

CABI TOURISM TEXTS

2nd Edition

Tourism Information Technology

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COMPLIMENTARY TEACHING
MATERIALS

Chapter 11

Destination Management and Information Technology



Chapter 11 Learning Objectives

After studying this chapter you should be able to:

1. explain a Destination Management System (DMS) and the features that it provides;
2. describe how a DMS can improve the management of tourism in a destination;
3. evaluate the different ways that tourists access destination information electronically;
4. explain how DMOs use IT to help with management issues such as crisis and risk management and stakeholder management; and
5. understand the concept of a learning destination.

Key Concepts

- ⊙ Destination Management Systems (DMSs)
- ⊙ Analytic and mimetic strategies
- ⊙ Knowledge-based and learning destinations
- ⊙ Recommender systems
- ⊙ Spatial tracking systems
- ⊙ Visitor Information Centers (VICs)



Destination Management System (DMS)

- ⦿ **Past:** a computer database of the destination's facilities that augmented the traditional methods of information provision such as brochures and visitor information centers.
- ⦿ **Present:** highly complex, web-based platforms that support broader functionality and communication through a number of online channels.
- ⦿ Fill a gap left by GDSs by representing a broader range of products and services in a destination.



Destination Management System (DMS)

Definition

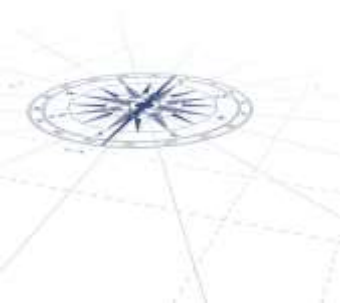
- ⦿ A dynamic web-based platform that integrates a wide range of information about a destination's tourism products.
- ⦿ It also provides an infrastructure to support different types of e-commerce (e.g., B2B, C2B, and G2B) in the destination.
- ⦿ Additionally, it allows interaction with different stakeholders (e.g., suppliers, visitors), data collection and information visualization.



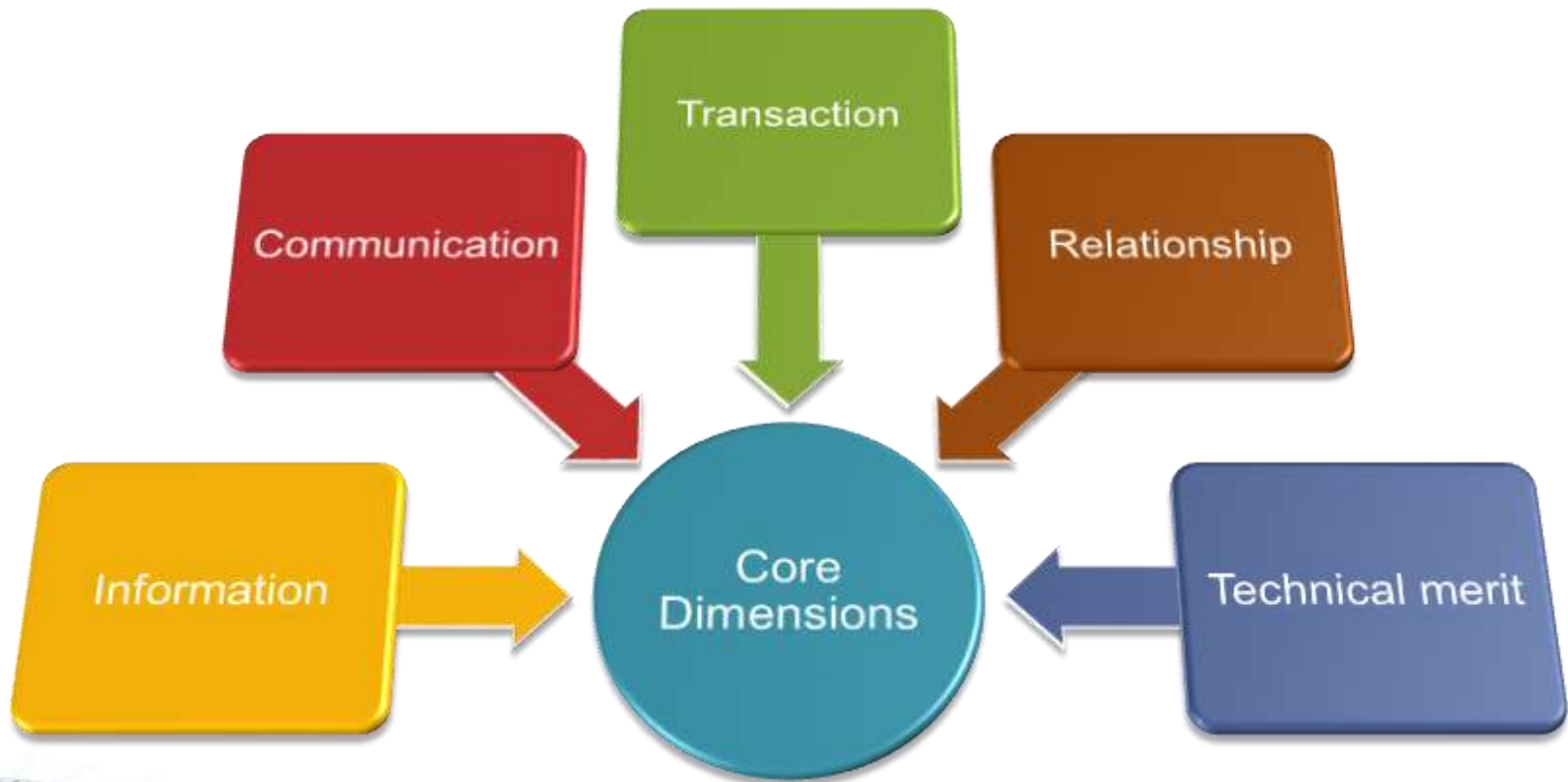
Destination Management System (DMS)

Functions:

- ① **web content:** information provisions such as search functions and listings of tourism facilities, attractions and services;
- ① **web promotion:** techniques to attract visitors from other channels such as search engine optimization and advertisements in other websites; and
- ① **web eCommerce:** transactions related features targeting behavioral outcomes of visitors.



Destination Management System (DMS)



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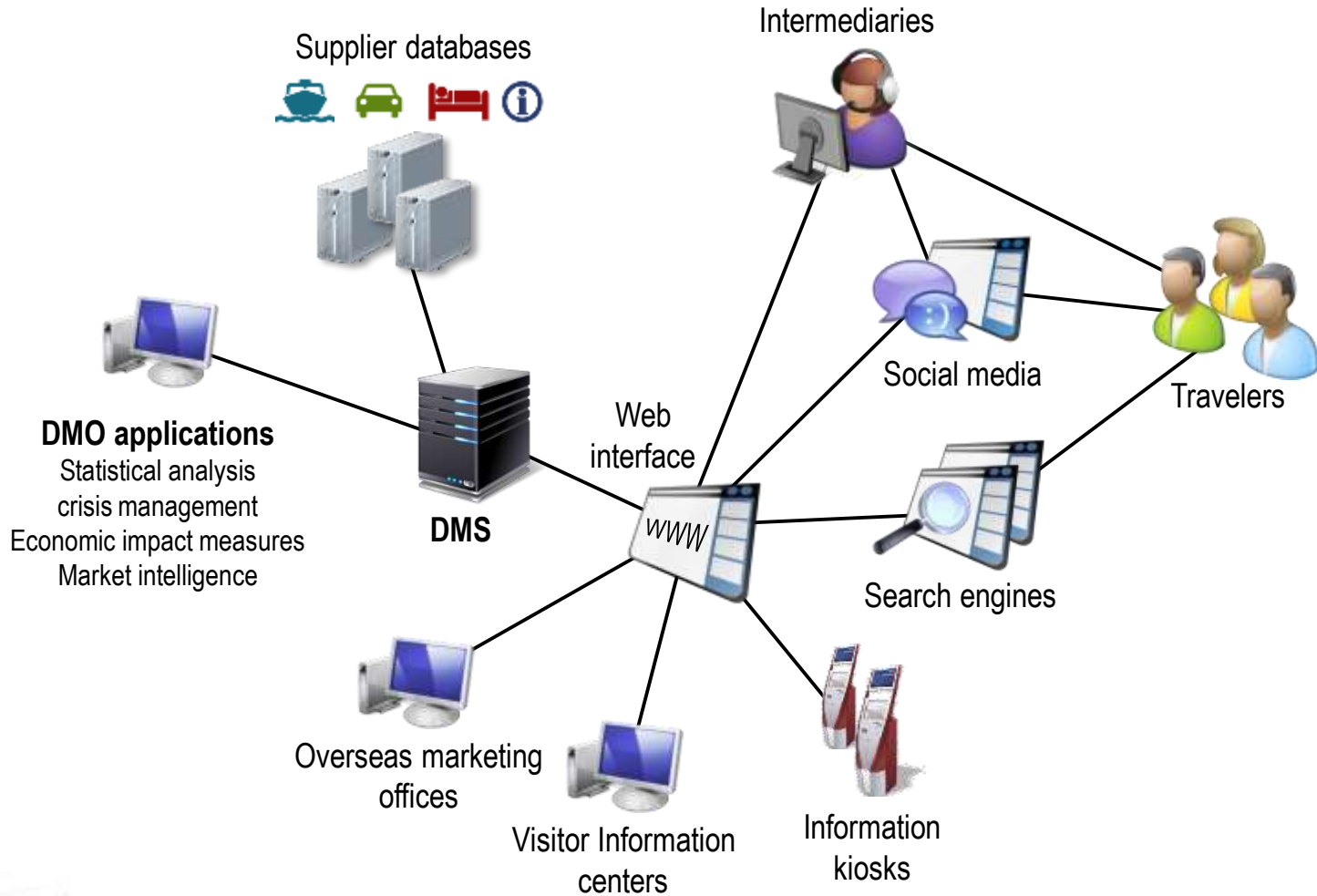
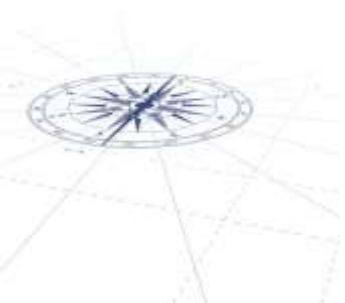


Figure 11.1 DMS connectivity.

Destination Management System (DMS)

Key Advantages

- ⦿ facilitate the destination's coordination and integration with suppliers;
- ⦿ remove the need for intermediaries and increase revenues; and
- ⦿ give the destination a more effective presence in the marketplace.



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OK! I'm online!

- Has an online presence
- Brochure-like, limited information is provided
- No special functions

Productivity Paradox

- Increased workload
- Increased cost and budget allocation to Internet investment
- Intensive learning required
- Waiting for the right signals

Trying e-Commerce

- Trialing the sale of goods or purchases online
- Implementing a database
- Data mining
- Permission marketing

One-stop Shopping

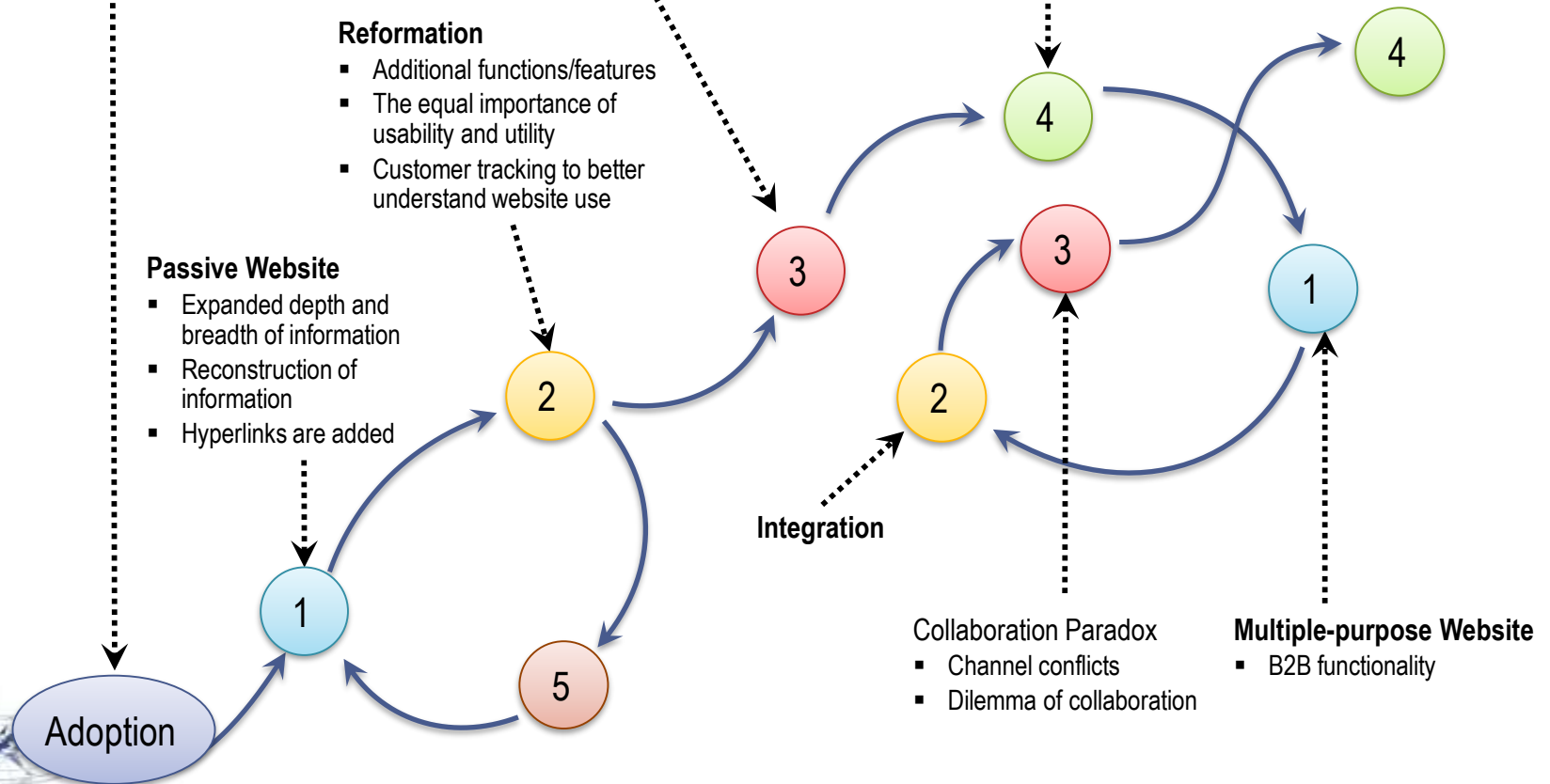
- Fully fledged website with various functions
- Allow online transactions, registration and submission
- Interactive/customized services

Reformation

- Additional functions/features
- The equal importance of usability and utility
- Customer tracking to better understand website use

Passive Website

- Expanded depth and breadth of information
- Reconstruction of information
- Hyperlinks are added



Collaboration Paradox

- Channel conflicts
- Dilemma of collaboration

Multiple-purpose Website

- B2B functionality

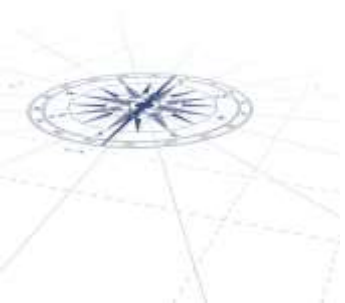
Figure 11.2 The evolutionary path of a DMS implementation

(Source: Yuan *et al.*, 2006)

Destinations and Social Media

Social Media Strategies (Munar, 2011):

- ⦿ **mimetic strategy:** mimic or copy the style and e-culture of the social network sites;
- ⦿ **advertising strategy:** use banner ads and other advertising on social media sites; and
- ⦿ **analytic strategy:** analyze the UGC already on the various websites to create new strategy.



Destination Research

IT applications:

- ⦿ onsite surveys using tablets/kiosks
- ⦿ online post-experience surveys
- ⦿ statistical analysis
- ⦿ decision support systems
- ⦿ spatial tracking

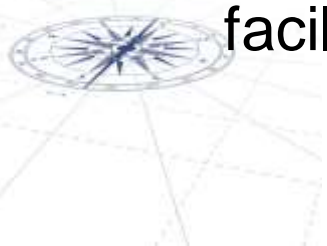


Crisis and Risk Management

Knowledge and information technology are powerful resources to help governments, private firms and the communities prevent, plan for, and recover from various types of disasters and crises.

Three stages of disaster management:

- ① **Prevention and planning:** IT systems can store policies and databases of relevant information.
- ① **Strategic implementation:** IT and data networks support crisis communication with stakeholders.
- ① **Evaluation and feedback:** IT provides communication facilities, websites and mobile sites for the feedback.



Knowledge-based Destinations

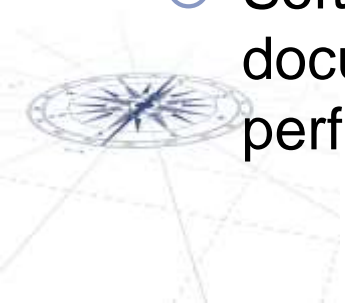
Features of a knowledge-based destination are:

1. Ubiquitous access of new IT technology for all stakeholders (including local residents, businesses, visitors).
2. Instruments to make knowledge and information accessible to stakeholders in a systematic and efficient manner.
3. A culture which encourages development of innovative goods and services for the stakeholders.
4. Mechanisms to ensure that every stakeholder group is given an opportunity to participate in the innovation process (Racherla, Hu, & Hyun, 2008).



Learning Destinations

- ⦿ Destinations need to create a **soft infrastructure** to become **learning destinations**. This includes:
 - local knowledge
 - learning and creativity
 - trust
 - networks
 - conversion of tacit to explicit knowledge
 - collaboration and cooperation
- ⦿ IT infrastructure is necessary for these features.
- ⦿ Soft infrastructure includes keeping track of events, documenting findings, building databases, and tracking performance indicators.



Discussion Questions

1. Choose a destination not mentioned in this chapter and describe and analyze its DMS and information infrastructure. What recommendations do you have for the destination to become more of a knowledge-based destination?
2. Compare and contrast the social media strategies of two destinations in promoting their destination. What recommendations can you give them to improve?
3. With a destination of your choice, analyze its visibility on various search engines. Suggest how the DMO could improve its visibility.
4. Choose two of the websites below and describe each of their strengths and weaknesses.

Useful Websites



**Destination Marketing
Association International**
www.destinationmarketing.org



National Geographic
www.nationalgeographic.com



iTourist
www.iTourist.com



MySwitzerland.com
www.myswitzerland.com



Tiscover
www.tiscover.com



Virtual Tourist
www.virtualtourist.com



Travelers For Travelers
www.travelersfortravelers.com

Case Study: Australian Tourism Data Warehouse

- ⊙ Founded in 2001 jointly by Tourism Australia and all state and territory government DMOs.
- ⊙ A central storage and distribution facility for tourism industry product and destination information (currently over 35,000 listings).
- ⊙ Information is compiled in a nationally agreed format and electronically accessible by tourism business owners, wholesalers, retailers and distributors for use in their websites and booking systems.
- ⊙ Online bookings feature and widgets for SMTEs.
- ⊙ “White label” website which can be customized by suppliers and distributors.
- ⊙ Online industry education (e-kit).
- ⊙ T-QUAL accreditation agency for tourism products.