

# Technology empowered Revolutions for Tourism Destinations

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UniS  
University of Surrey  
School of Management

**Philoxenia**  
22nd Annual Exhibition  
22nd International Tourism Exhibition

**Technology empowered  
Revolutions for Tourism  
Destinations**

**Dr Dimitrios Buhalis**  
Course Leader MSc in Tourism Marketing  
**University of Surrey**

School of Management

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**Strategic management and marketing  
objectives for destinations**

- Enhance the long term prosperity of local people
- Delight visitors/tourists by maximising their satisfaction
- Maximise profitability of enterprises
- Maximise macro economic benefits through maximising multiplier effects
- Optimise tourism impacts, not necessarily attract more visitors
- Ensure sustainable balance between economic benefits and socio-cultural and environmental costs

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**STRUCTURE**

\* eTourism is here to stay

\*Destinations use the Internet to promote and sell their products directly to final consumers

\* ICTs opened the door to everybody to package destinations

\* What next?

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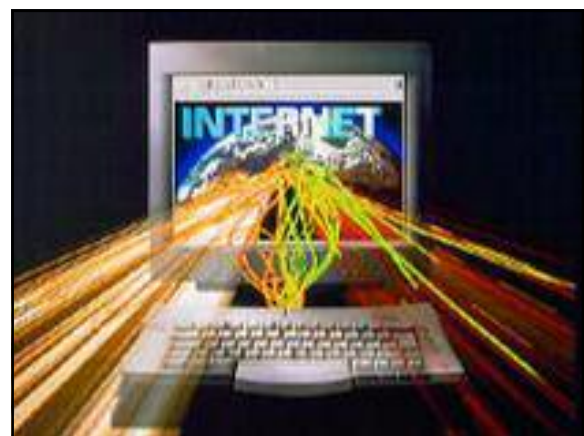
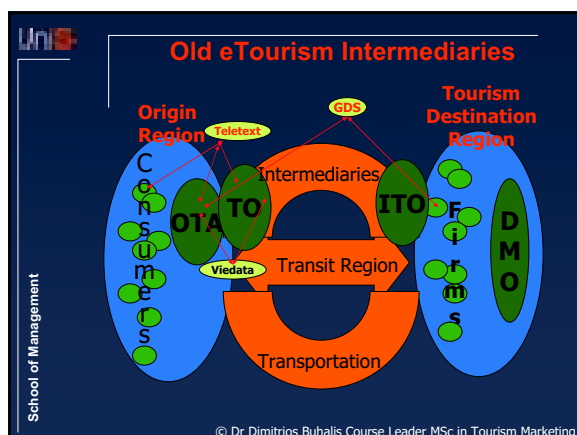
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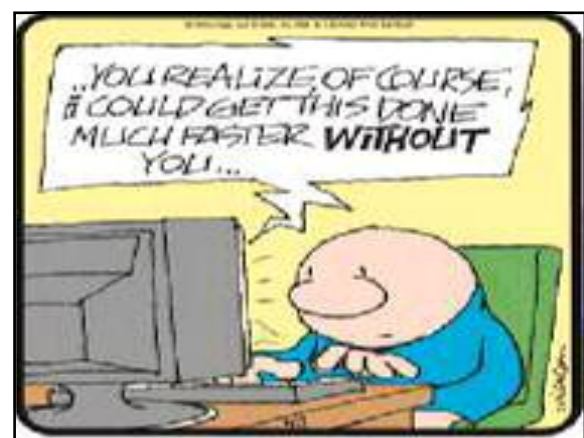
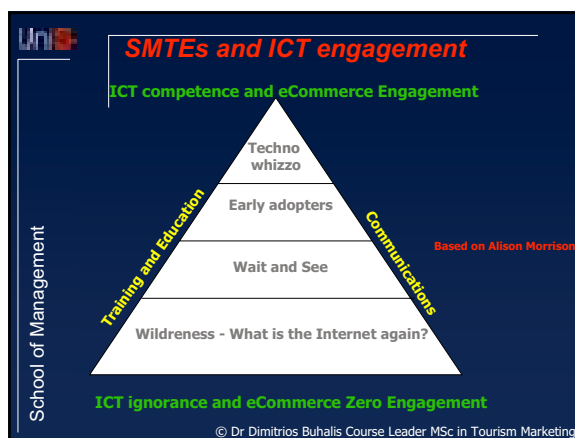
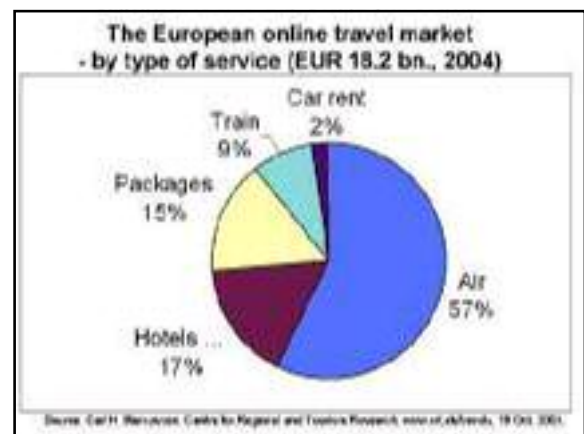
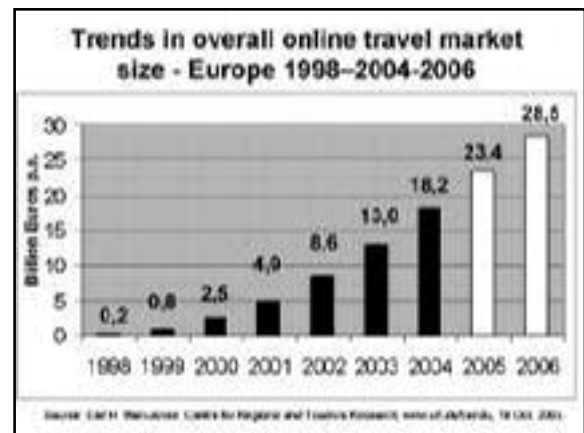
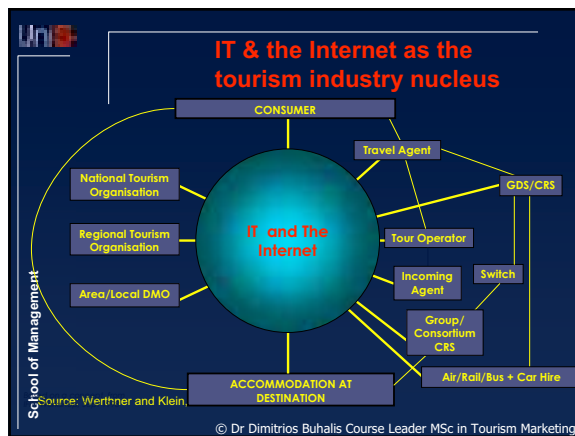
MSc in eTourism

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Dr Dimitrios Buhalis, Course Leader MSc in eTourism and MSc in Tourism Marketing,  
School of Management, University of Surrey, Guildford, GU2 7XH, UK  
Tel +44 (0) 1483 686332, Fax: +44 (0) 1483 686346  
Email: [d.buhalis@surrey.ac.uk](mailto:d.buhalis@surrey.ac.uk) Internet: <http://www.Buhalis.com>

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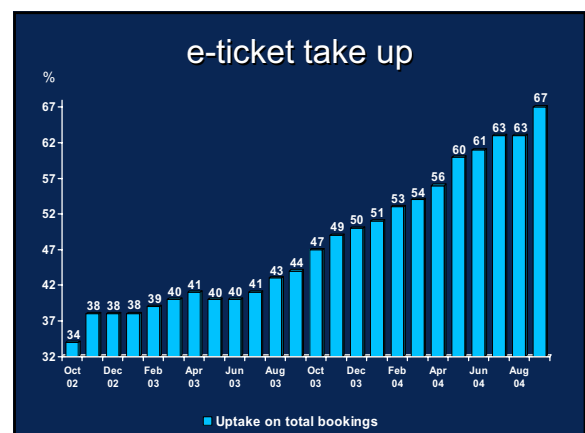
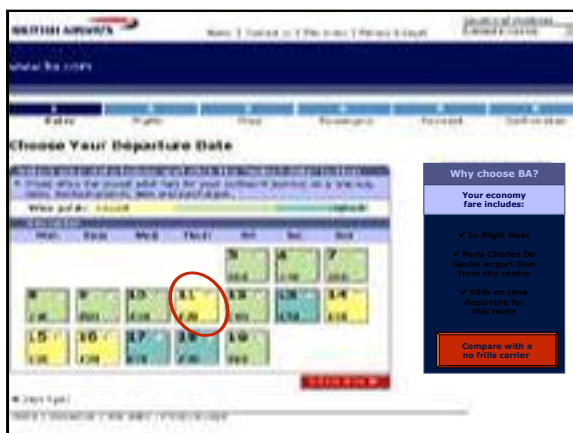
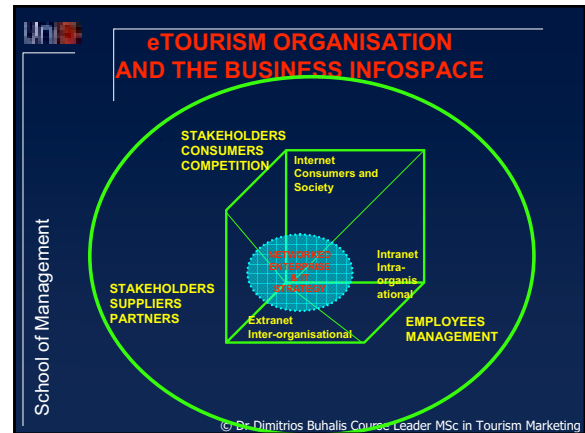
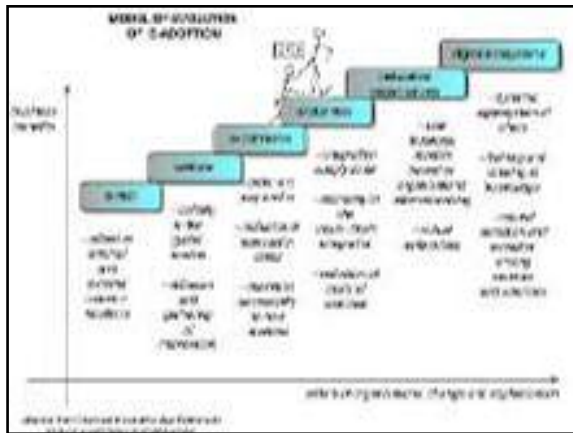


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## Print your own boarding pass for over 31 european airports

I can travel with my home printed boarding pass from London City - the first airport in England



## BA Transformational targets

- 100% e-ticket usage
- 50% Self-service check-in (on and off airport)
- 80% core Exec Club interactions self-service
- 35% visit ba.com before they fly
- 45% email address capture
- 60% pre airport APIS data collection

## BA.com on an average day

- 300,000 visitors
- two and a half times as many people as fly on a BA plane
- 50,000 people access their Exec Club account
- 40,000 people use Managemy Booking
- 15,000 people look at Latest Flight News
- 13,000 people use Online Check-in
- 11,000 people make a booking

## Accor & the Web Distribution

	2002	2003	2004
HN Booked	3.9 M	6.0 M	8.5 M
% of Total Hotel Turnover	3.6 %	5.6 %	7.8 %



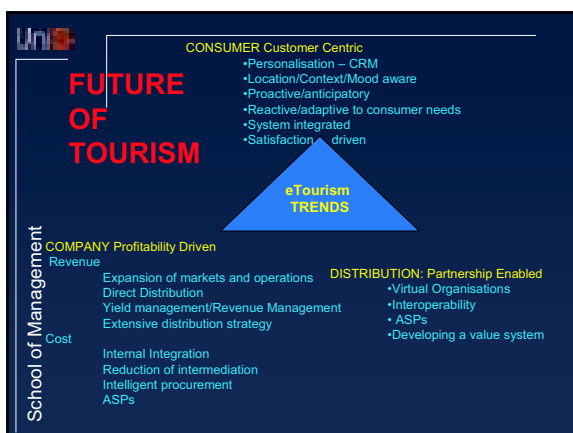
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STRUCTURE

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www.tiscover.com

## The Tiscover Network

- A network of end consumers:
  - Over 60 mill. online users
  - Over 700,000 newsletter subscribers
  - Partners such as Lycos, Avis, eBookers
- A network of business partners:
  - Over 2,000 DMO partners/customers in 6 countries
  - The cooperation model:
    - Cooperation in terms of IT system and portal usage
    - Competition in terms of destination brand and tourism products

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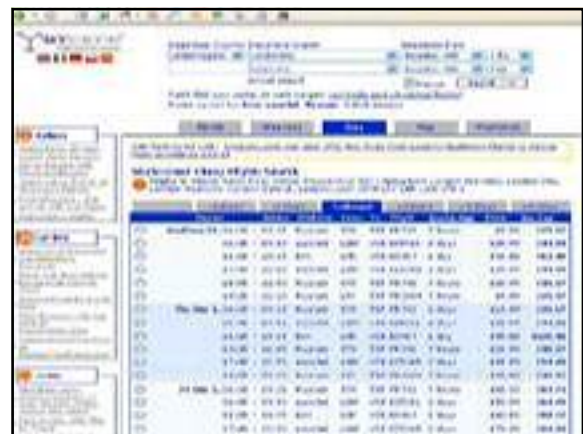
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