

CABI TOURISM TEXTS

2nd Edition

Tourism Information Technology

PIERRE J. BENCKENDORFF
PAULINE J. SHELDON
DANIEL R. FESENMAIER



COMPLIMENTARY TEACHING
MATERIALS

Chapter 4

The Internet and the Tourist



Chapter 4 Learning Objectives

After studying this chapter you should be able to:

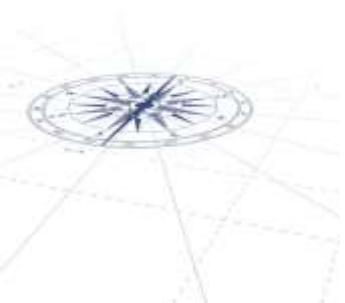
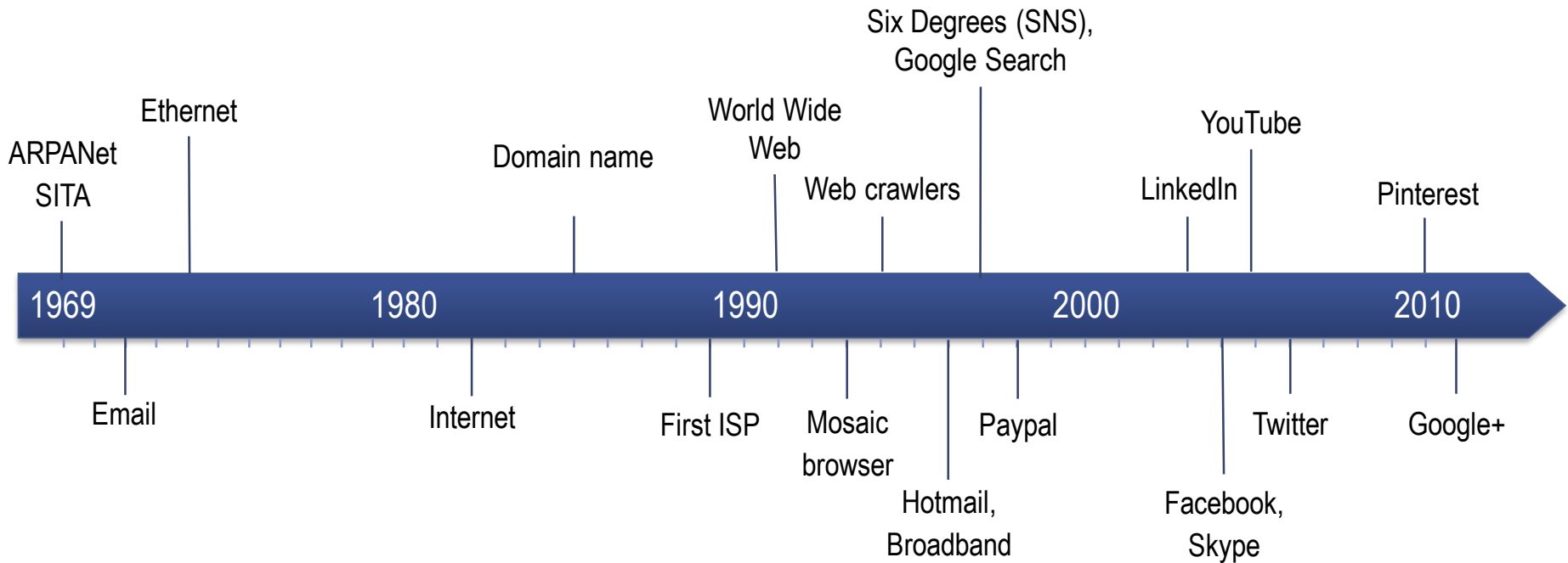
1. understand the **historical evolution** and **key terms** related to the Internet;
2. explain how the Internet can be used by travelers and travel organizations and categorize different **types of travel sites** found on the Internet;
3. explain the **online information search process** and analyze the factors that influence search rankings and online search behavior; and
4. apply an understanding of communications, marketing and user experience design to the **development of successful tourism websites.**

Key Concepts

- ⊙ Internet Service Provider (ISP)
- ⊙ Servers and firewalls
- ⊙ Intranet, extranet, Internet
- ⊙ World Wide Web (WWW)
- ⊙ Web 2.0
- ⊙ Domains, protocols, languages, formats
- ⊙ eCommerce
- ⊙ Search engine reply page (SERP)
- ⊙ Search engine optimization (SEO) and metatags
- ⊙ Intelligent agents and recommender systems



Evolution of the Internet



CABI TOURISM TEXTS

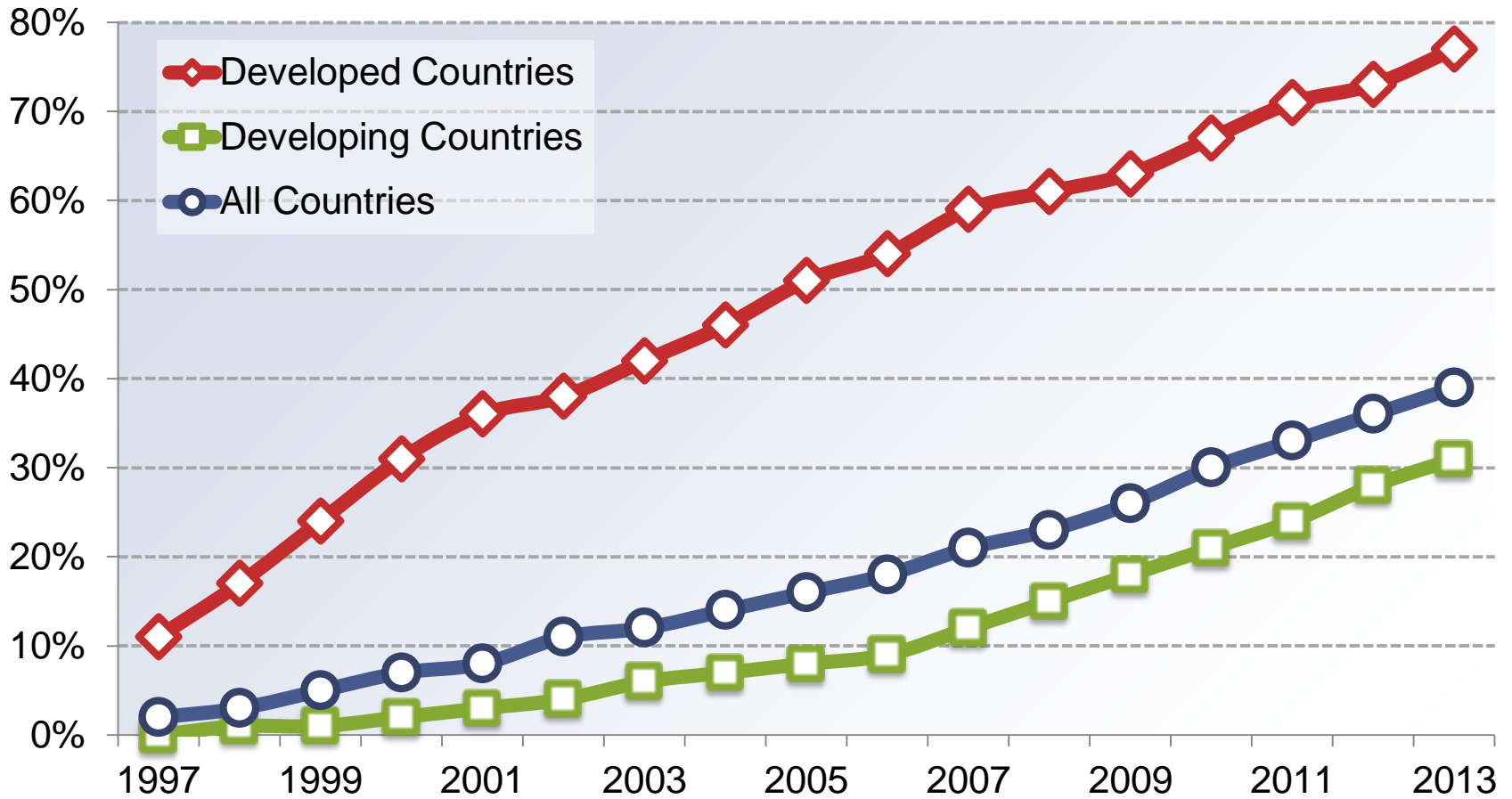


FIGURE 4.1 Percentages of internet users in the world.

CABI TOURISM TEXTS

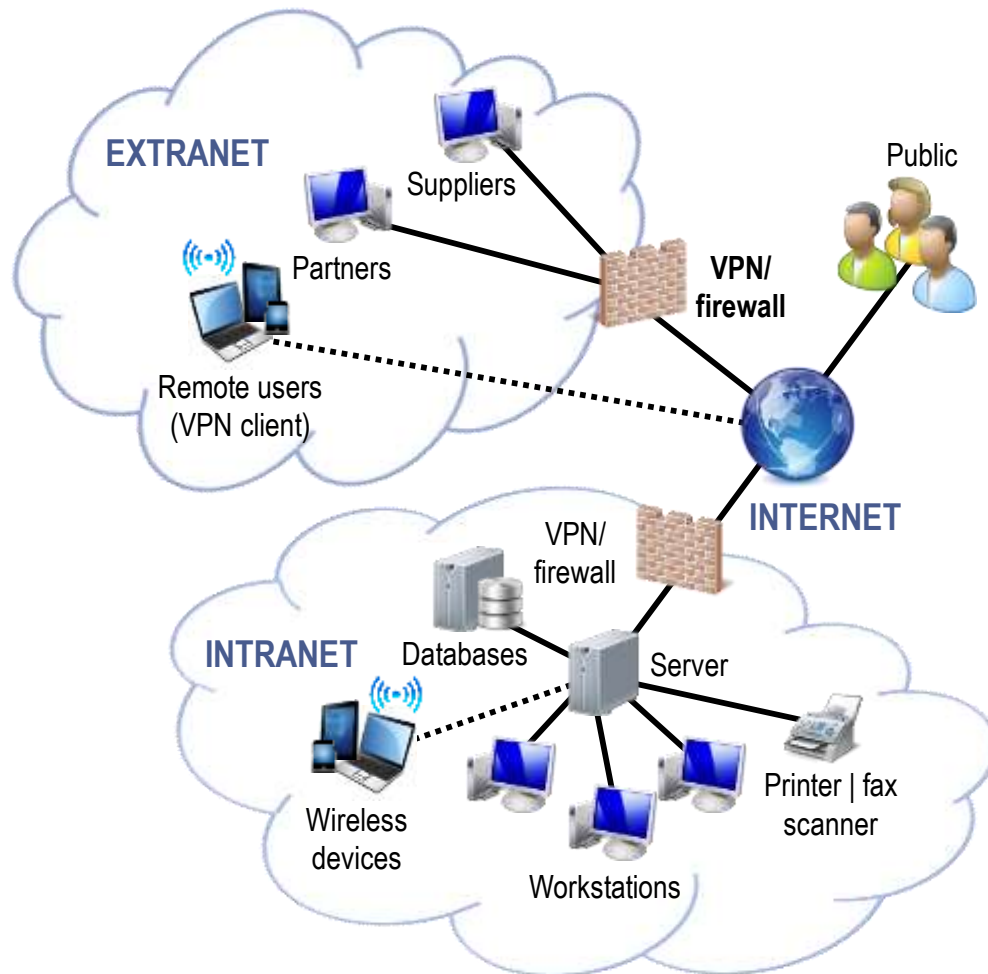


FIGURE 4.2 Internet, intranet and extranet configuration.

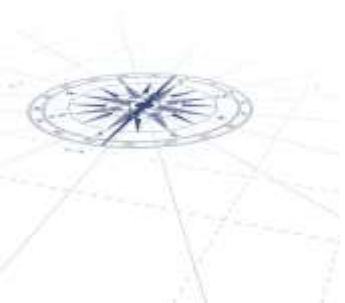
Top Level Domain Names

Domain	Description
.edu	Educational institutions
.com	Commercial institutions
.org	Organizations
.net	Networked organizations
.gov	Governmental organizations
.mil	Military organizations
.travel	Travel organizations
.au	Country domains, in this case Australia



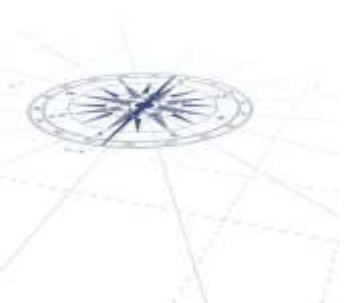
Protocols

Protocol	Description
TCP/IP	Transmission control protocol/Internet protocol
SMTP	Simple mail transfer protocol
EDI	Electronic data interchange
FTP	File transfer protocol
HTTP	Hypertext transfer protocol
HTTPS	Hypertext transfer protocol secure



Common Languages and Formats

Format	Description
HTML	Hypertext Markup Language
XML	Extensible Markup Language
SMIL	Synchronized Multimedia Integration Language
Java	Environment for running online applications
MP3	Music and audio format
Flash	Interactive media format developed by Adobe



Functionality of Travel Websites

- ⊙ Global information dissemination
- ⊙ Integration
- ⊙ Mass customization
- ⊙ Interactive communication
- ⊙ Transactional support
- ⊙ Disintermediation



Types of E-Commerce in Tourism

Term	Description	Example
B2C	Business to consumer	A traveler purchases a flight on Lufthansa's website
B2B	Business to business	A tour operator purchases a block of rooms from a hotel using the Internet
C2B	Consumer to business	A tourist offers their services as an attorney to a hotel where they are staying
C2C	Consumer to consumer	A tourist sells souvenirs to another tourist on eBay
G2C	Government to consumer	A tourist applies for a passport online
G2B	Government to business	A museum applies for a building permit to a government agency online
G2G	Government to government	Two governments negotiate a bilateral air service agreement using the Internet

A Typology of Travel Websites

Category	Examples
Travel intermediaries	expedia.com, kayak.com
Travel suppliers	ihg.com, singaporeair.com
Social media	tripadvisor.com, travelpod.com, wikitravel.org
Online travel portals	virtualtourist.com
Online travel guides	lonelyplanet.com, frommers.com
Trip planning	uptrip.com, mygola.com
Destinations	australia.com, tourism.australia.com, visit-queensland.com, visitbrisbane.com.au
Government	tourism.gov.in, smartraveller.gov.au, usa.embassy.gov.au



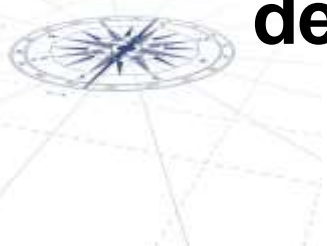
CABI TOURISM TEXTS

The image shows a Google search result for "New York". At the top, there are three image thumbnails: a view of the city from the water, a skyline view, and the Statue of Liberty. Below these is a "What to Visit in NY City - 80+ NY Attractions with Free Entry" link, followed by an advertisement for "www.newyorkpass.com/visit-new-york". Below the ad is a "PAID LISTING" label. The main search results include "Welcome to NYC.gov | City of New York", "New York City - Wikipedia, the free encyclopedia", "The Official New York City Guide to NYC Attractions, Dining, Hotels ...", and "NewYork.com - Your Official Site for Travelling To and Living in New ...". A "KNOWLEDGE GRAPH" is overlaid on the right side, showing a map of New York City and a text box with the following information: "New York is the most populous city in the United States and the center of the New York Metropolitan Area, one of the most populous urban agglomerations in the world. Wikipedia", "Weather: -4°C, Wind NE at 5 km/h, 64% Humidity", "Local time: Saturday 7:51 pm", "Population: 8.337 million (2012)", and "Colleges and Universities: New York University, More".

FIGURE 4.3 Google SERP for “New York”.

Determinants of SERP Rankings

1. Whether or not the keywords are in the **URL** of that page.
2. The frequency and size of the **keywords** on a webpage.
3. The keywords in the link **anchor text** (those pieces of text which contain a link).
4. **Alternative text** for images.
5. **Metatags**, keywords in **titles** and **descriptions** embedded on a webpage.



CABI TOURISM TEXTS

The image shows a Google search results page for "New York Hotels". Several search results are highlighted with callout boxes, each containing a label and a description of the result type.

- PAID LISTINGS:**
 - 500 Hotels in New York NY - Lowest Price Guarantee - booking.com
 - New York Hotels - Book Now For Best Rates & Rewards
- HOTELFINDER:**
 - Hotels in New York, USA on Google
 - Compare hotels based on reviews, prices, photos, Street View and more.
 - \$156 Comfort Inn Manhattan Bridge
 - \$112 The Bowery House
 - \$199 The Avalon Hotel
 - \$386 The New York Palace
- GOOGLE MAPS:**
 - Map for new york hotels
 - Map for new york hotels
- GOOGLE MAPS:**
 - 541 Lexington Ave New York
 - 85 West St New York
 - 725 10th Ave New York
 - 181 Varick St New York
 - 123 Washington St New York
- PAID LISTINGS:**
 - 350 Hotels in New York
 - The Ritz-Carlton Hotels
 - New York Apartments
 - Hotels in New York City
 - Manhattan Manhattan Hotel
 - Hotels in New York City
 - Hotels in New York City
 - Wotif® New York Hotels
- ORGANIC LISTINGS:**
 - New York Hotels: Cheap Accommodation in New York | Expedia

FIGURE 4.4 Google SERP for “New York Hotels”.

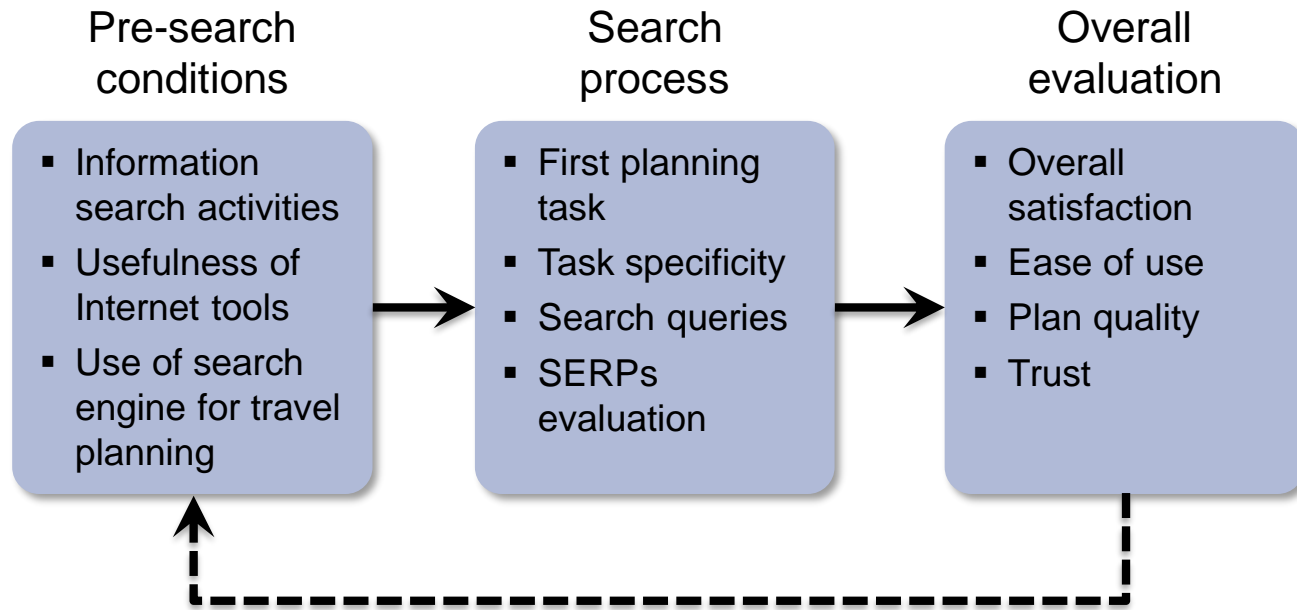


FIGURE 4.5 A general framework of search engine use for travel planning.

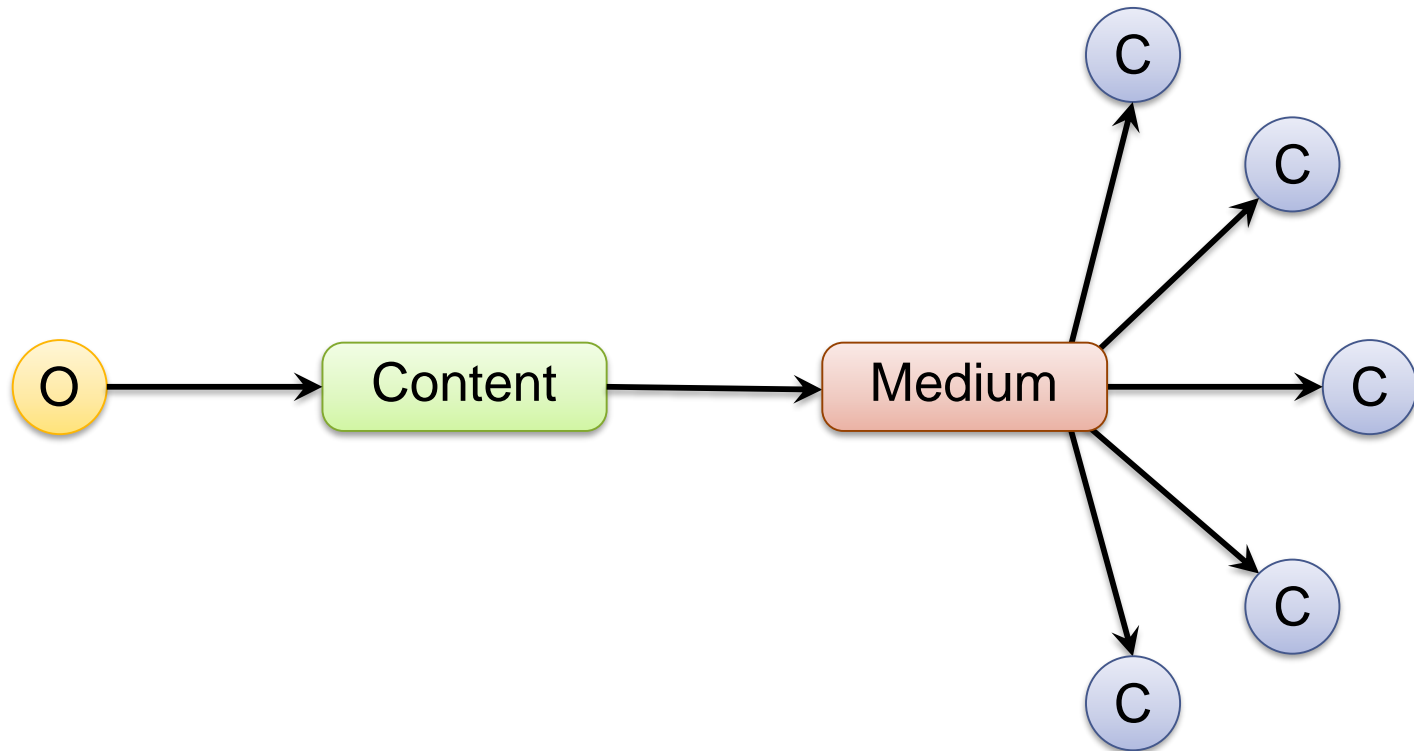


FIGURE 4.6 Traditional one-to-many marketing communications model.

CABI TOURISM TEXTS

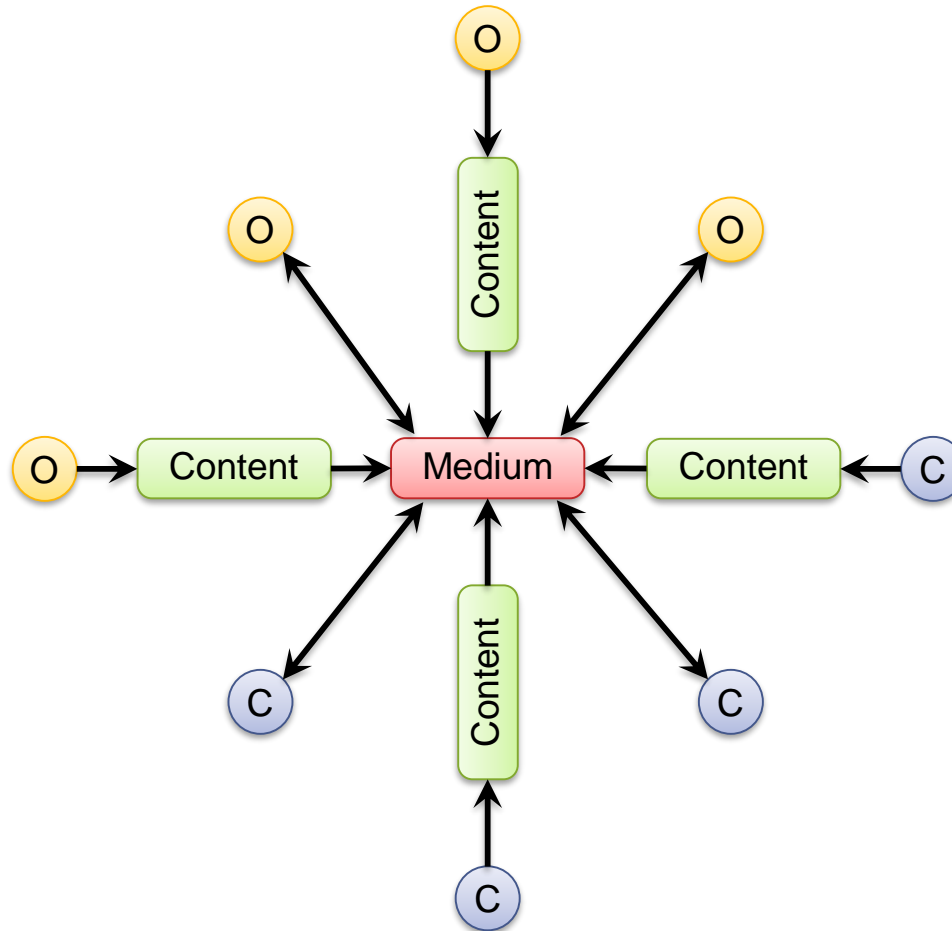
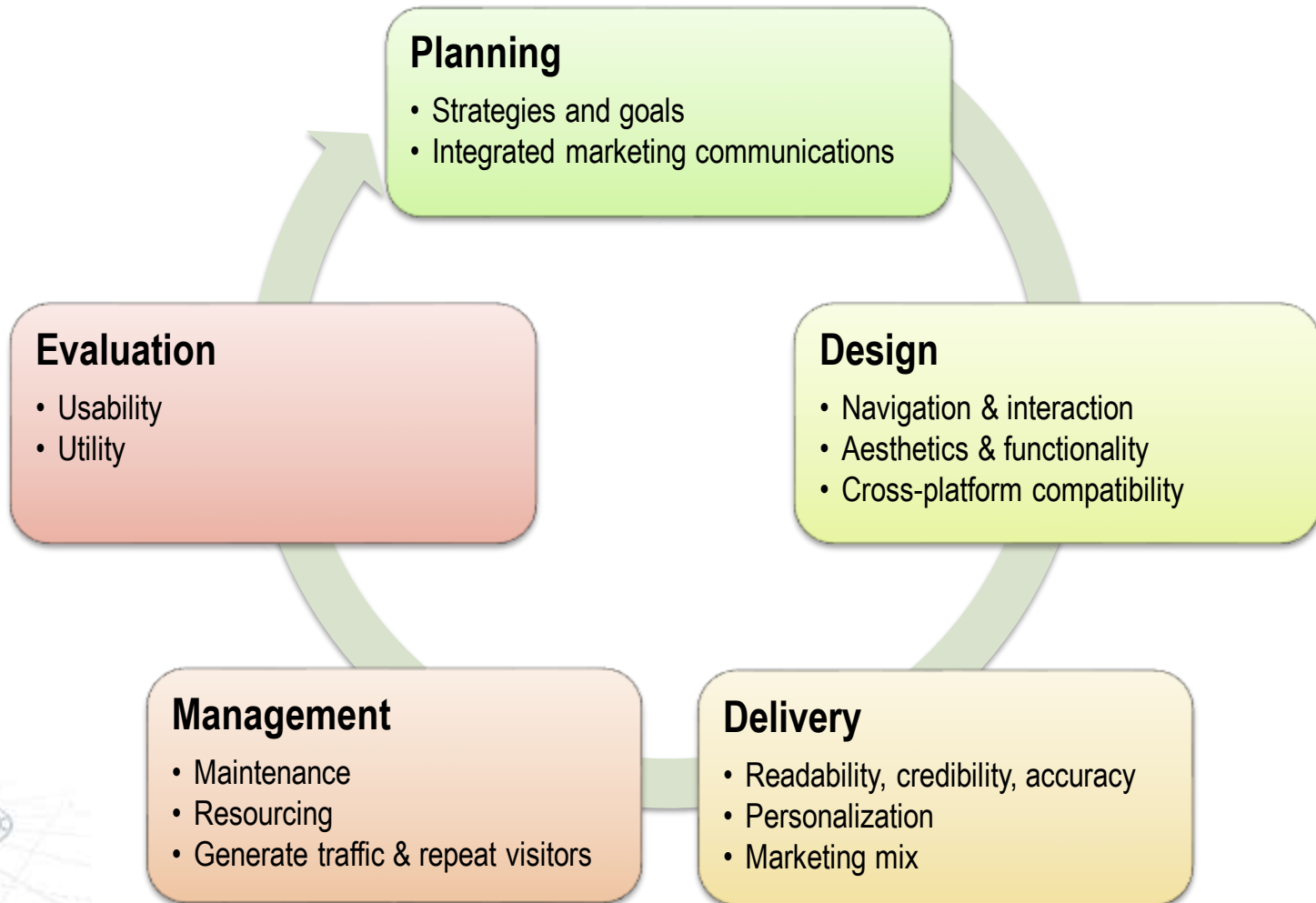
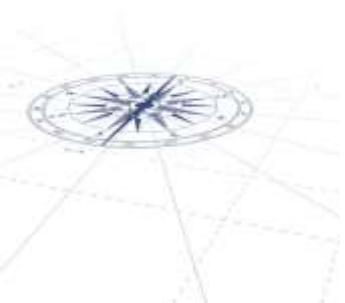
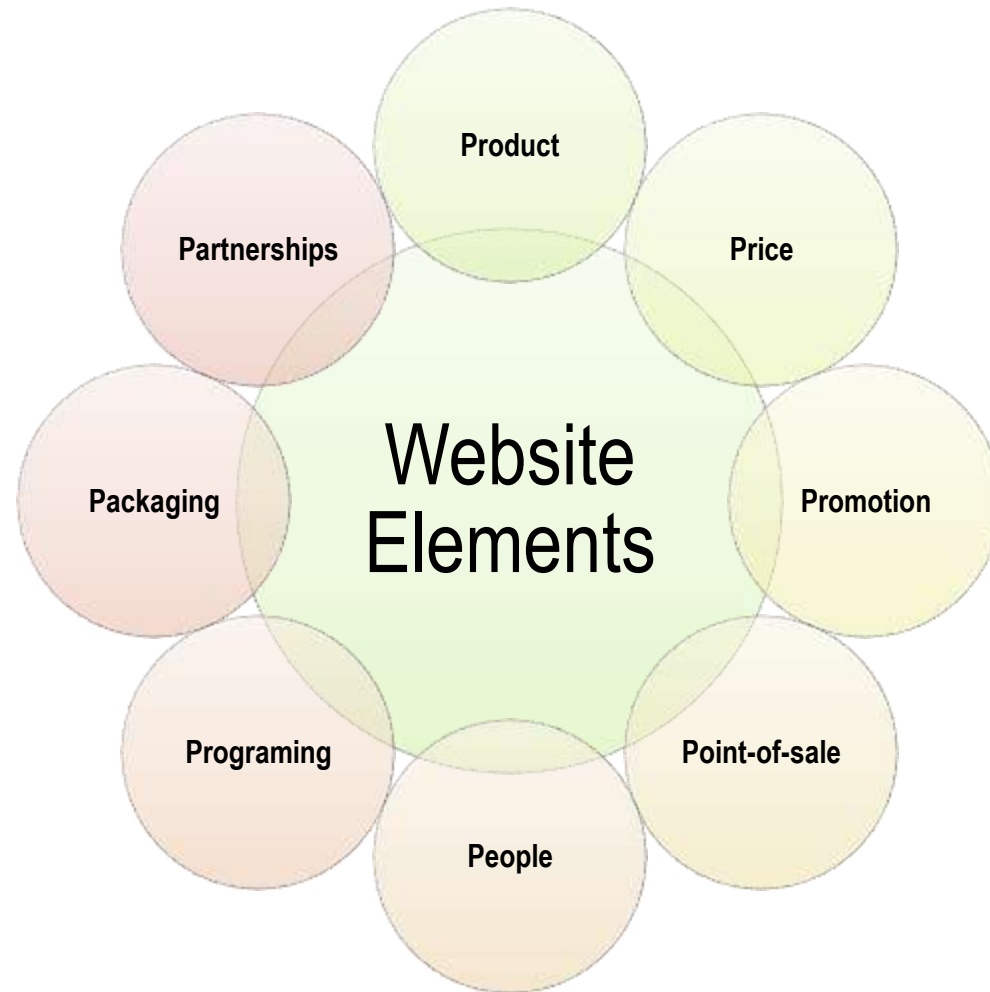


FIGURE 4.7 Marketing communications in computer-mediated environments.

Elements of Successful Tourism Websites



Marketing Mix and Travel Websites



Discussion Questions

1. Identify a travel enterprise that uses an Intranet. What features does it provide? Can you suggest other ways that the enterprise could use the Intranet?
2. Find one specific example each of a G2G, G2B and G2C networks in the tourism industry. Explain in detail.
3. In this chapter we present a typology of travel websites. Conduct a search to find your own examples of sites for each category. Were there any sites that do not fit into this typology?
4. Identify two search engines (e.g. Bing and Google) and compare and contrast how they deal with travel requests. Do this by choosing a specific trip you would like to go on.
5. We have presented a number of elements that make tourism websites successful. Visit the travel website for your local region and conduct your own assessment of the quality of this website based on the elements we have presented. Prepare a set of recommendations to improve this website.

Useful Websites



The Search Engine List
www.thesearchenginelist.com



The Internet Society
www.internetsociety.org



Search Engine Land
<http://searchengineland.com>



ICANN
www.icann.org



E-Tourism Frontiers
www.e-tourismfrontiers.com



WWW Consortium (W3C)
www.w3.org



Nielsen Norman Group
www.nngroup.com/articles



Google
www.google.com

Case Study AirBnB

- ⦿ Launched 2007.
- ⦿ Consumer-to-consumer (C2C) travel website.
- ⦿ People can list, discover and book unique accommodations around the world - typically entire homes or apartments or spaces in residents' homes.
- ⦿ Over 500,000 options listed in 192 countries (2014).
- ⦿ Trust and Security:
 - Hosts & guests can connect on social media
 - Reviews and profiles of hosts
 - Minimum hospitality standards for hosts
 - Private feedback mechanisms

