

BU Bournemouth University

**eTourism :
Innovate and Differentiate
in the Web 2.0 era**

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www.bournemouth.ac.uk/icthr

www.buhalis.com
Buhalis.blogspot.com

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Consumer centric technologies lead
to consumer driven markets and products



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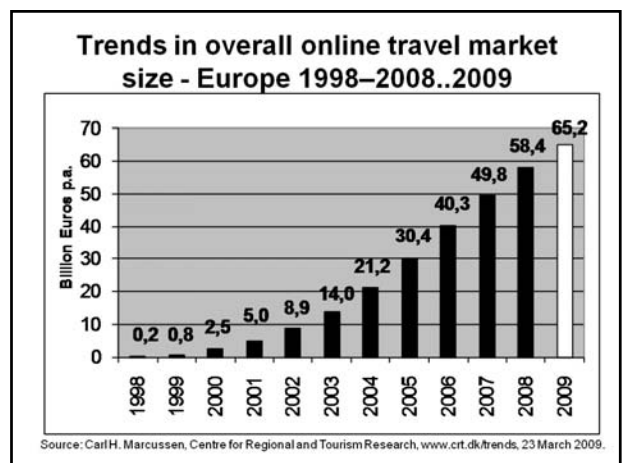


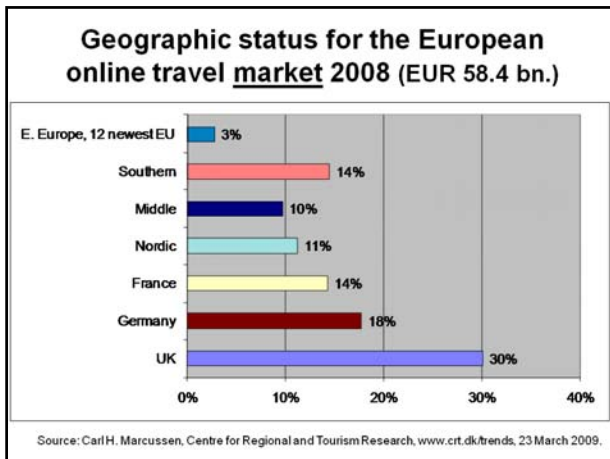
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Visioning the IT Future

**Shifting Consumer
expectations
makes industry react**

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Emerging eTourism trends

- ❖ Always on connectivity – UMTS+WiMAX!
- ❖ Location Based Services
- ❖ Web 2.0 and user generated content
- ❖ Virtual Destinations and Ecosystems
- ❖ eDestination information everywhere
- ❖ Cultural Heritage and Interpretation
- ❖ eTourism for the disabled

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Innovation and differentiation through Tourism Experiences based on

***Experience**

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World Reviewer - the ultimate travel planning tool

"Throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover." - M. Twain

Agonising over your next holiday? Feel like trying something different? Choosing your next holiday is one of the more important decisions you'll make this year. Time is precious - not to mention the cost - and you want to get it right. World Reviewer is all about helping you make the right holiday choice - as well as giving you the chance to help others.

So we're collecting experts, travel specialists and dedicated travellers to review the best the world has to offer. From [white watching](#) to [volcanoes](#), from [dust spots](#) to [museums](#), our world reviewers chart the world's most inspiring experiences, natural wonders and hidden gems.

Experts who have joined us come from all fields and walks of life, from travel to education. Not simply a travel site, our aim is to celebrate the wonders of the world, both ancient and modern, to become a true encyclopedia of travel experiences.

World Reviewer

Find great experiences

Select a theme or category

Themes:

- ☐ I want To Explore
- ☐ I want An Active Holiday
- ☐ I want To Escape
- ☐ I want Culture
- ☐ I want Fun/Party
- ☐ I want Thrills
- ☐ I want To Learn
- ☐ I want Natural Wonders
- ☐ I want Raw Adventure
- ☐ I want To Relax
- ☐ Choose categories...

Select the types of experience to include:

- ☐ Activity
- ☐ Environment
- ☐ Culture
- ☐ Lifestyle

(Click to expand types)

Refine your results

World Reviewer

Innsbruck Christkindlmarkt

Innsbruck, Austria

Category: [Christmas Markets](#)

Photos (11) [View all](#) [Map](#)

Overview [Reviews \(10\)](#) [Information](#) [News](#)

Click to vote

Average rating 3.0 / 5.0 (5 ratings)

Add your own review

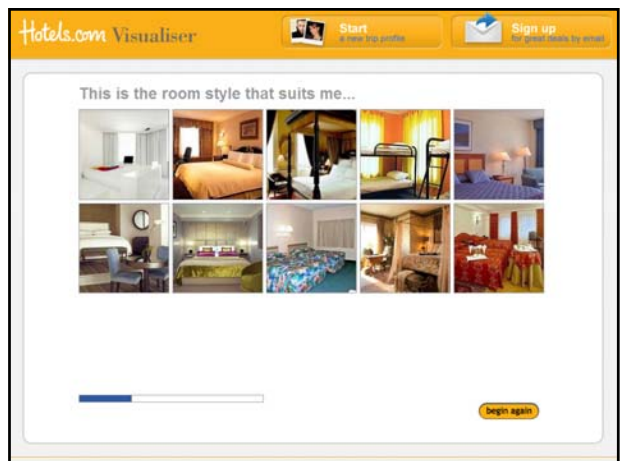
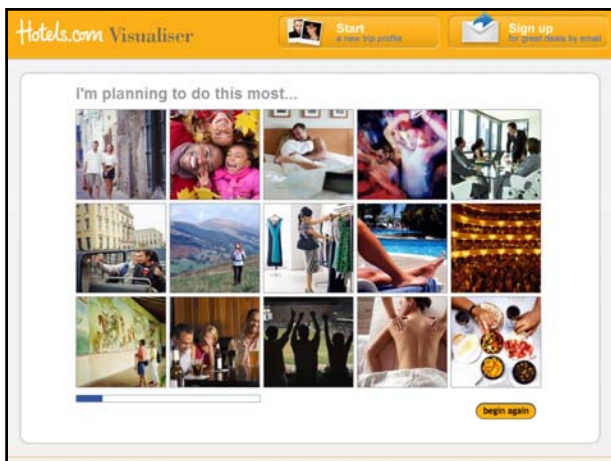
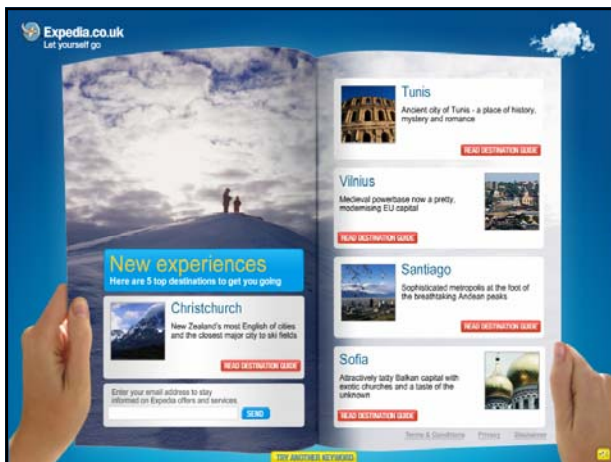
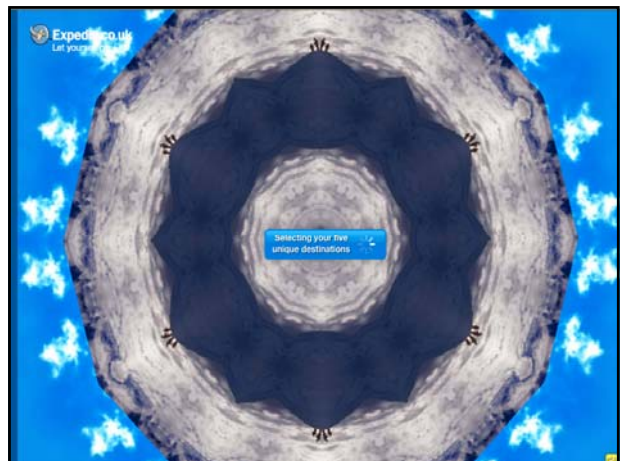
Review by editor [Sarah Chay](#) Rating [★★★★★](#)

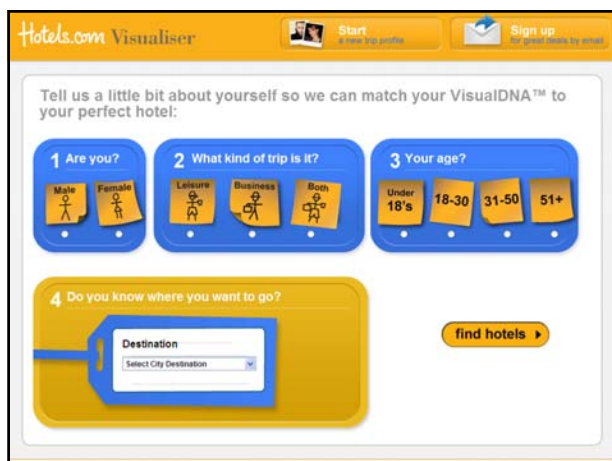
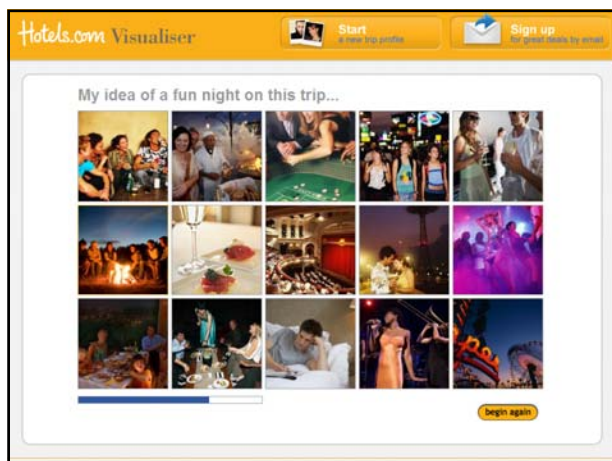
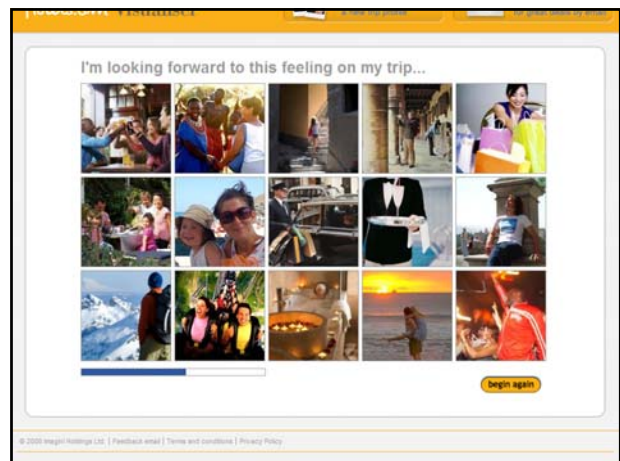
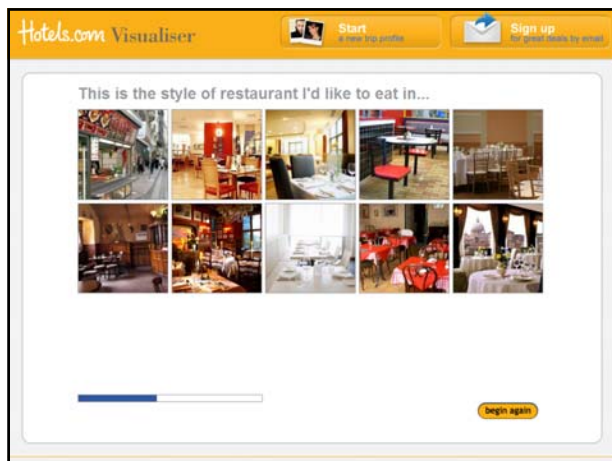
In front of Innsbruck's main tourist attraction, the Golden Christkindlmarkt is well suited for families looking for some holiday fun each day between 17:00 - 17:30 people gather by Otto-Burg to see progression of the Advent Calendar, anxiously counting down the until Christmas. The Golden Roof Musicians play afterwards, at 17:30 the music from their brass orchestra enveloping the market before seemingly infinite stalls offer toys, clothing, artwork, and Christmas decorations that are often hand-made. The market also prides itself in traditional Austrian meals it offers, including every child's favourite Gimpbread 23 Nov-28 Dec 2007

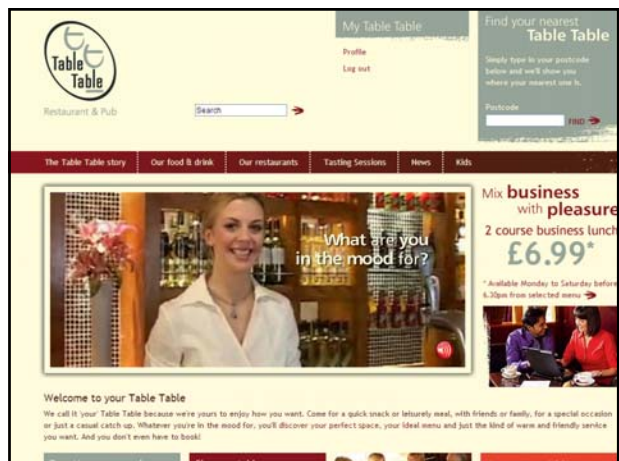
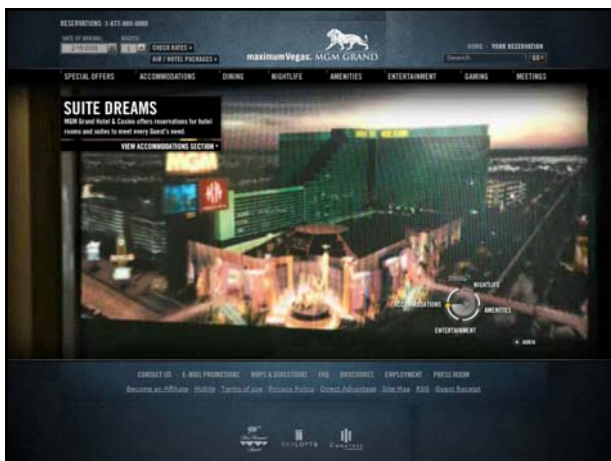
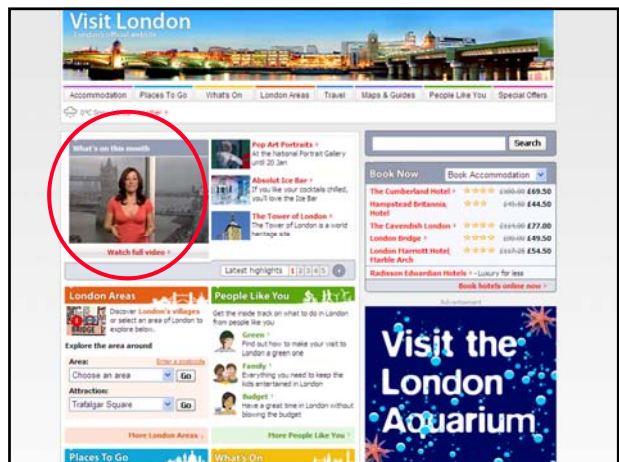
Read more about this

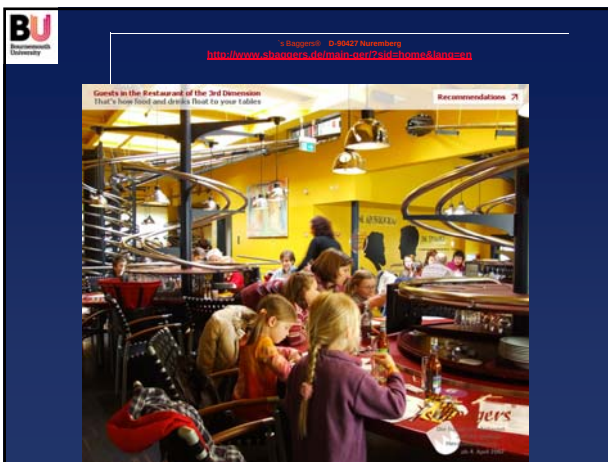
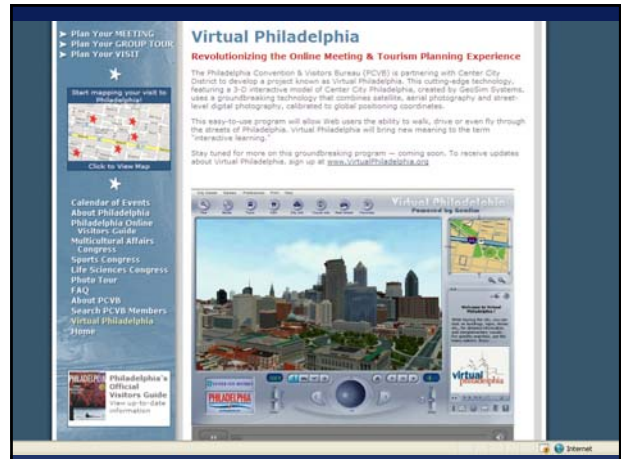
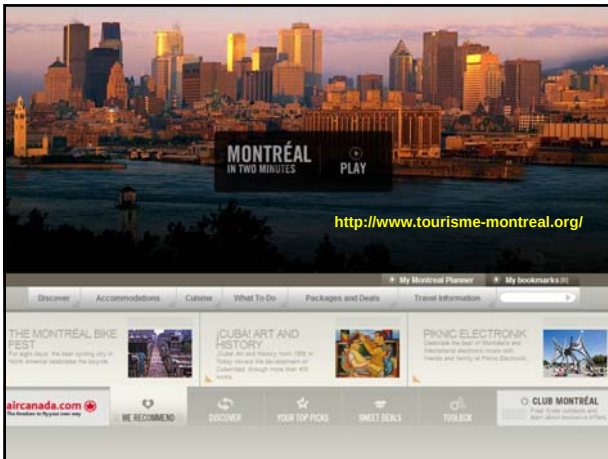
What's nearby?

[Experiences](#) [Sleeping](#) [Eating](#) [Transport](#) [Local hours](#)









Lessons for the future

- ❖ Traveller is always connected
- ❖ List of inventory is no longer enough
 - ❖ Promoting experiences
- ❖ Developing location based services
- ❖ Creating clusters of integrated activity
- ❖ Dynamic packaging of experiences
- ❖ Embracing Web 2.0 and Travel 2.0
- ❖ Integrating all location based services

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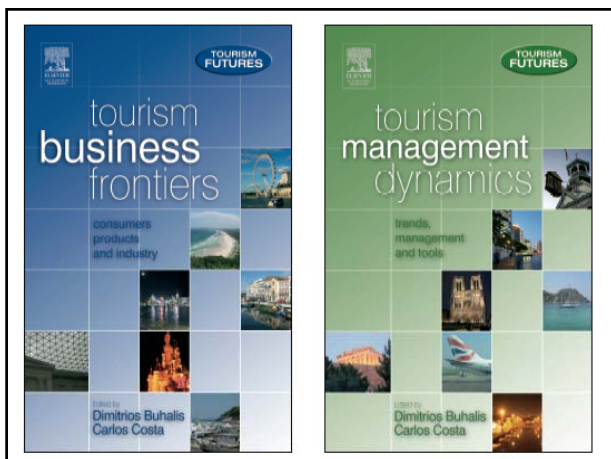
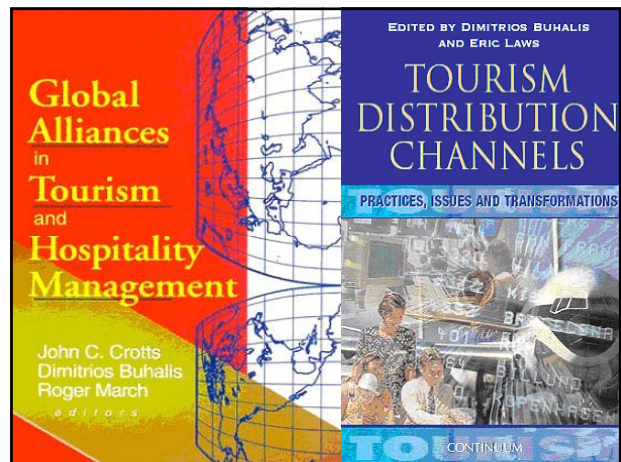
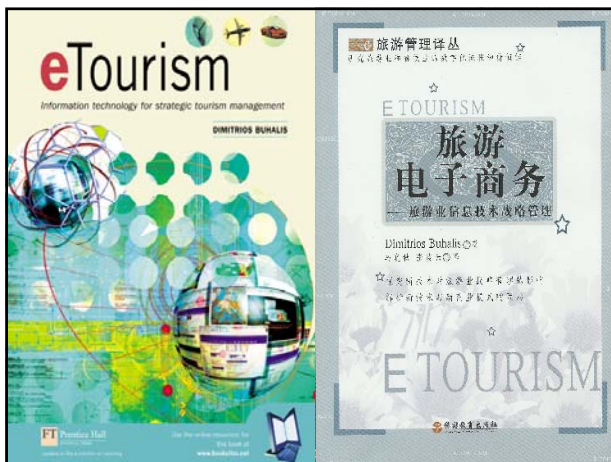


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To conclude...

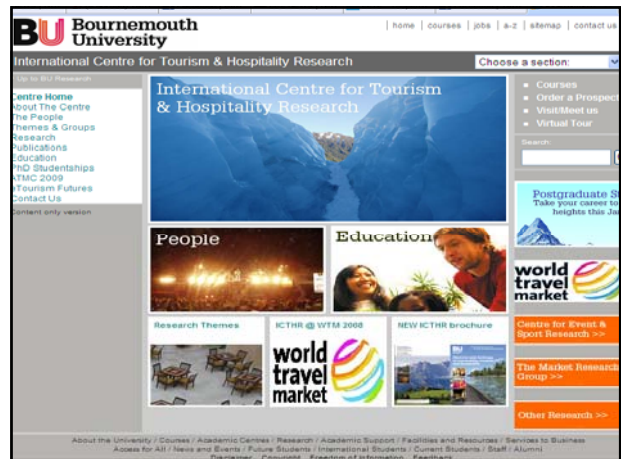
- New consumer is connected, educated, impatient information hungry, time deprived, cash rich, and seeking experiences
- Need to engage with peer groups as well as tourism organisations interactively
- We must interact dynamically to engage with consumers and be represented in all outlets and areas they are looking
- **Technology empowers and enables!!!**

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FUTURE EVENTS TO ATTEND

**Tourism Frontiers 3030@
World Travel Market-Thursday12Nov2009
14:00-15:30 North Gallery Room 6
<http://www.wtmlondon.com/page.cfm/action=Seminars/SeminarID=22>**

**17th ENTER2010 - 10th-12th February 2010 @ University of
Lugano Switzerland <http://www.enter2010.org/>**

**NEW EVENT: INVTUR 2010 |
Tourism Research: The State of the Art and Future Perspectives
University of Aveiro, Portugal 10-12th March 2010
<http://www.ua.pt/event/invtur2010/>**

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