



# e-Tourism

## The Role of ICT in Tourism Industry



Sergey Balandin, Ekaterina Dashkova, FRUCT  
Santa Laizane, CIE, UNIVERSITY OF OULU



# “New” tourist:

- ✓ is getting knowledgeable and technically skilled
- ✓ is seeking exceptional value for money and time
- ✓ is less interested in following crowd in packaged tours
- ✓ is keen to pursue own preferences and schedule
- ✓ wants to directly interact with service providers to maximize satisfaction of own needs and wishes

# Wild range of tools

search engines

YAHOO! SEARCH

bling

Google™ YouTube™



social networking and portals



individual supplier and intermediary sites

reservation systems



BOOKING.COM  
online hotel reservatic

AEROFLOT  
Russian Airlines

FINNAIR



NOVATOOURS

KAYAK

online travel agencies

destination management systems



Visit Finland



WIKIPEDIA  
The Free Encyclopedia

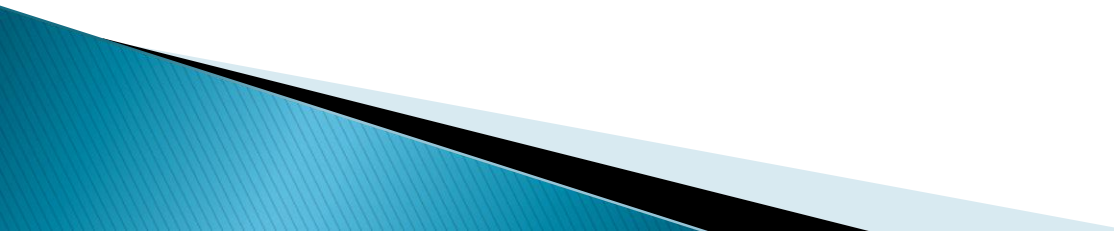
kelkoo

price comparison sites

# Virtual communities & social networking

- ✓ are becoming incredibly influential in tourism as **consumers trust better their peers than marketing messages**
- ✓ make it easier for tourists to:
  - obtain information
  - maintain connections
  - develop relationships
  - make travel-related decisions



- ✓ Internet is one of the most influential technologies that **have changed travelers' behavior**
  - ✓ ICT and Internet have dramatically **increased the number of choices for consumers**
  - ✓ ICT enables tourists to **find offers that meet their needs and preferences**
  - ✓ ICT **reduce uncertainty and perceived risks and enhance the quality of trips**
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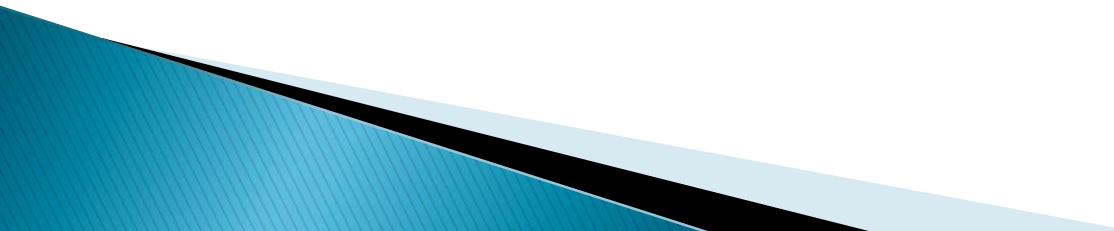


# Tourism industry and business

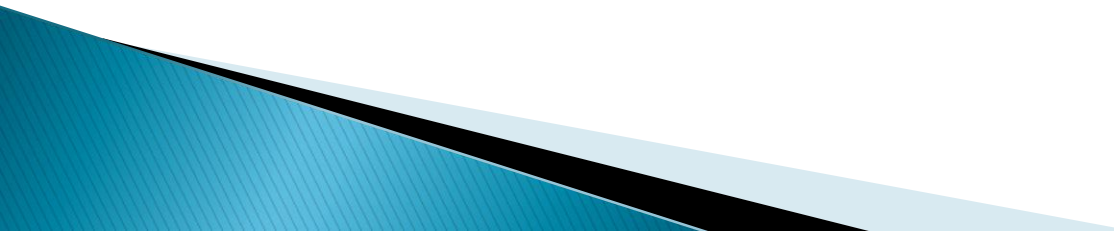
Development of Internet and ICTs has

- ▶ done significant impact on operations, structure and strategy of organizations, especially on interaction and communication with the consumers
- ▶ direct impacts on the competitiveness of enterprises

# Benefits

- ▶ Locating customers and/or suppliers worldwide, at **reasonable cost** and **fast**
  - ▶ **Reduce cost** of information processing, storage, distribution
  - ▶ **Reduce delays**, inventories, and cost through supply chain improvements
  - ▶ Business **always open** (24/7/365); no over time or other cost
  - ▶ Customization/**personalization** at a reasonable cost
  - ▶ Facilitate innovation and enable **unique business models**
- 

# Benefits

- ▶ Lower **communication cost**
  - ▶ **Saves time** and **reduces cost** by enabling e-procurement
  - ▶ **Improve** customer service and relationship through direct interactions with customers
  - ▶ All distributed material is **up-to-date**
  - ▶ **Reduce** distribution costs by deliver online
- 



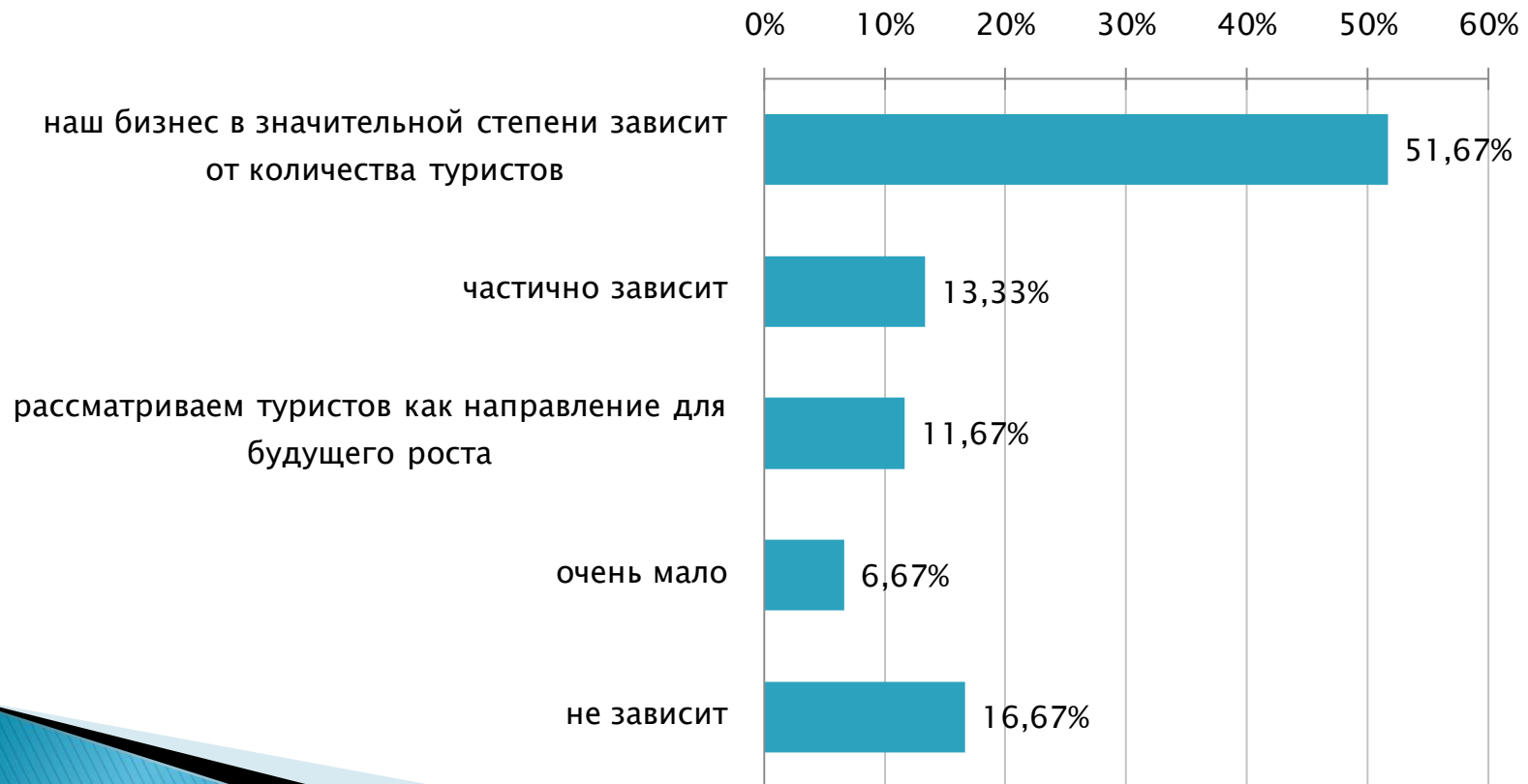


Do WE know how to  
benefit by ICT use?

# How organizations use ICT to interact with consumers, including tourists?

## CASE: Karelia

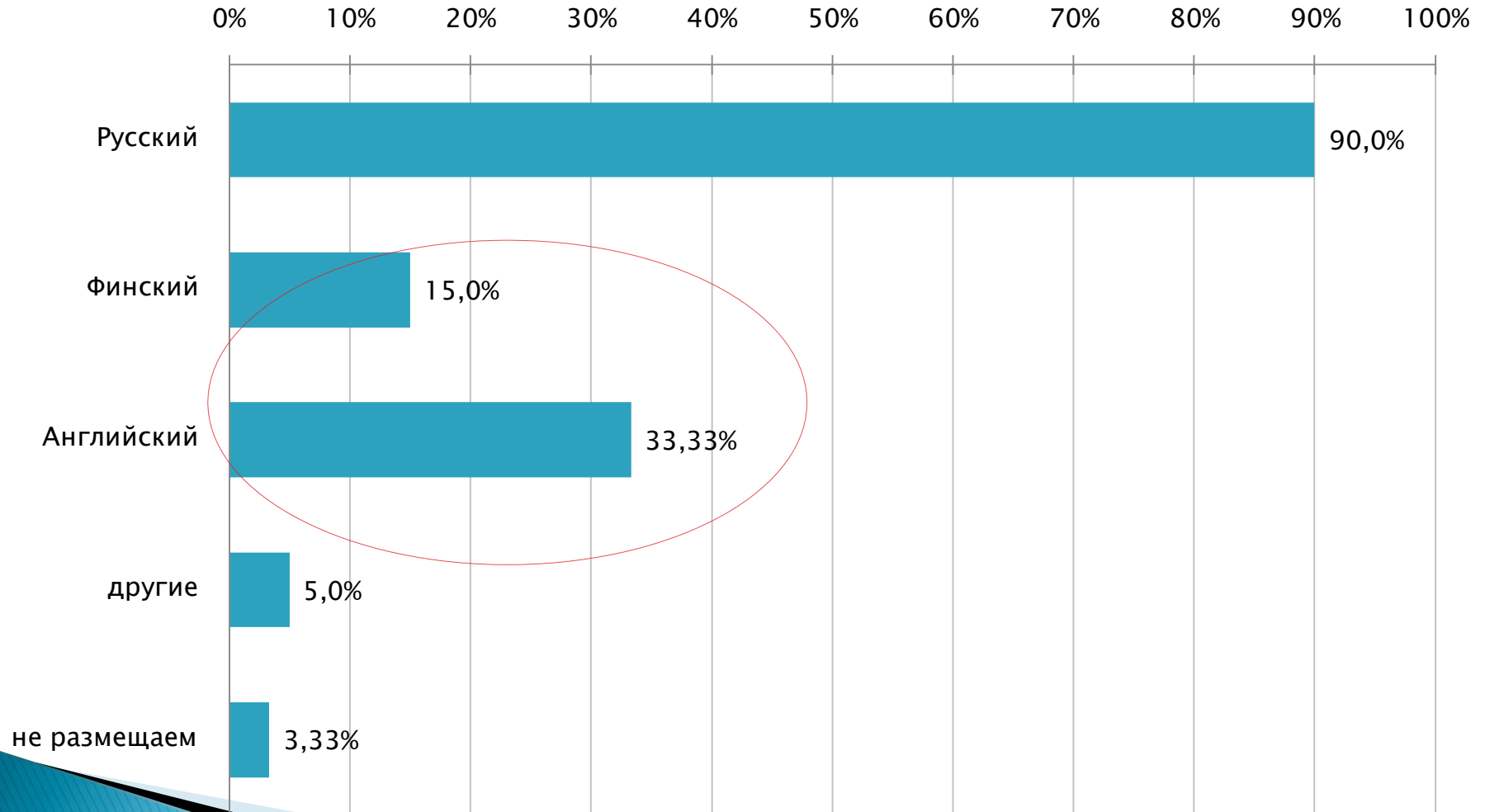
- ▶ online questionnaire: February – March, 2013
- ▶ 60 respondents:



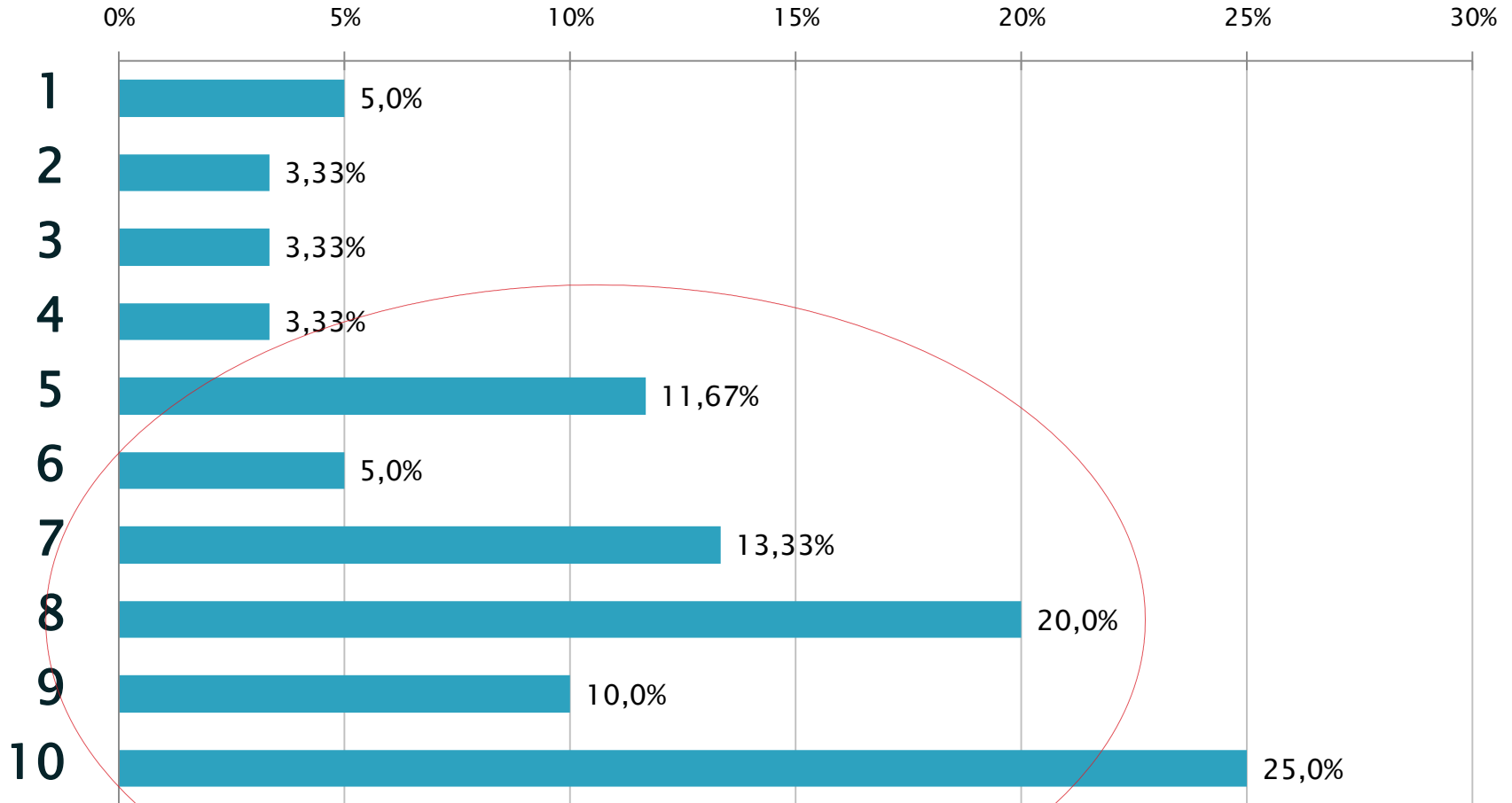
# How organizations disseminate information about products or services?



# In which languages you have information about products and services in Internet?



# Overall need for ICT solutions: self-assessment



# What ICT solutions do organizations plan to use in the nearest future?



# Thank you!

## Questions?



# vintage social networking

