



6th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 3rd, 2015, Ankara, Crowne Plaza Hotel)

*“Effective Tourism Marketing Strategies:
ICT-Based Solutions for the OIC Member Countries”*

Role of ICT in Tourism Sector: Global Trends and Projections in ICT-Based Tourism Marketing

prof. Lorenzo Cantoni, PhD

USI – Università della Svizzera italiana (Lugano, Switzerland)

lorenzo.cantoni@usi.ch | @lorenzocantoni

Agenda

- eTourism relevance
- Some facts and figures
- Tools & strategies
- Opportunities & challenges
- Critical success factors

eTourism relevance_1

- Pre

- Dreaming

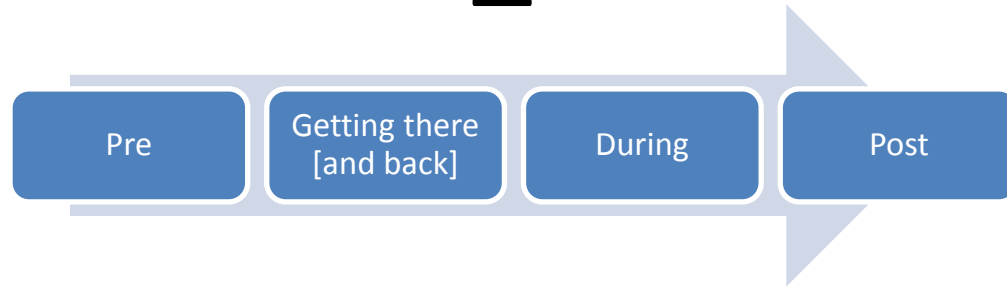
- Social Media (eWord-of-Mouth) | Images and Videos

- Planning

- Search engines | Websites | OTR – Online Travel Reviews

- Booking

- OTA – Online Travel Agencies | Direct booking (airlines, hotels, trains, car rentals, cruises...)



eTourism relevance_2

- During

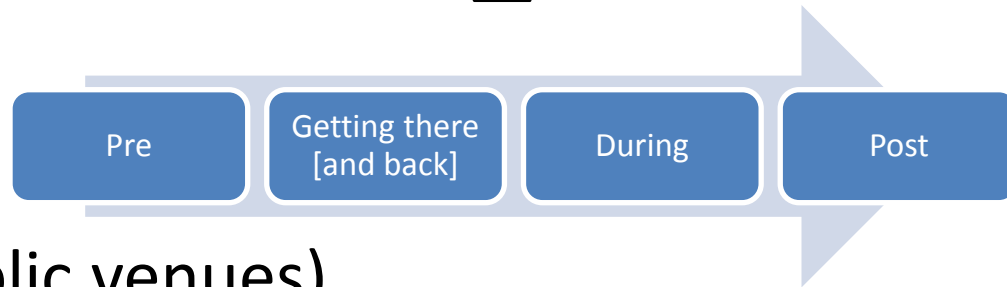
- WiFi (hotels and public venues)

- Mobile technologies

- Apps | navigation systems | maps | AR – Augmented Reality | LBS – Location Based Services
- Sharing of pictures and videos on Social Media

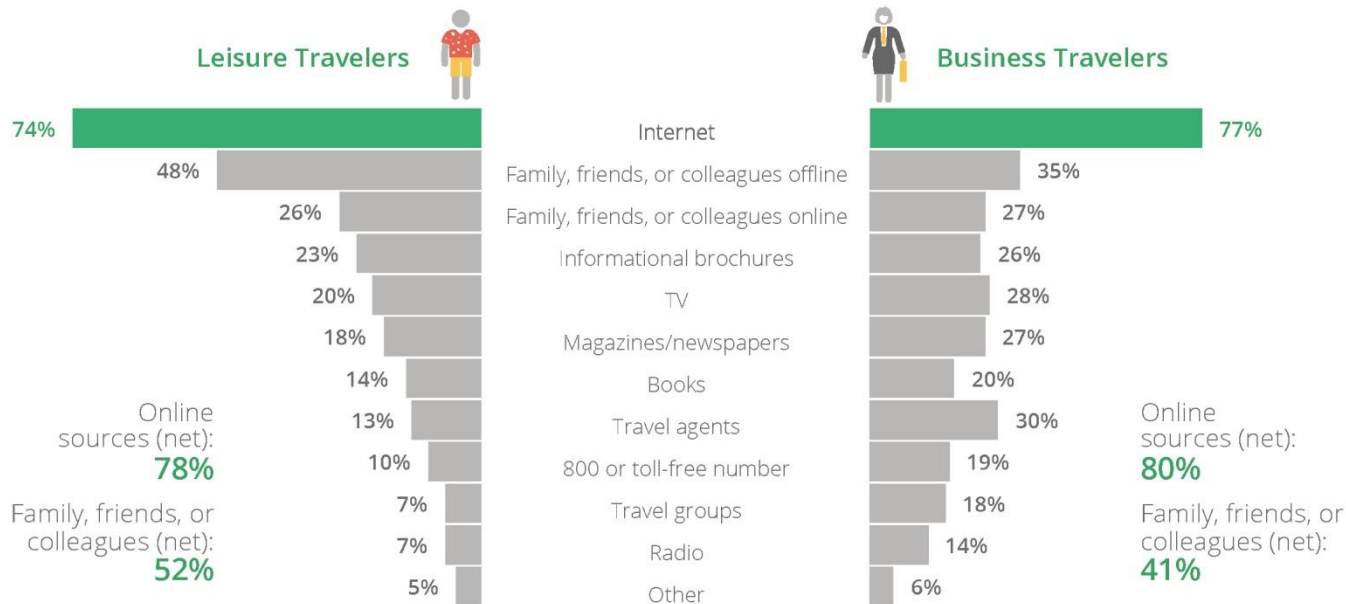
- After

- Sharing and reviewing



The internet is the top source for both leisure and business travel planning

TRAVEL PLANNING SOURCES



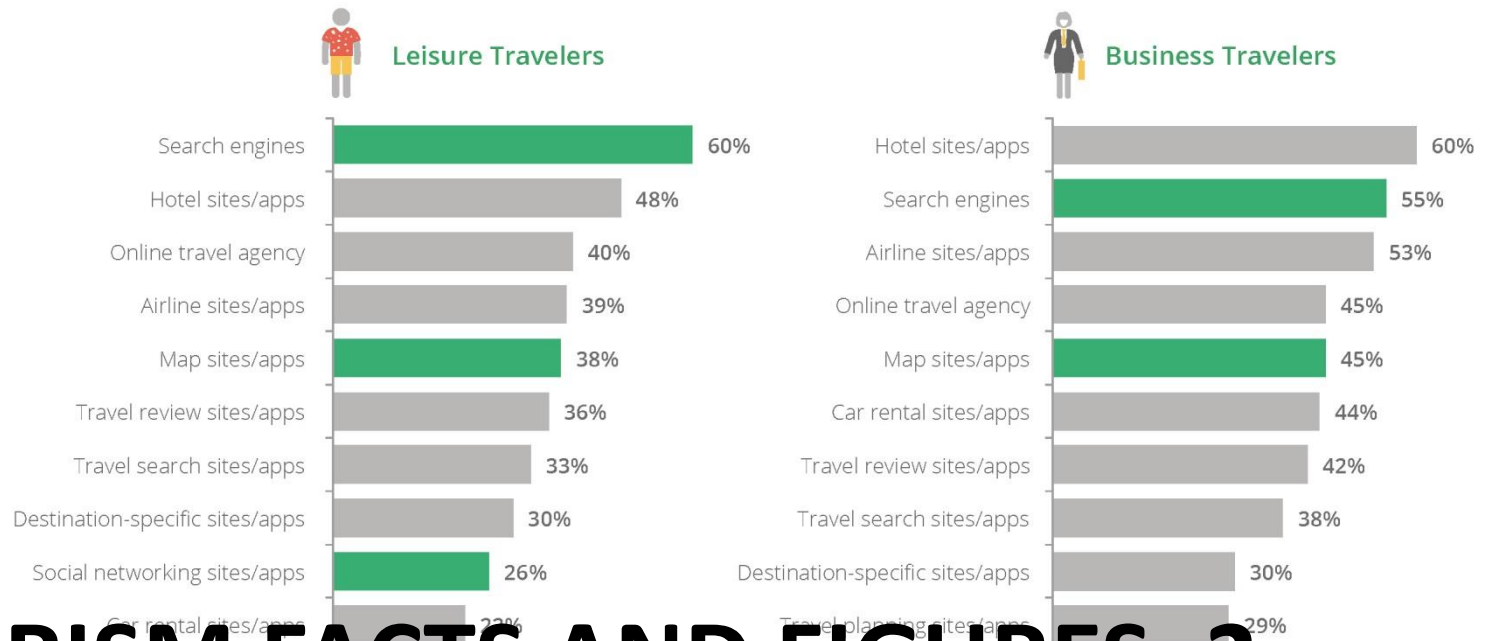
ETOURISM FACTS AND FIGURES_1

Base: Personal quota (n=3500); Business quota (n=1500)
 Q7: Which of the following sources do you typically use to plan personal or leisure trips/business trips? (Select ALL that apply.)
 Source: Google Travel Study, June 2014, Ipsos MediaCT

thinkwithgoogle.com 10
 Google Confidential and Proprietary

Search engines are among the **most popular online planning sources for travelers**, particularly among leisure travelers

TOP 10 ONLINE SOURCES USED IN TRAVEL PLANNING



ETOURISM FACTS AND FIGURES_2

Base: Use internet to plan travel (Personal n=2734, Business n=1199)
 Q10: Which of the following online sources do you typically use to plan personal or leisure trips/business trips? (Select ALL that apply.)
 Source: Google Travel Study, June 2014, Ipsos MediaCT

thinkwithgoogle.com
 Google Confidential and Proprietary

Smartphones are used throughout the travel process



Leisure Travelers



Business Travelers

	Computer/ Tablet	Smartphone	Computer/ Tablet	Smartphone
Used during any phase (Net)	94%	67%	97%	78%
Inspiration The time when you identified you wanted or needed to book travel	73%	31%	74%	39%
Research The time when you actively looked and researched your trip or travel plans	88%	27%	86%	36%
Purchase/booking The time when you booked your trip	81%	14%	84%	28%
Experiencing/traveling Any behavior you may have participated in <i>during</i> your trip	57%	50%	67%	54%

TOURISM FACTS AND FIGURES_3

Base: Personal quota and use device to access the internet. DEVICE0: Please think about how you typically use the Internet to gather information for your personal or leisure trips. Which device(s) do you use during each of the following phases? (Select ALL that apply for each phase.) Source: Google Travel Study, June 2014, Ipsos MediaCT

Base: Business quota and use device to access the internet. DEVICE0: Please think about how you typically use the Internet to gather information for your business trips. Which device(s) do you use during each of the following phases? (Select ALL that apply for each phase.) Source: Google Travel Study, June 2014, Ipsos MediaCT

thinkwithgoogle.com 23
Google Confidential and Proprietary

eTourism Marketing_1

#Tools and #Strategies

- In order... to be present and visible
 - “Owned media”: Websites, mobile apps, blogs
 - “Earned & paid media”: Social Media (e.g.: FB, Twitter, YouTube, ...)
- ... to attract people and to interact with them
 - Direct messages (newsletters / mailing lists)
 - Backlinks
 - SEO – Search Engine Optimization
 - SEM – Search Engine Marketing

eTourism Marketing_2

#Tools and #Strategies

- ... to analyze their practices and to listen to them
 - Online reputation analysis based on Online Travel Reviews
 - Webanalytics
 - “Big data” (e.g.: mobile phones cell data)
- ... to provide technical infrastructures and legal frameworks
 - High-speed connections, mobile coverage, Wi-Fi
 - Clear and efficient regulation (e.g.: for eCommerce)

eTourism Marketing_3

#Opportunities

- (partially) dis-intermediating relationships and economic transactions
- Reaching new markets / publics
- Including local voices
- Enriching visitor's experience and satisfaction

#Challenges

- (Re)intermediation
- Costs of keeping updated (economical and HR)
- Being marginalized in a globalized competition
- Personal level
 - Always connected = Not being able to go on vacation

Critical success factors in eTourism

- “Target” is obsolete, we should think in terms of having meaningful dialogues
- Invest in contents/services and technologies, but much more in human resources able to
 - Reach the right audiences
 - Interact with them
 - Analyze their behaviors
- Innovate and evaluate
- Provide suitable eGovernment policies for tourism
- Use ICTs also to train
 - foreign travel agents
www.elearning4tourism.com
 - industry members at large e.g. eLearning and MOOCS
<https://iversity.org/en/courses/etourism>
- Keep updated
 - IFITT: International Federation for Information Technologies and Travel & Tourism
www.ifitt.org
 - ENTER2016 Conference (Bilbao, Spain, 2-5 February 2016) –
www.enter2016.org

Thanks !

prof. Lorenzo Cantoni

USI – Università della Svizzera italiana (Lugano, Switzerland)

lorenzo.cantoni@usi.ch | @lorenzocantoni

UNESCO chair in ICT to develop and promote sustainable tourism in World Heritage Sites

IFITT – International Federation for Information Technologies and Travel & Tourism