

CABI TOURISM TEXTS

2nd Edition

Tourism Information Technology

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COMPLIMENTARY TEACHING
MATERIALS

Chapter 2

The Digital Tourism Landscape



Chapter 2 Learning Objectives

After studying this chapter you should be able to:

1. analyze the **drivers of innovation** and technological change in the digital landscape;
2. explain and evaluate the components of IT in tourism using a **digital tourism ecosystem** perspective;
3. apply concepts of **tourist behavior** to explain how digital travelers use and respond to information technologies in tourism settings;
4. evaluate the **factors** that determine whether travelers will **use** a particular technology;
5. explain the role of IT in tourists' **decision-making** processes; and
6. compare and contrast traditional and electronic tourism **distribution systems**.

Key Concepts

- ⊙ Computer anxiety, computer phobia and technophobia
- ⊙ Diffusion of Innovations Theory
- ⊙ Digital tourism ecosystem
- ⊙ Hype Cycle
- ⊙ Multi-level perspective (MLP)
- ⊙ Technological Innovation Theory
- ⊙ Technology Acceptance Model (TAM)
- ⊙ Unified Theory of Acceptance and Use of Technology (UTAUT)

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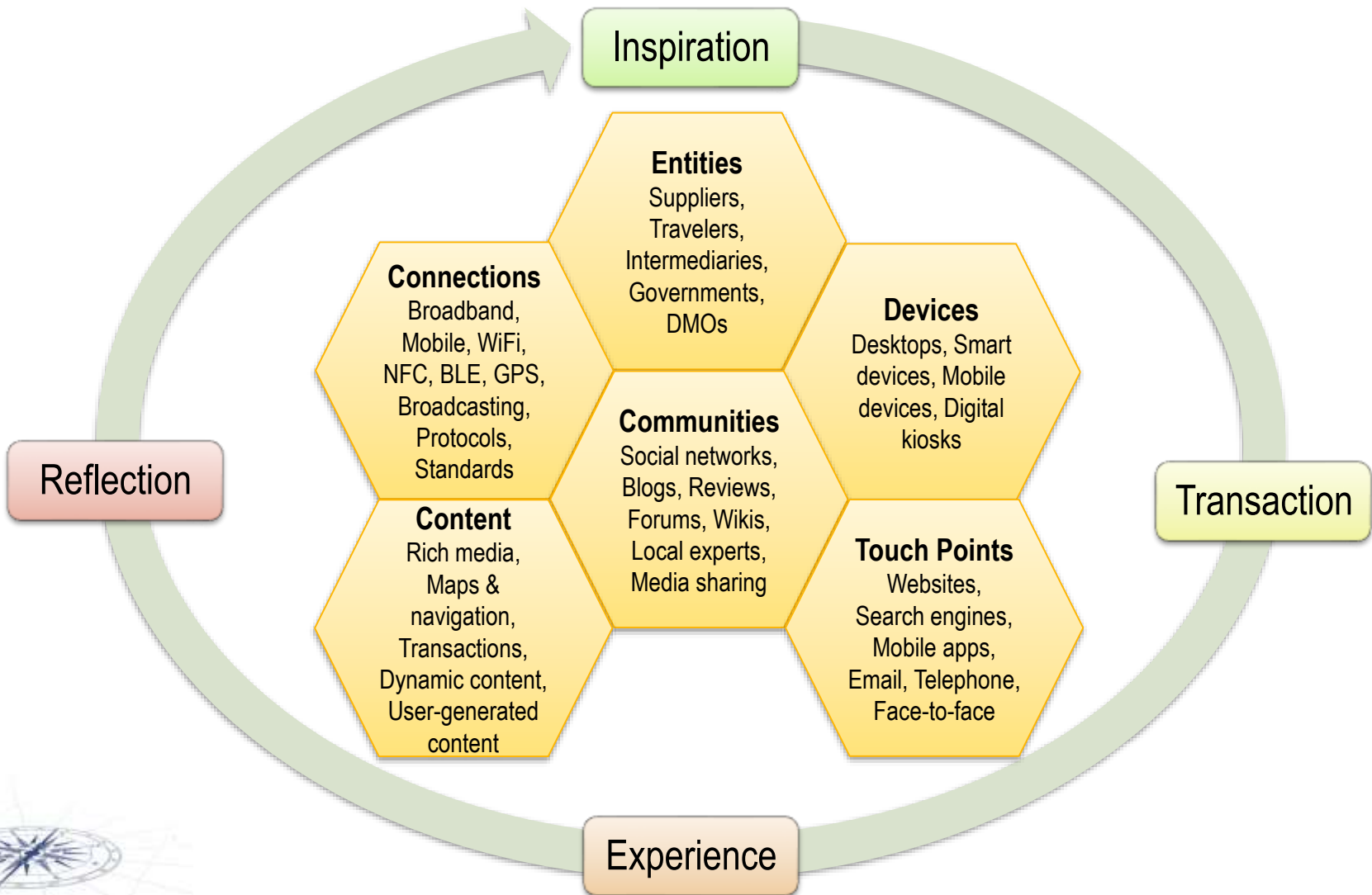


FIGURE 2.1 The digital tourism ecosystem

Digital Tourism Ecosystem

Ecosystem functions

- ⊙ Inspiration
- ⊙ Transaction
- ⊙ Experience
- ⊙ Reflection

Ecosystem health

- ⊙ Productivity
- ⊙ Resilience
- ⊙ Diversity



Digital Tourism Ecosystem

Roles of entities and communities

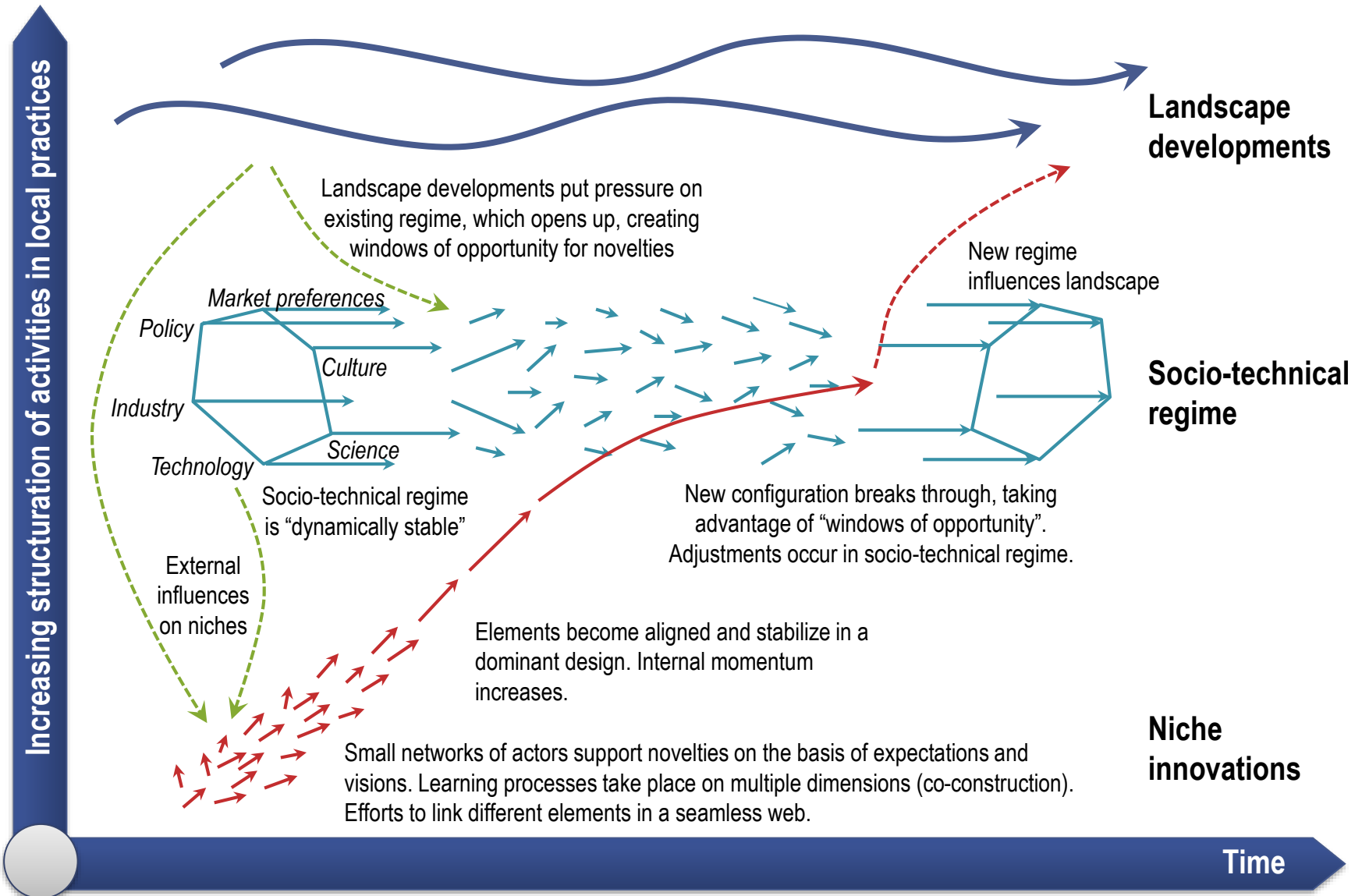
- ⊙ Catalyzers
- ⊙ Dictators
- ⊙ Milkers
- ⊙ Niche players

Digital technological environment

- ⊙ Devices
- ⊙ Connections
- ⊙ Content
- ⊙ Touch points



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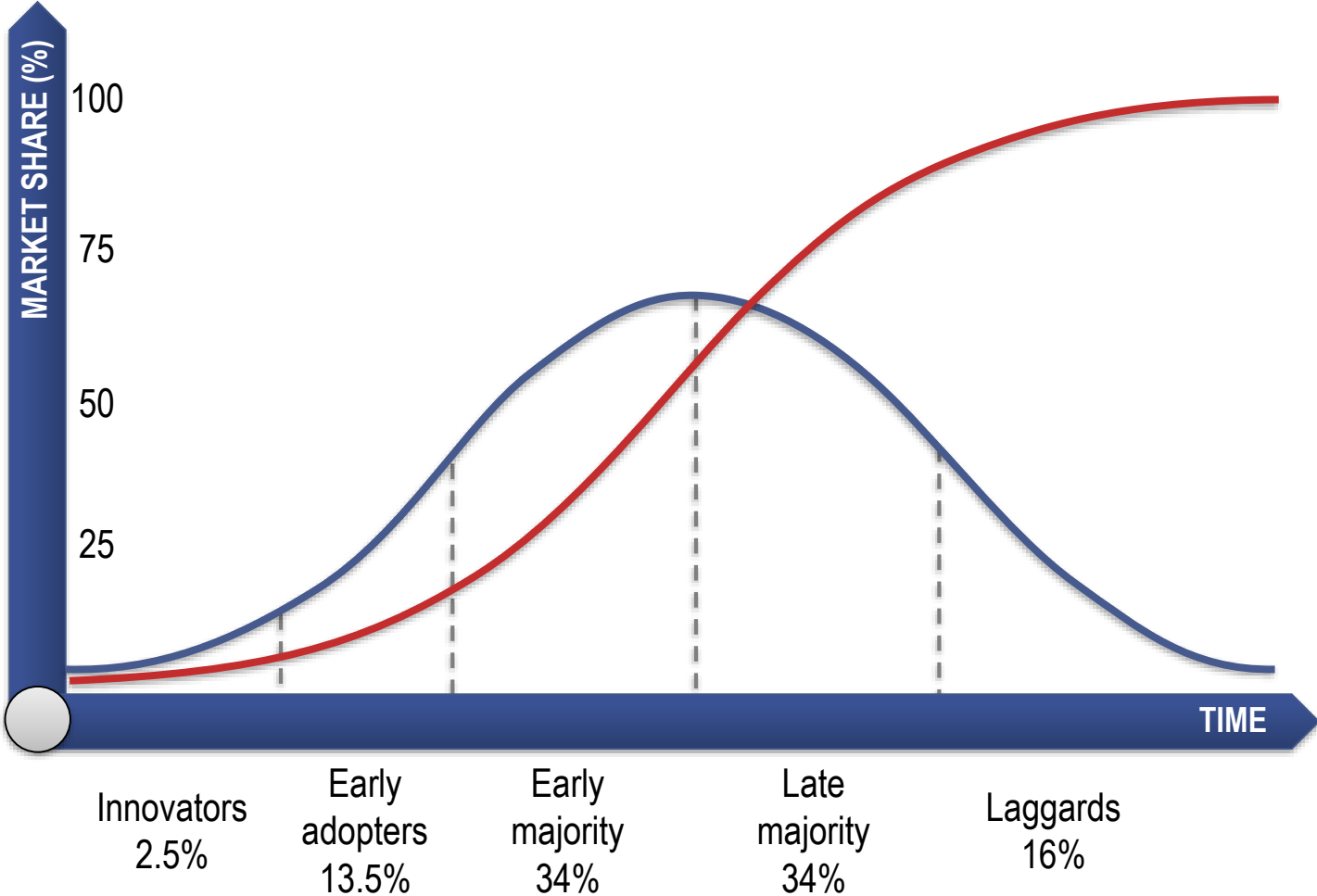


FIGURE 2.3 Diffusion of innovations

Source: Rogers (1962)

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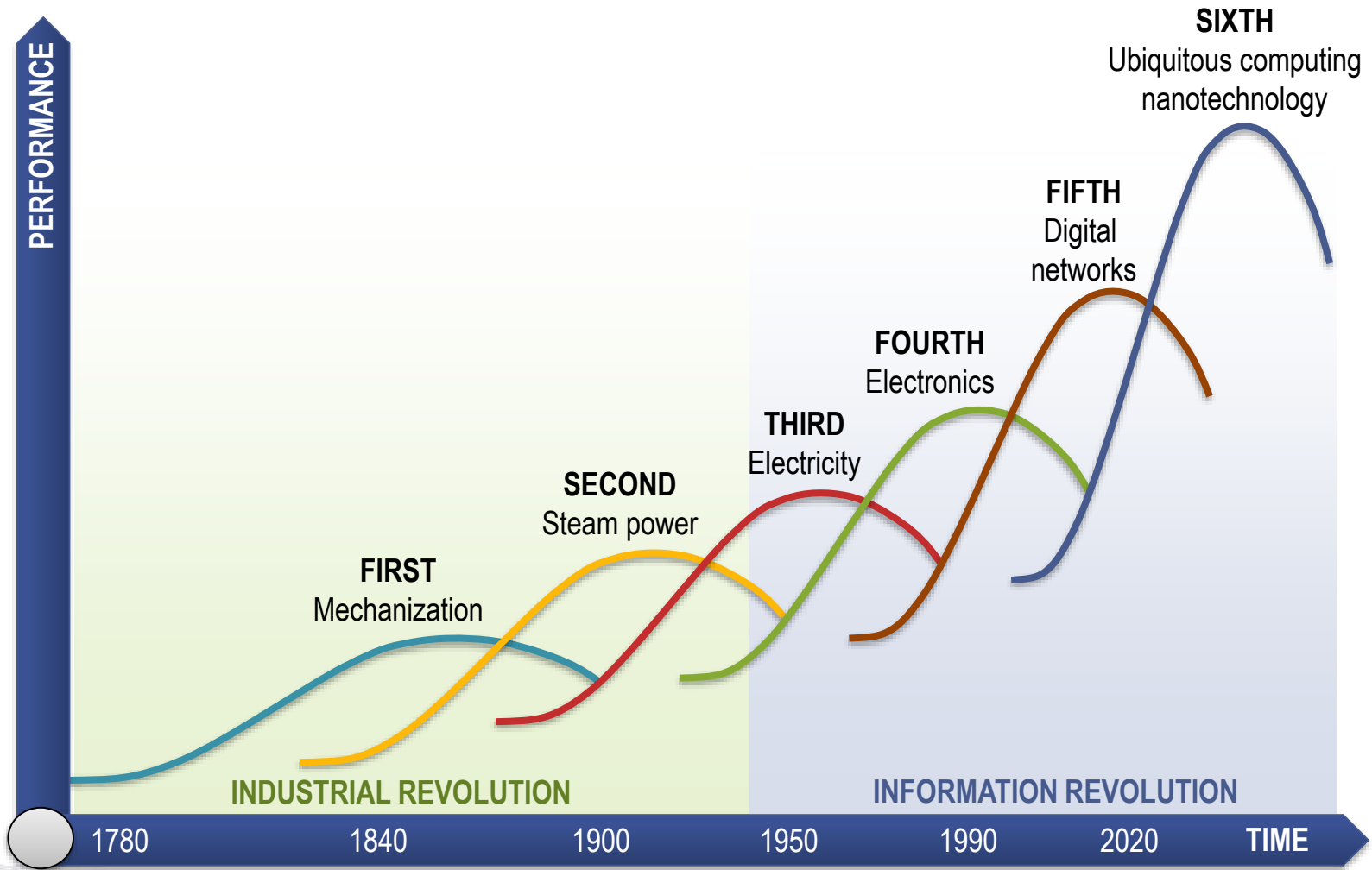


FIGURE 2.4 Waves of IT innovation

Source: Schumpeter (1934), Perez (2002)

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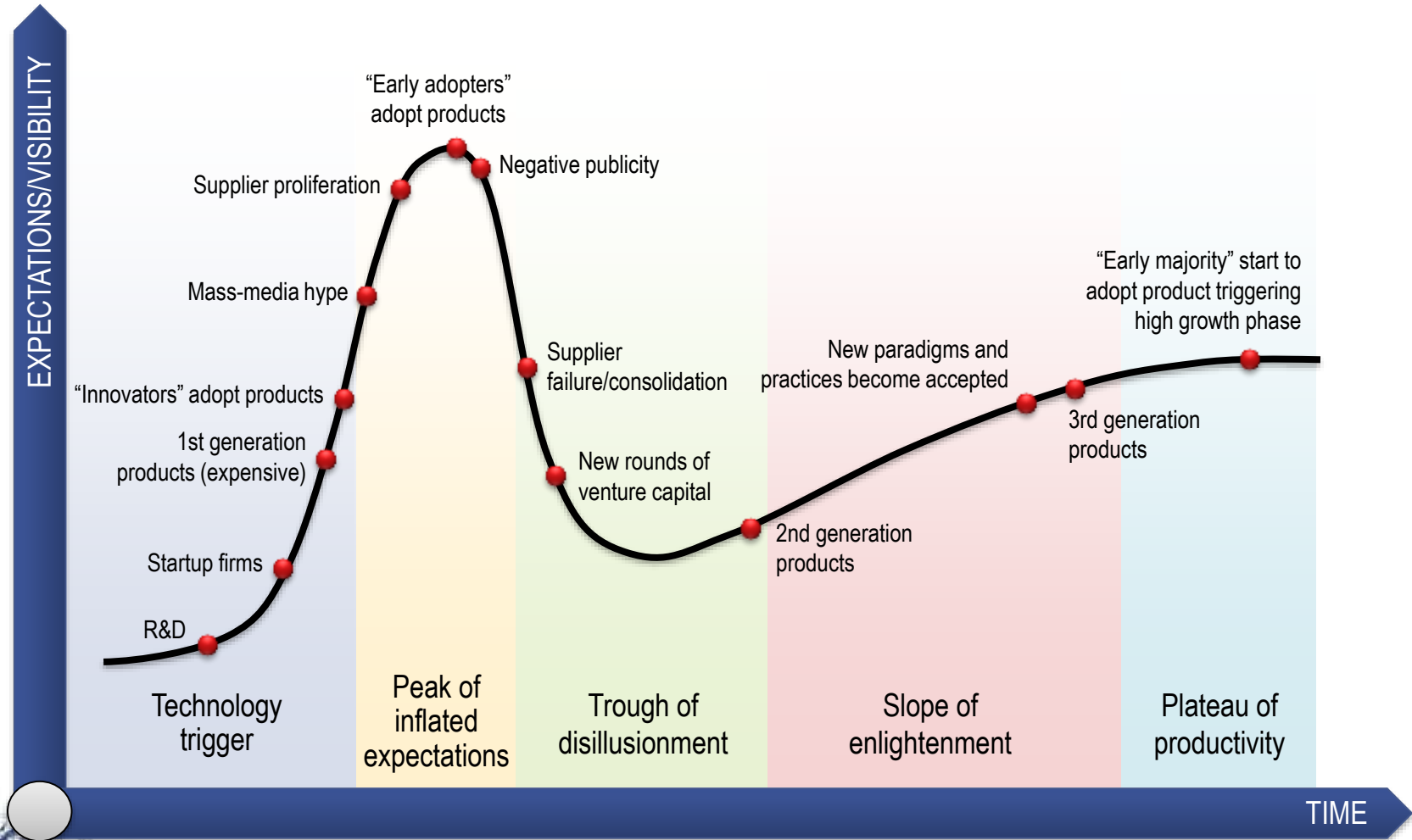


FIGURE 2.5 Gartner Hype Cycle.

Adapted from Tarkovskiy (2013)

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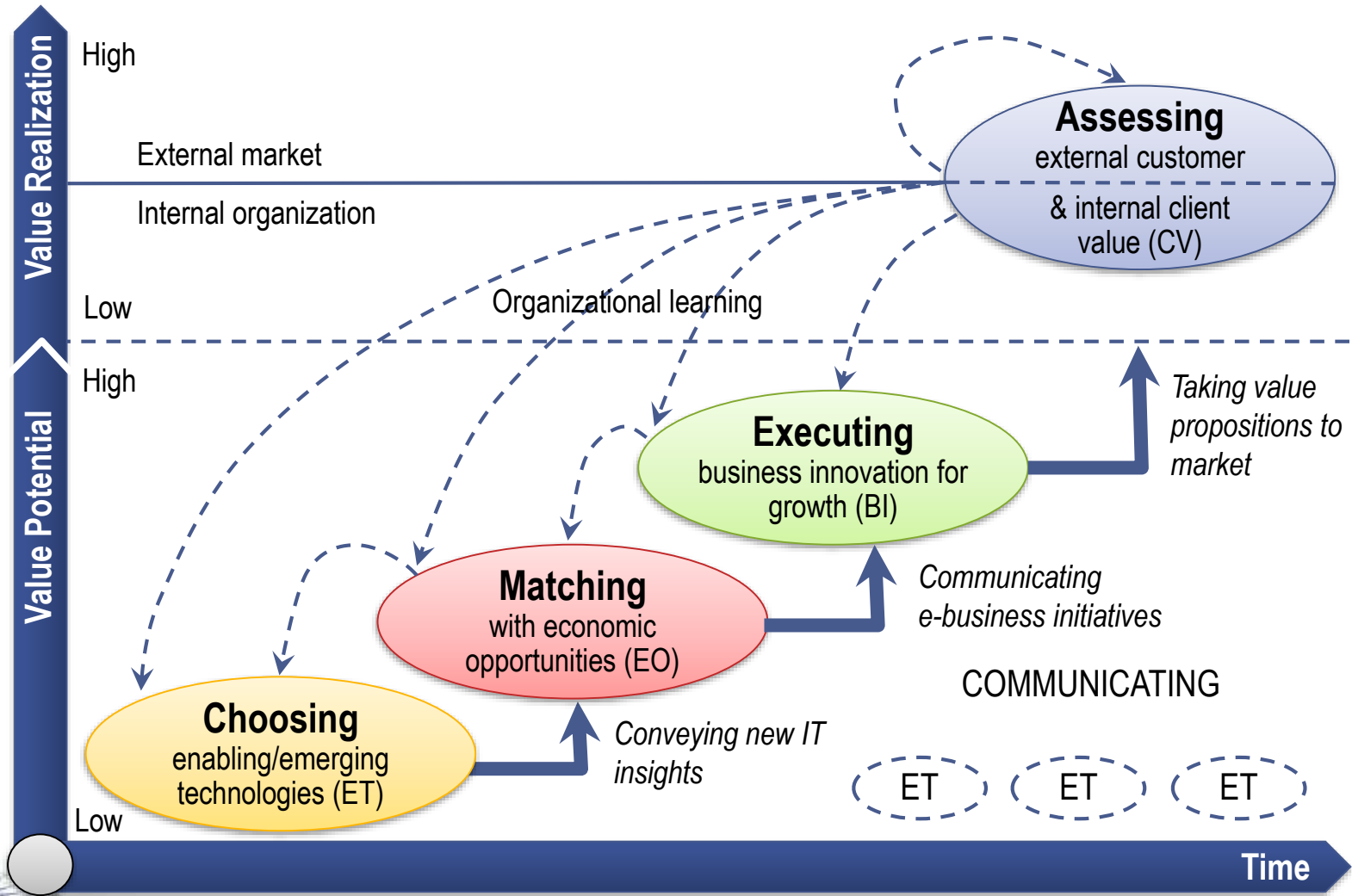


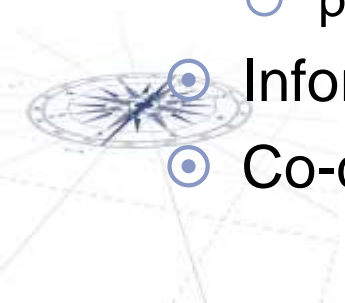
FIGURE 2.6 Net-based Business Innovation Cycle.

Adapted from Wheeler (2002)

Understanding the Digital Tourist

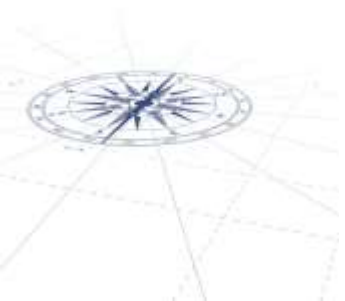
Aspects of IT and behavior:

- ⊙ Technology use and acceptance
 - demographics
 - trip characteristics
 - psychographics
 - UTAUT
- ⊙ Decision-making
 - information search
 - trip planning
 - purchase
- ⊙ Information sharing
- ⊙ Co-creation of experiences



High tech and high touch travelers

		Everyday life	
		High tech	High touch
Travel	High tech	Spillovers	Opportunity seekers
	High touch	Compensators	Luddites



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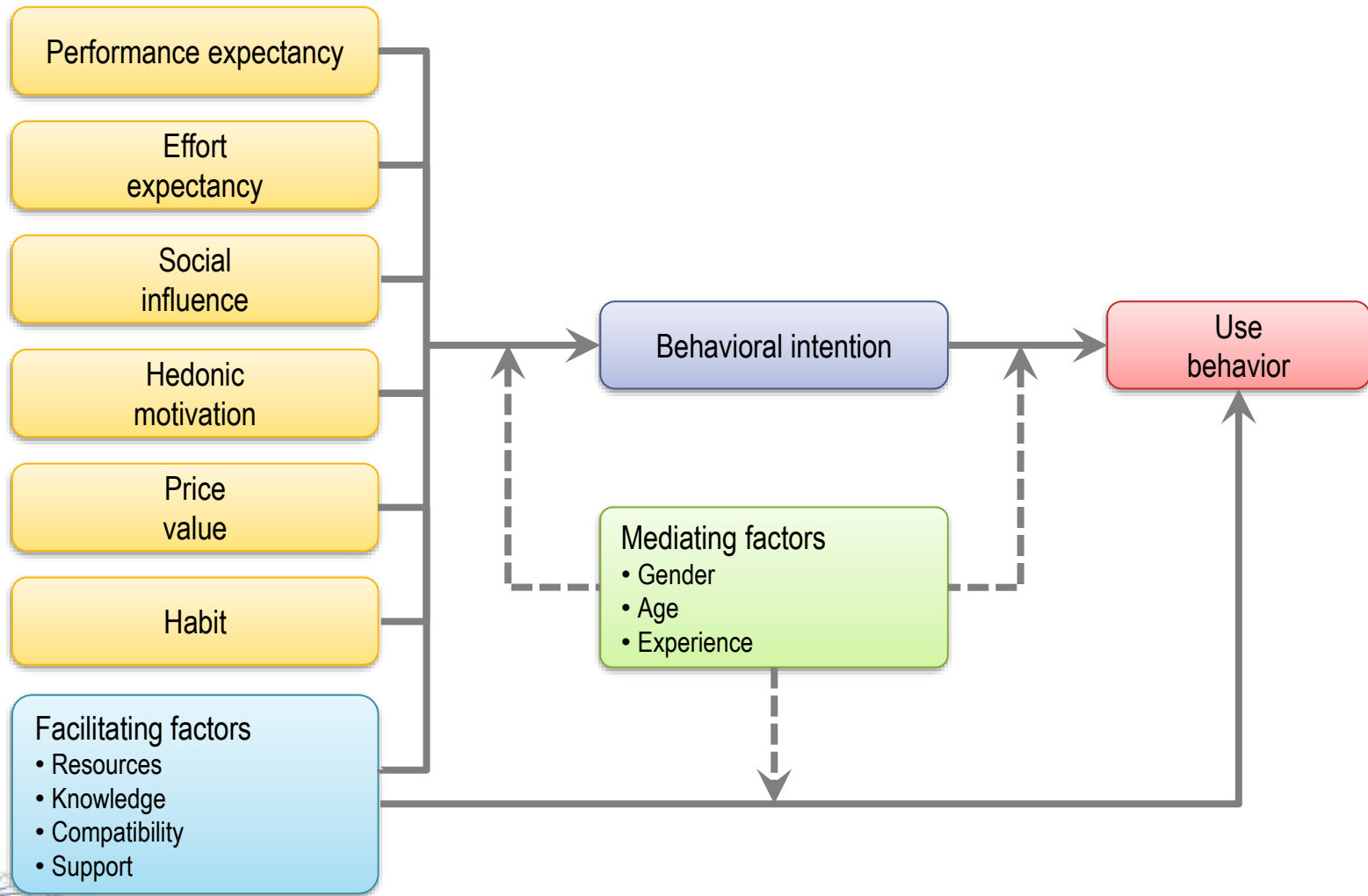


FIGURE 2.7 Unified Theory of Acceptance and Use of Technology II (UTAUT II).

Understanding the Digital Tourist

Quantitative

- ⦿ Traditional surveys
- ⦿ Online surveys
- ⦿ Polls
- ⦿ Web analytics
- ⦿ Big data
- ⦿ Visitor tracking
- ⦿ Experiments

Qualitative

- ⦿ Interviews
- ⦿ Focus groups
- ⦿ Content analysis
- ⦿ Sentiment analysis
- ⦿ Netnography
- ⦿ Observation
- ⦿ Prototyping



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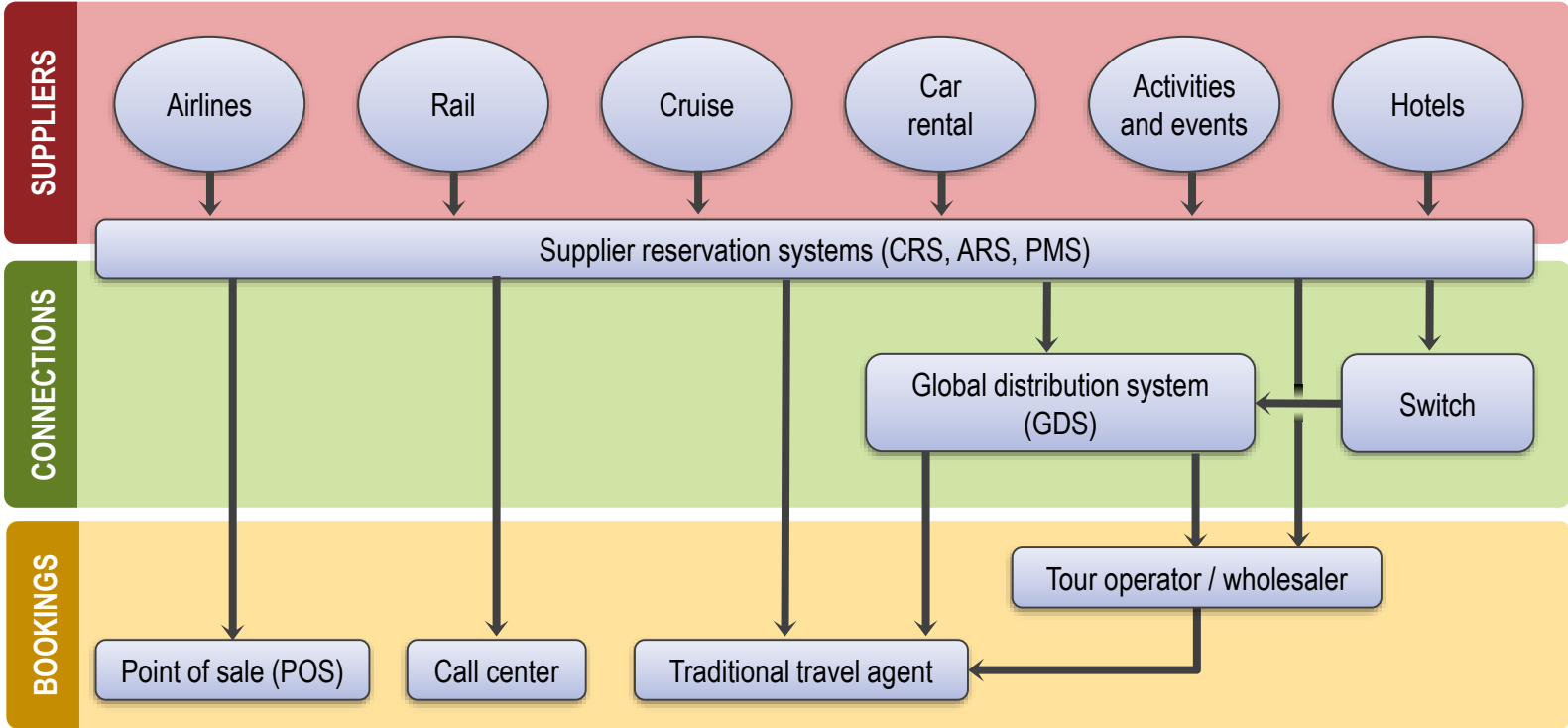


FIGURE 2.8 The traditional travel distribution system.

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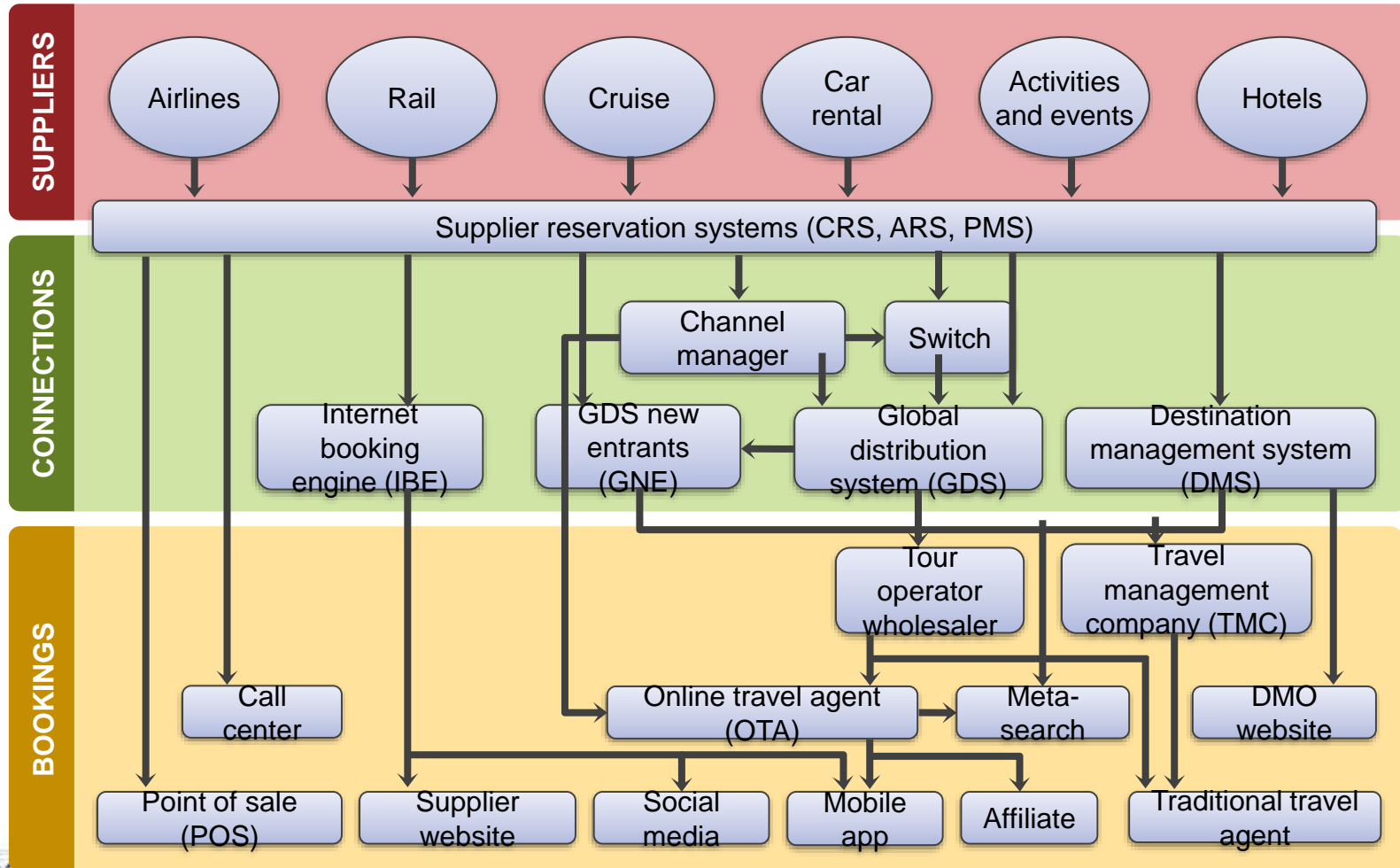


FIGURE 2.9 The digital travel distribution system.

Types of Information in Travel Distribution

- ⊙ Descriptive information
- ⊙ User information
- ⊙ Analytical information
- ⊙ Transactional information



Discussion Questions

1. In 2007 the World Economic Forum released three scenarios of digital ecosystems, which are summarized in the following YouTube video: <http://youtu.be/jnrAtXt3uu4>. Considering IT developments since 2007, which one has been the most accurate? Justify your answer and discuss the implications for IT and tourism.
2. Which of the innovation models presented in this chapter are most relevant to the tourism industry? Explain why.
3. Conduct your own research about the major generational cohorts alive today (Baby Boomers, Gen X, Gen Y and Gen Z). Do they differ in how they use technologies? Are older consumers as likely to use IT for travel purposes as younger consumers?

Discussion Questions

4. Provide examples of how the use of technology can deliver both high-tech and high-touch outcomes.
5. What are the key elements of the Unified Theory of Acceptance and Use of Technology II (UTAUT II). Provide your own tourism and technology example to illustrate the various components of this model.
6. What challenges do small and medium tourism enterprises (SMTEs) face in travel distribution? How might SMTEs respond to the increasingly complex structure of the digital tourism distribution system?

Useful Websites



American Society of Travel Agents (ASTA)

<http://www.asta.org/>



Mygola

<http://www.mygola.com/>



World Economic Forum Digital Ecosystems

<http://www.weforum.org/reports/digital-ecosystem-convergence-between-it-telecoms-media-and-entertainment-scenarios-2015>

Case Study Mygola

- ⦿ Online trip planning tool that aims to answer the following questions:
 - What should I see?
 - How do I get there?
 - What should I look out for?
- ⦿ Over 5000 curated itineraries.
- ⦿ Use of text-mining software to parse travel articles and extract the structure of a trip.
- ⦿ Algorithms also mine other information such as opening hours and travel distances between sites.
- ⦿ Visually stunning images and videos are sourced to match itinerary.
- ⦿ Users can customize itineraries by selecting interests, which are fed back to create a rich 'big data' source for refining the predictive power of the platform.