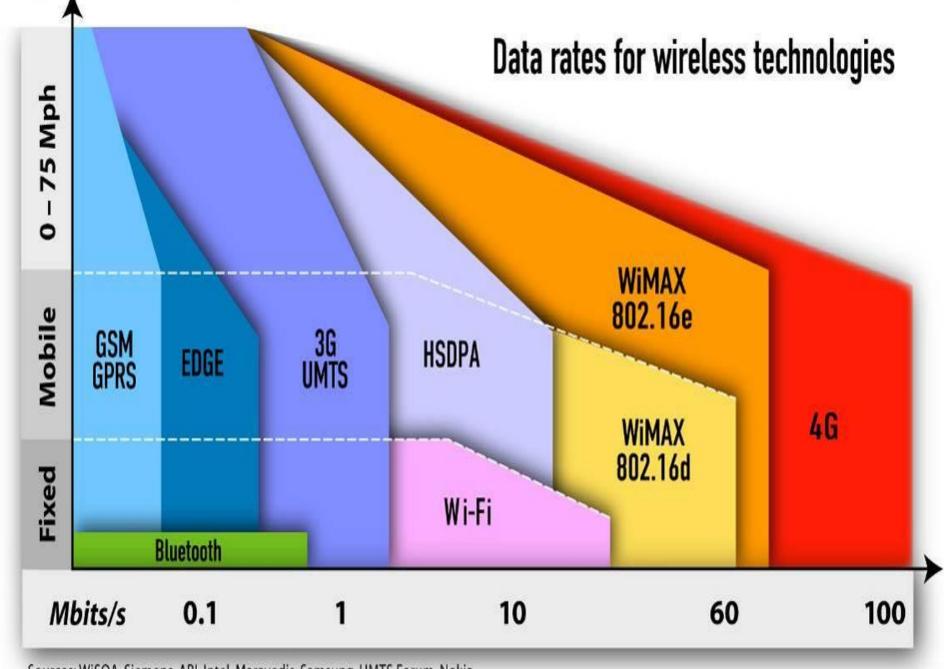












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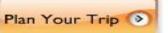


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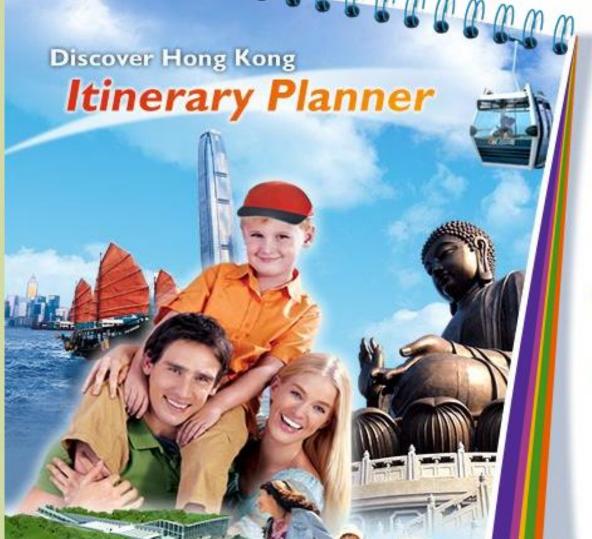












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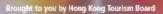












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FUTURE OF **eTOURISM**

- Personalisation CRM
- Location/Context/Mood aware
- Proactive/anticipatory
- Reactive/adaptive to consumer needs
- System integrated
- Satisfaction driven

eTourism TRENDS

COMPANY Profitability Driven Revenue Expansion of market Direct Distribution Yield management/R Extensive distribution Cost Internal Integration Reduction of intermed Intelligent procurem ASPs

Expansion of markets and operations

Yield management/Revenue Management

Extensive distribution strategy

Reduction of intermediation

Intelligent procurement

DISTRIBUTION: Partnership Enabled

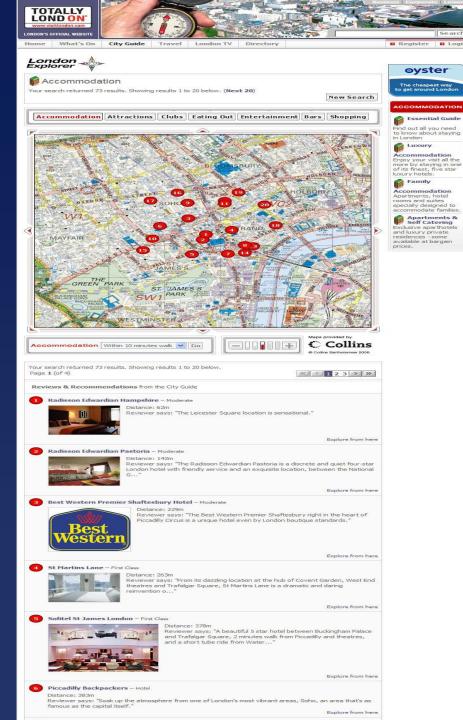
- Virtual Organisations
- Interoperability
- ASPs
- Developing a value system



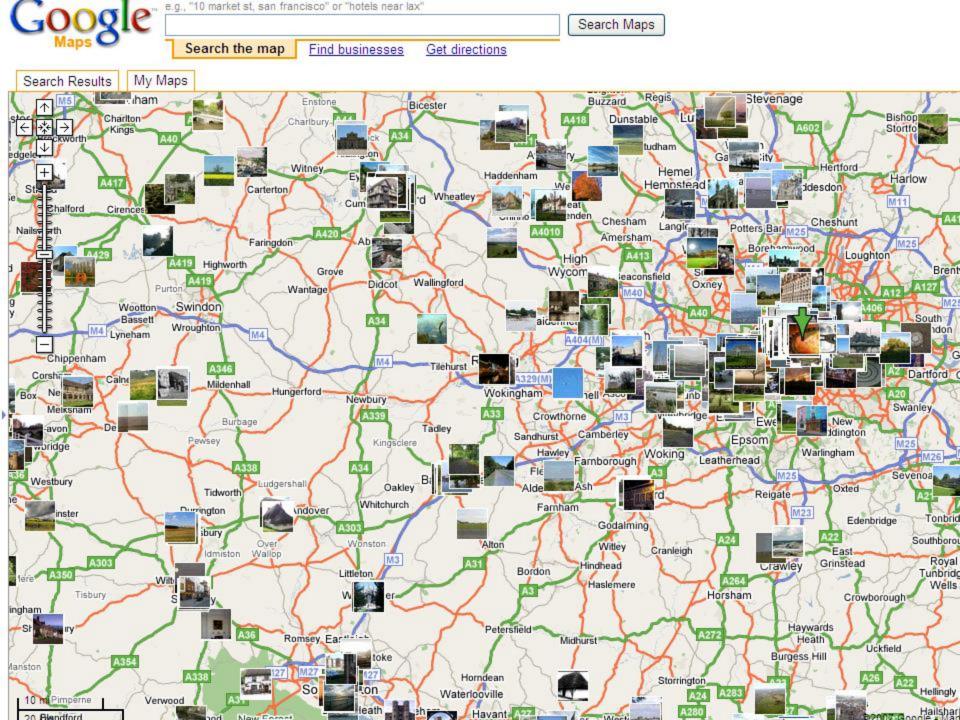
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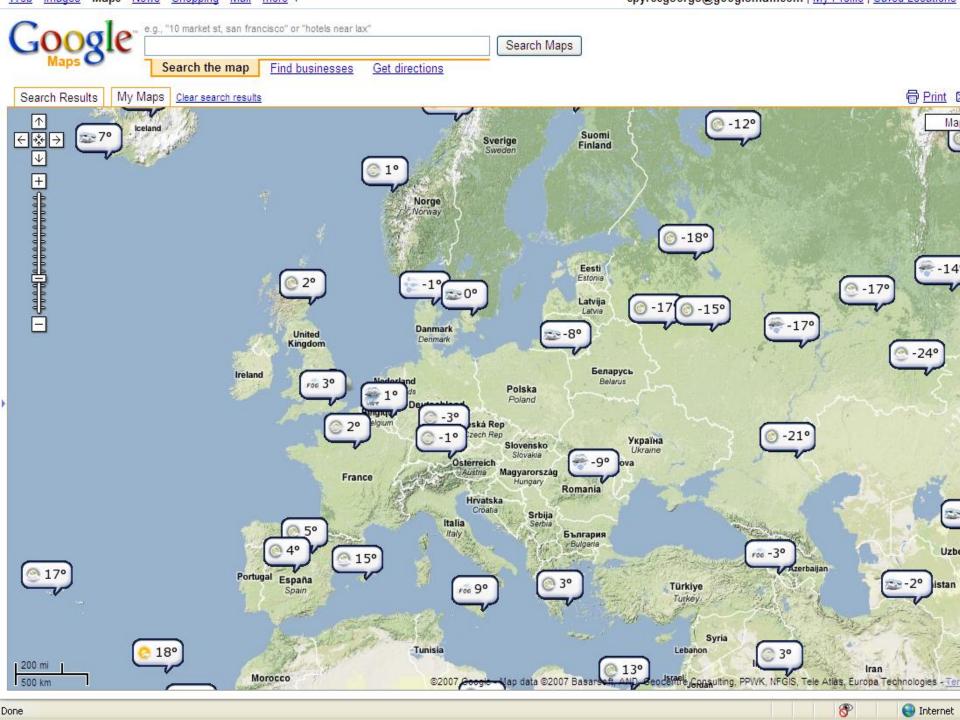
* Context and Location Based Services





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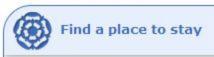
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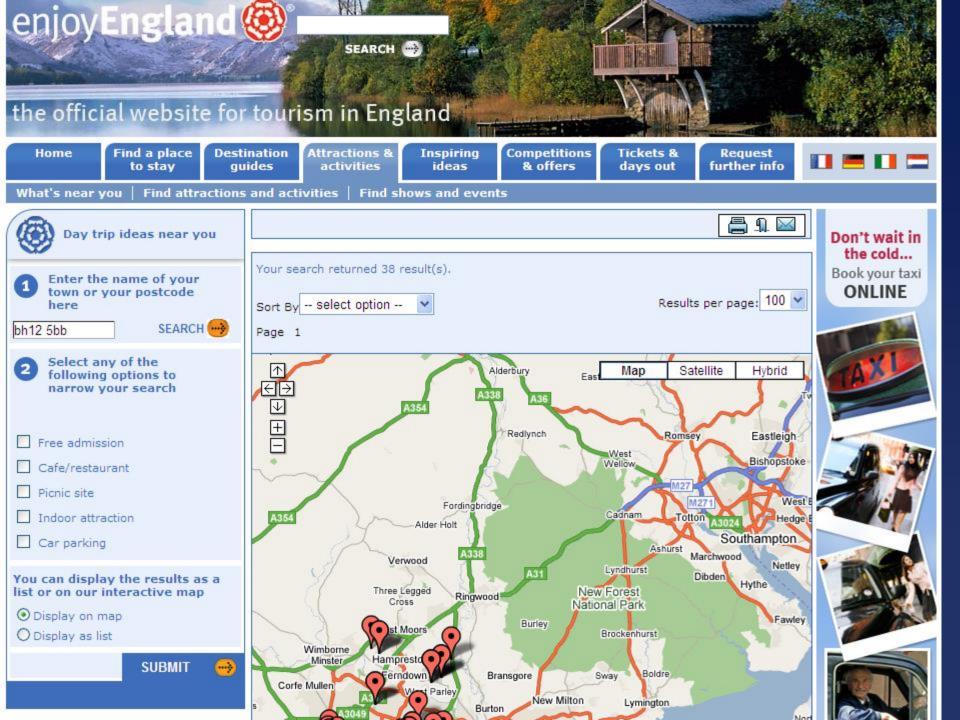
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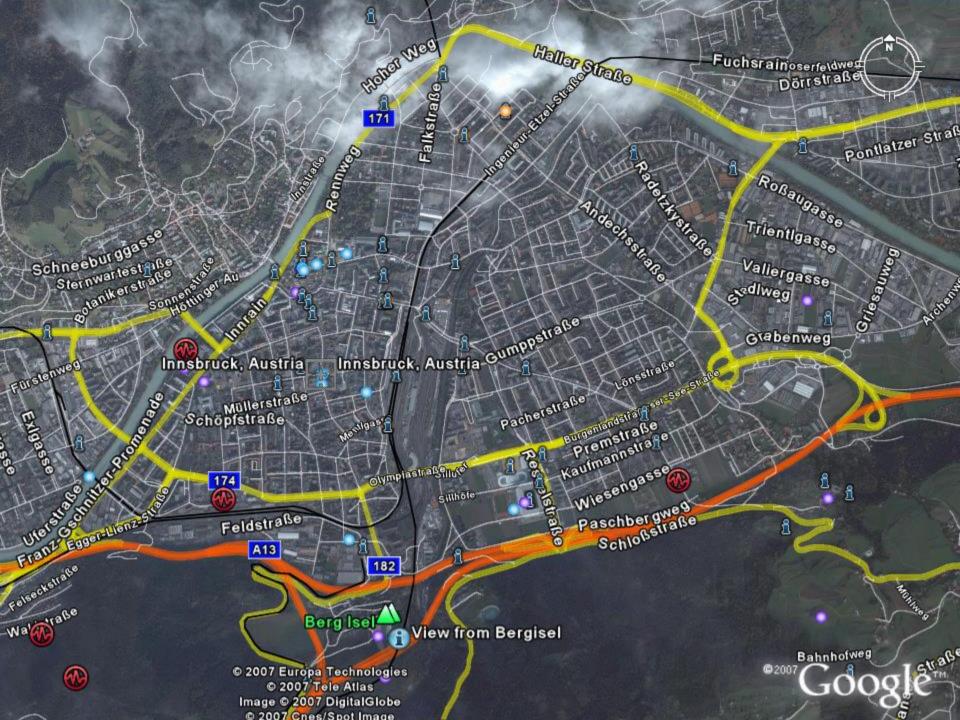
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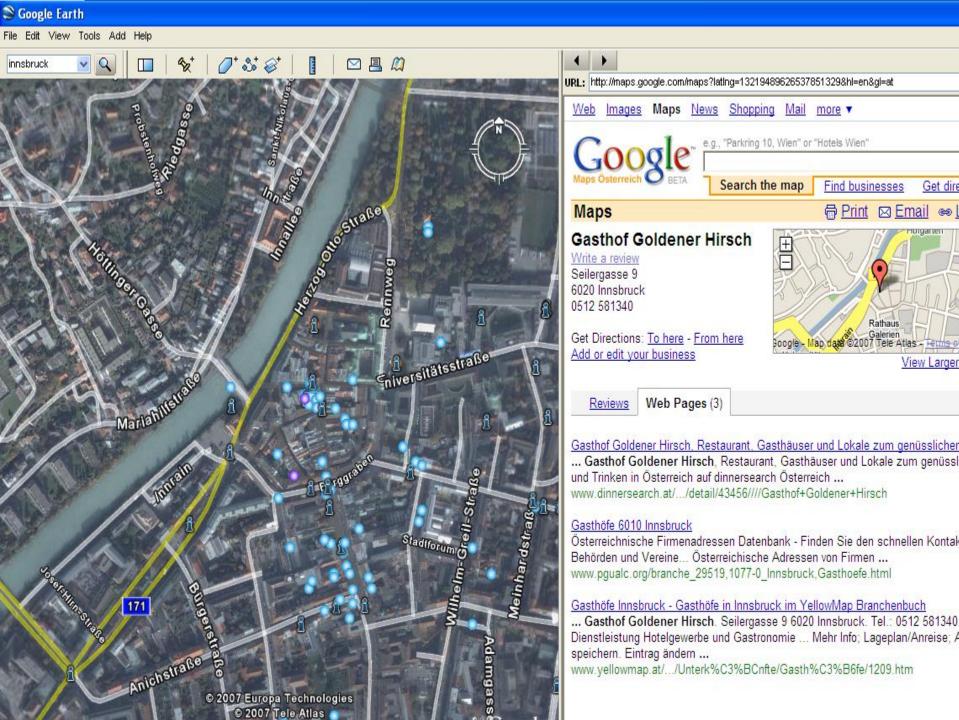
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Hotel Weißes Kreuz Hotel Weißes Kreuz

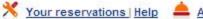
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1 room

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2 guests

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Accommodation type

- Hotels
- Bed and Breakfasts
- Apartments
- Residences
- O Guest Houses

- Other accommodation

Star rating

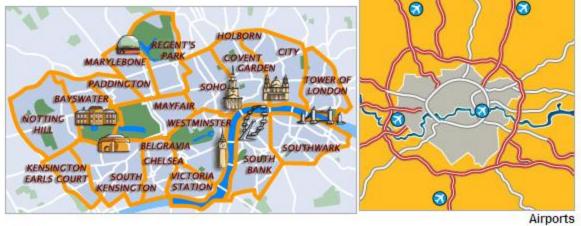
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290 Hotels in London

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Innovation and differentiation through Tourism Experiences based on

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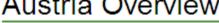


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- Things to Do

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- Salzburg Fortress (Festung Hohensalzburg)
- Augustiner Braustubl
- Schonbrunn Palace (Schloss Schonbrunn)
- 4. Imperial Palace (Hofburg)

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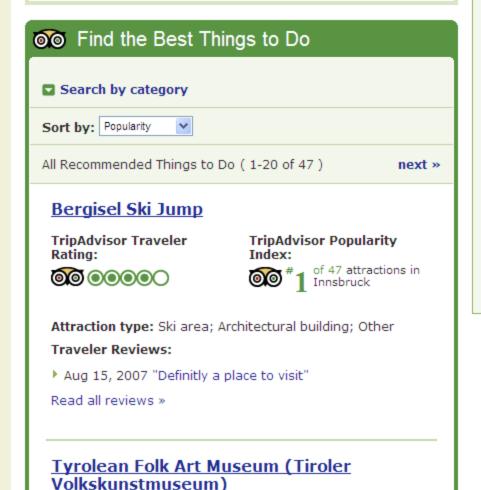
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PROFESSIONAL ADVICE (4)

TITLE SOURCE "Nightlife - Bars"

"Attractions"

"Innsbruck Nightlife" Fodors.com

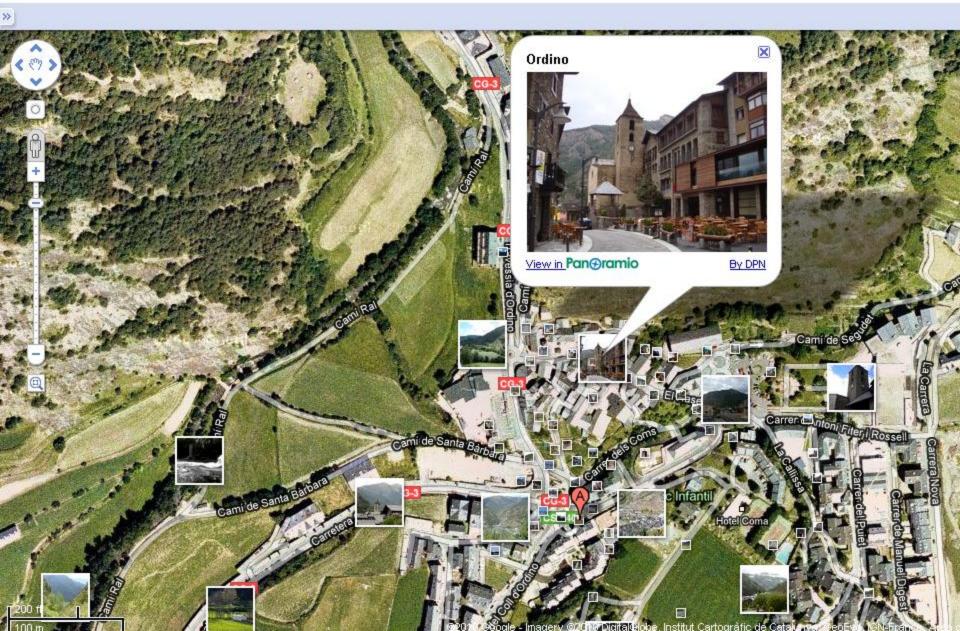
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ith es Halles,	Honeymoon in Athens, Sar	Honeymoon in Athens, Santorini, and?		
es Halles,	instrumentality Long Beach, CA Joined: Jan 2008 Forum posts: 1 Travel map pins: 49	Posted on: 1:07 am, yesterday My fiancee and I are going to be in Greecea first for both of usfrom May 11 thru the 24th. I have already booked lodging in Athens, checking in May 11 and checking		
ir s	More about instrumentality	out on May 15. From there, our primary stop will be Santorini, although eventually we need to get back to Athens to catch our flight home.		
irini to your ist.	Travel IQ: ?	I am primarily looking for peace and romance, wherein I get the impression that Oia is the best choice. We may want to party a bit as well (maybe a mellow club or more upbeat bar at some point?) but I don't think our lodging needs to be dictated by that.		
ntorini Hotel		My fiancee is going to be looking for geological attractions, photogenic views, and maybe a little dancing. I'm looking for good food, good beer (I am a beer snob - no fizzy yellow stuff), and locals I can hang out with.		
e « Studios		We're both trying to learn some Greek but will be primarily dependent on English.		
s		I'd like for us to be able to check out the beaches at some point but I hear it's a nicer view, especially for a geology buff, overlooking the caldera.		
Mar s		Neither of us are looking to have our agenda dictated by a planned tour, but we would like to see some of the major sights of both Athens and Santorini at some point on our own time.		
ssa Suites Hotel /illa tel		Finally, although it's our honeymoon, we don't have a ton of money to throw around. The likes of Finikia's Place seemed like a great spot to save some money for other parts of our trip and our new life together upon our return, but I'm not so sure about the view and the bathroom sounds questionable. If I can stay at or below the \$150/night range, that would be preferable.		
otel -		Soall that being said, we could use some help.		
Apartments		Any advice on where to stay in Santorini area-wise (Oia?) as well as lodging-wise? We'd like at least a queen sized bed. A kitchen and/or pool would be nice but isn't mandatory. We want comfort but don't need luxury. An attractive view from our room would be preferred but if said view is a short walk away, we can handle that. Minimal stair climbing would be preferred as well.		
se Hotel partments		Given that we have from the 15th to the 24th minus whatever amount of time it would take to get back to Athens (and potentially spend a night or two there so we can do any last-minute sightseeing), and that we want to enjoy our honeymoon without feeling rushed or bored, and that we don't know when we'll be able to get		
lection Hotel as I		back to Greece, would it make sense to spend the duration of our non-Athenian stay on Santorini, or take a day trip or beyond on another island? Perhaps it would make more sense from a travel/distance standpoint to stop somewhere along the way either coming or going? (We will most likely take the ferry rather than fly.)		

onal		Report inappropriate post
	hone Grand	Posted on: 1:33 am, yesterday
el	Athens, Greece Joined: Apr 2005 Forum posts: 3,802	First of all: You 've done an extensive research and this is obvious :) Gratz :)
	Travel map pins: 127 🛭	I think you know what you want very well.
age	for Athens	Regarding place to stay: Yes, Oia is a very very nice spot to stay but if accommodation that you want is found at either Fira or Firostefani, then going
Villas be		there is always an option. Firostefani is "at top" of Fira, actually it's nowadays adjoining Fira. Fira is the main settlement which sometimes can be noisy, start of May though it won't be so full as it would be mid August.
lium Villa	Travel IQ: 115 More about nick arch	So, regarding place to stay at Santorini, i would search primarily in Oia but at Firostefani too. I am sure more recommendations will arrive here or in a separate thread.
lios		
a Hotel tes		You do very wise to spend end of the trip in Athens. It's always a good idea to leave some time between a ferry and a intl flight.
las		What to add?
		ISLAND?
		A logistically simple option would be to add a 3 nights stay at some other island at the ferry path leading from Santorini back to Athens. This could be either:
Studios &		a. Paros island, or
rt nare Resort		b. Naxos island (beautiful beaches - water will be a little cool - sunbathing will be ok)
lare Resort		c. I would also look on Syros island. I like its town very much. May need some change at some island depending the day.
Hotel		http://www.diversetraveller.com/Images/Articles/144/syros_july05.jpg
as		
tels: 1 - 20		d. Considering your fiancee interest in geology, i would take a look at Milos island
tels: 21 - 70		too. Milos is located in Western Cyclades and not directly on the ferry path leading from Santorini to Piraeus / Athens. So, you 'll have to take some interisland ferry
tels: 71 - 120 tels: 121 -		via perhaps Folegandros. So, including a 3 nights stay in Milos would also make another alternative.
tels: 171 -		http://www.greekbackpack.com/milos/jpg/milos_kleftiko1.jpg
h-l 224		MAINLAND?
tels: 221 - tels: 271 -		What about doing a 3 days tour or self drive at Peloponnese? Nafplion town would be a great base for 3 nights on a more of "sightseeeing" short period. The

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Athens Spotlight

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In Athens, some things never change—including tourist magnets like the Acropolis and the Parthenon, Other parts of Athens, however, would be unrecognizable to someone who'd visited a few years ago. Thanks to a pedestrian-friendly Olympic makeover in 2004, this formerly unattractive. congested city is golden once again. Go to Athens

IgoUgo Travel Blog

Off the Map: Sandstone Impossible

Posted January 03, 2008 in Features



It's time to reveal the location of the unique sandstone swirls snapped in our latest mystery photo. But first, a hint: the island shown featured prominently in the movie Mission: Impossible II... Continue reading Off the Map: Sandstone Impossible

Where to Savor the Post-Holiday Slump

Posted January 02, 2008 in Community Highlights



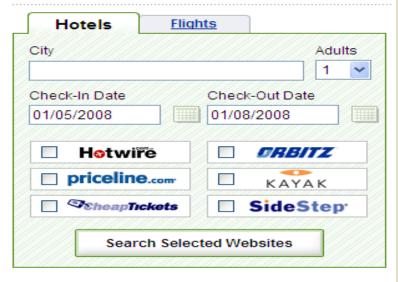
Return to your pre-holiday stress level with these traveler-recommended getaways. Whether you prefer to linger in wintry cheer or to skip to the next season, IgoUgo travelers have you covered—be it with snow or with sand... Continue reading Where to Savor the Post-Holiday Slump



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Innsbruck 2007 Global

Information

Group Info

Name: Innsbruck 2007

Student Groups - Abroad/Overseas Groups Type: Description: For everyone who will be spending their summer in

Innsbruck.

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Displaying 4 of 20 photos.







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And by Austria I don't mean Australia,

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Displaying 1 discussion topic.

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Wheres everyone from?

1 post by 1 person. Updated on May 10, 2007 at 2:43 AM.

Members

This group has 246 members.

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Emily

Ridgley













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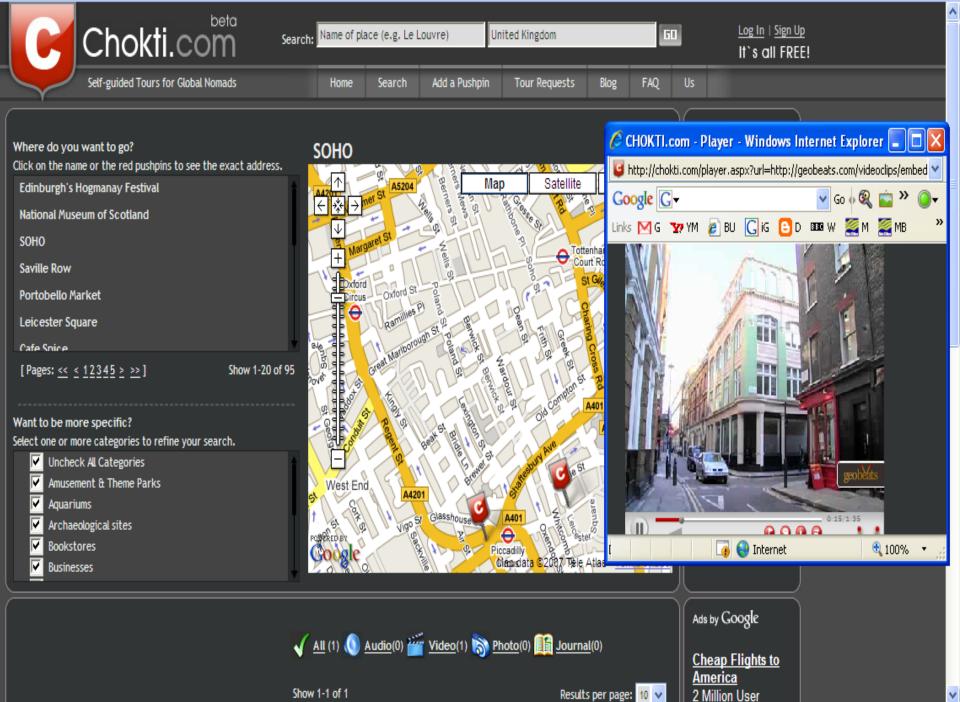












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Lessons for the future

- Traveller is always connected List of inventory is no longer enough Promoting experiences
 - Developing location based services
- Creating clusters of integrated activity
 - Dynamic packaging of experiences
 - Embracing Web 2.0 and Travel 2.0
- Integrating all location based services

B H

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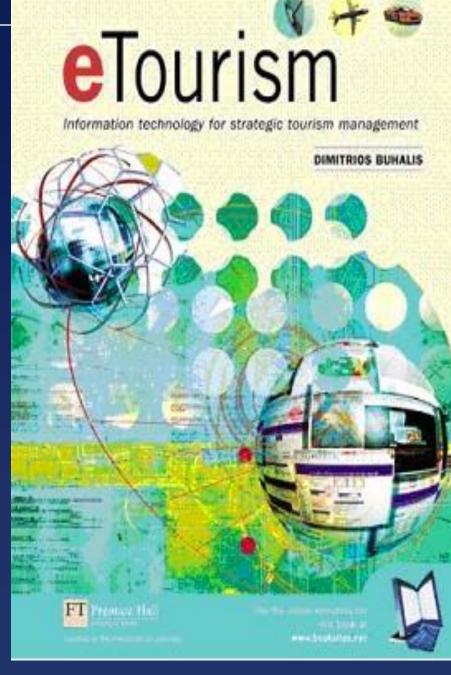


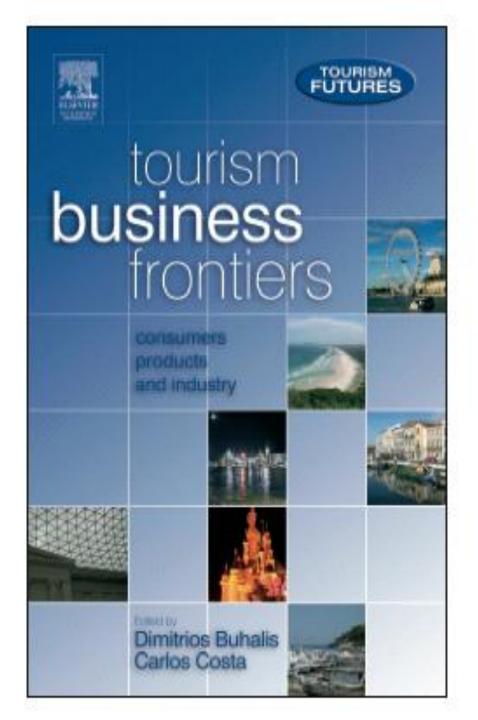


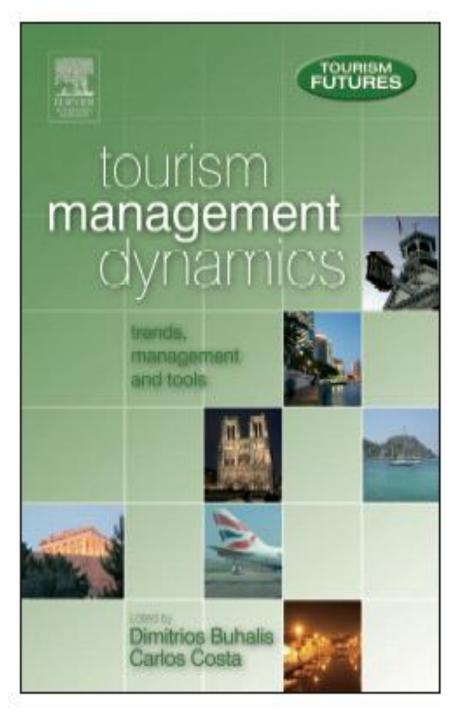


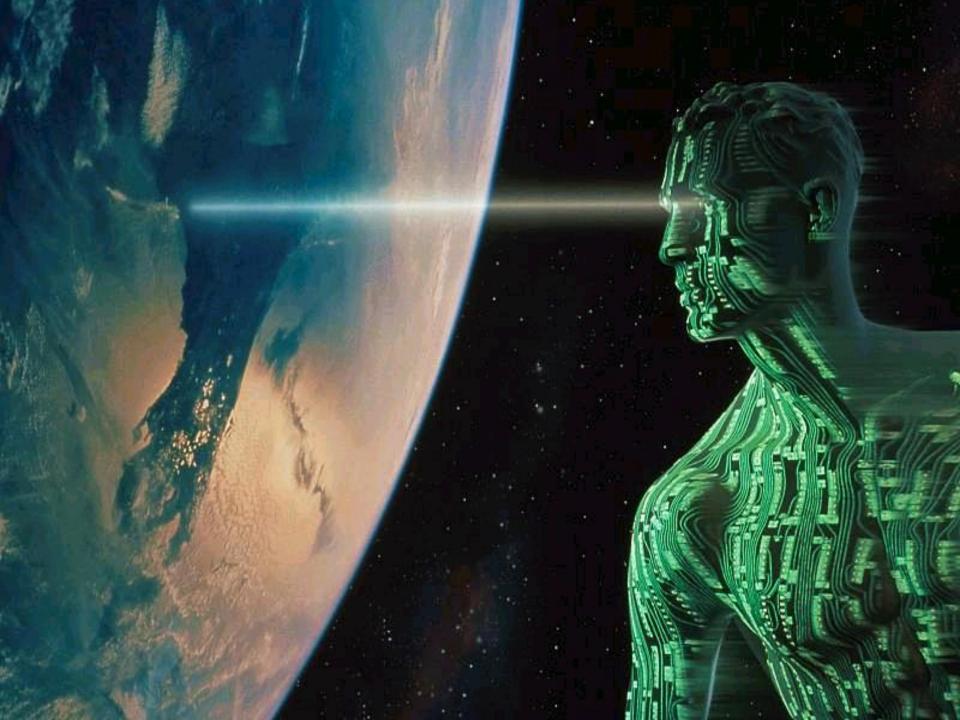
Roman Egger and Dimitrios Buhalis















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