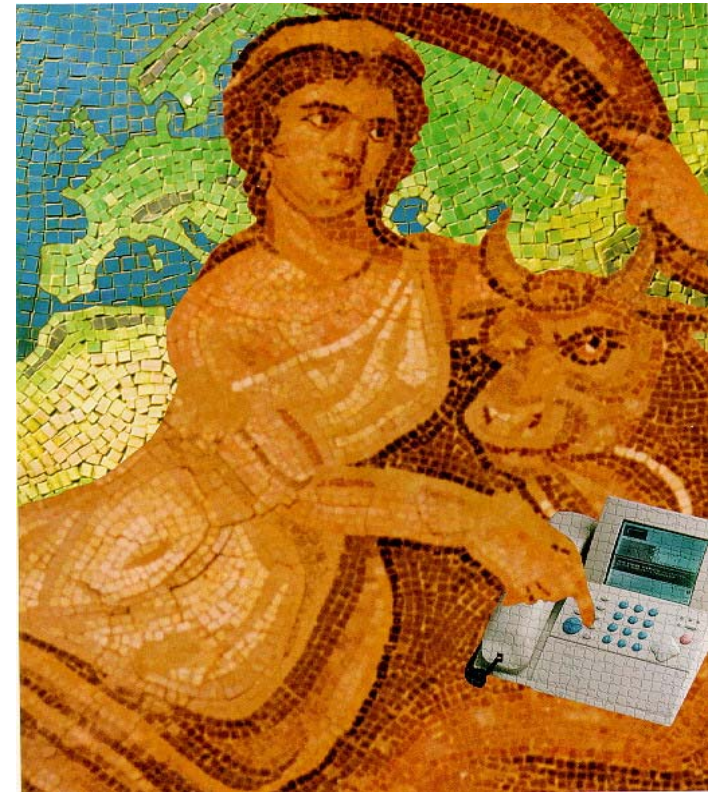


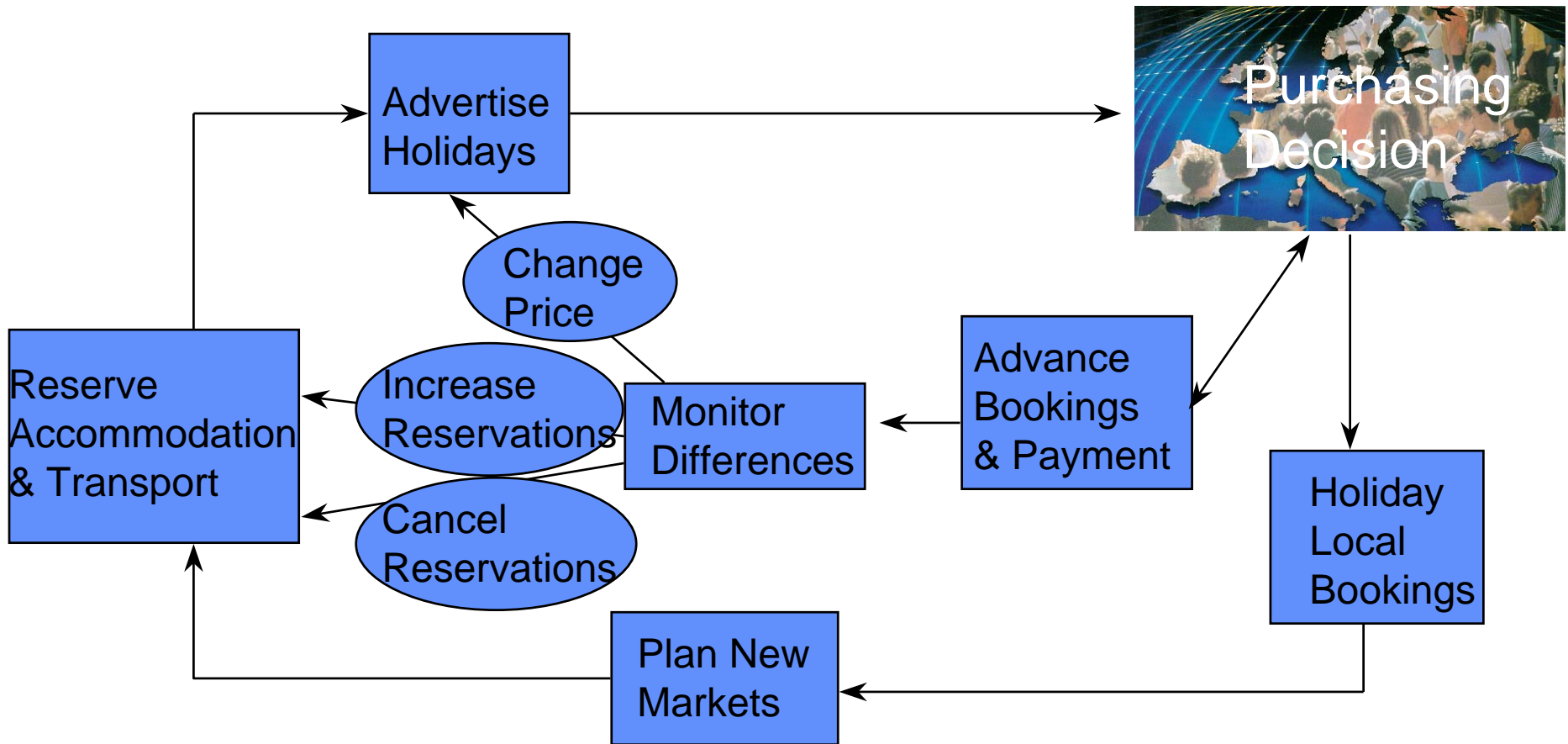
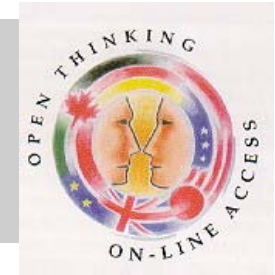
IT to Promote Tourism between Europe and the Mediterranean Countries

Michael Wilson



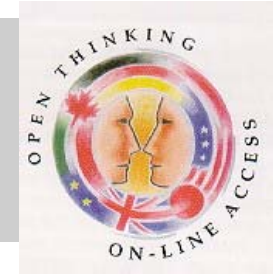


Tourism Business Process Model





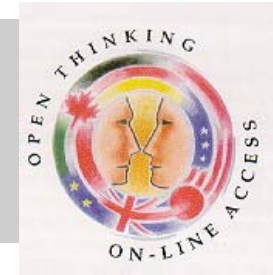
Factors Influencing Purchasing Decision



- Blocks to a tourist location (Hygiene factors)
 - Insecurity about health treatment, food, disease
 - Worries about law and safety
- Variables in the choice (Motivations)
 - Cost
 - Activities



The Mass Market



Objective

- Increase Number of Sales

Sun, Sand, Sea

Low Cost

High Volume

Low Profit Margins

Same for all tourists

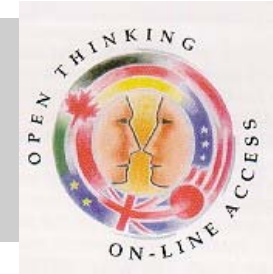
Little IT Investment Available

Eco-destructive Tourism





The Elite Market



Objective - Increase Profit Margin

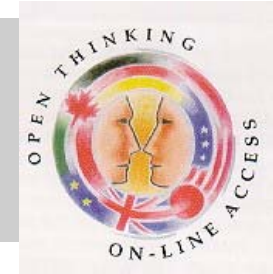
Culture, Art, Cuisine
High Cost
Low Volume
High Profit Margins
Tailored to each traveller
Some Investment Available



Sustainable Tourism



Possible IT Support



Provide Information to European Tour Operators :

- 1 - To Monitor Differences between reservations & bookings
- 2 - To Move All Bookings to Advance

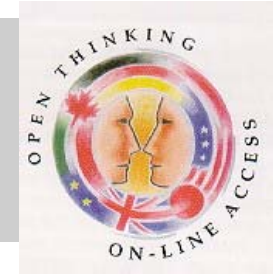
Provide Information to IT Aware European Customers :

- 3 - Advertise Holidays
- 4 - Background information to overcome obstacles to a purchasing decision
- 5 - To uprate target markets from mass market to elite

Result - Increase Number of Sales and Profit Margins



Technology Required - 4 & 5



Task - Background Information for Customers to overcome obstacles
to a purchasing decision
To uprate target markets from mass market to elite

Requirements -

High Delivery Quality

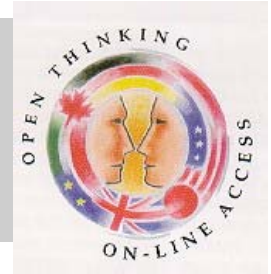
Reassuring & Accurate Information on :

Health, Geography, Political Structure, Law
History, Culture, Cuisine

Technology - Simultaneous Multimedia CD-ROM & WWW for Destinations



Technologies Required - 3



Task - Advertise to Customers

Requirements

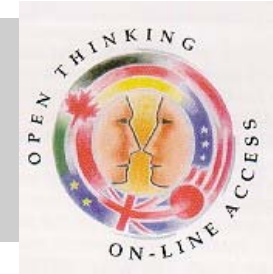
Updatable by Tour Operator

Universally Available

Technology - WWW Sites for Tour Operators



Technology Required - 2



Task - To Move All Bookings to Advance

Requirements -

Details of Local Events, Car Hire etc. placed on
server in tourist area

Network Link from Site to Travel Agent/Specialist TO

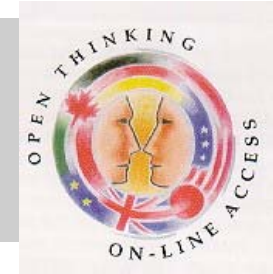
Client Machines in Travel Agents

Payment Methods for Local Events from Travel Agent

Technology Required - Database Server in Local Tourist Office,
Network Links, Client Machines in Travel Agent Offices.



Required Technology - 1



Task - To Monitor Differences between reservations & bookings

Requirements -

- Accurate information in the tour operator of the tourist site

- Reliable network links between tour operator and site

- Database servers of local bookings in tourist hotels

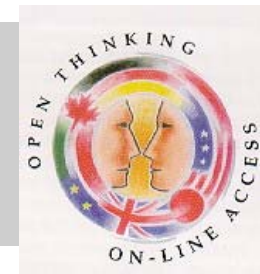
- Client machines in tour operators for monitoring

- The same data formats used at tour operators and tourist site

Technology - Servers in Hotels, Reliable Network Links, Clients in TO.



Levels of IT Development



Comparable to EU

Israel Cyprus Malta

40 telephone lines per
100 inhabitants

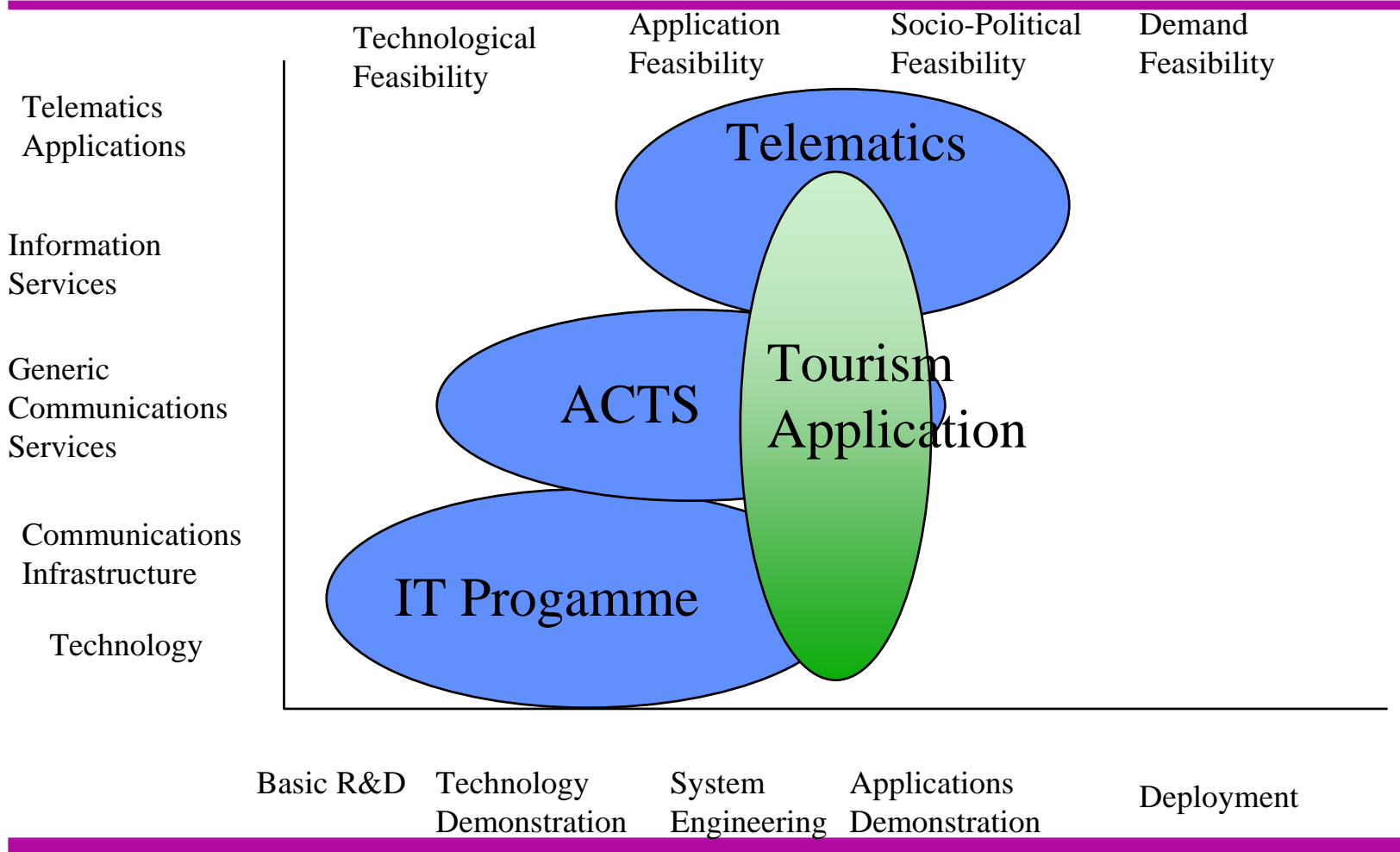
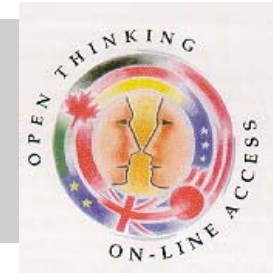
Behind EU

Morocco, Algeria, Tunisia,
Lybia Egypt, Jordon Lebanon
Syria

12 lines per 100 inhabitants

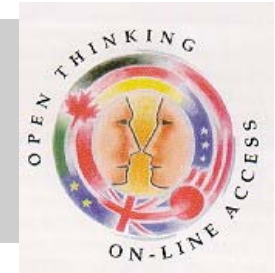


EC RDT Framework





Research Issues

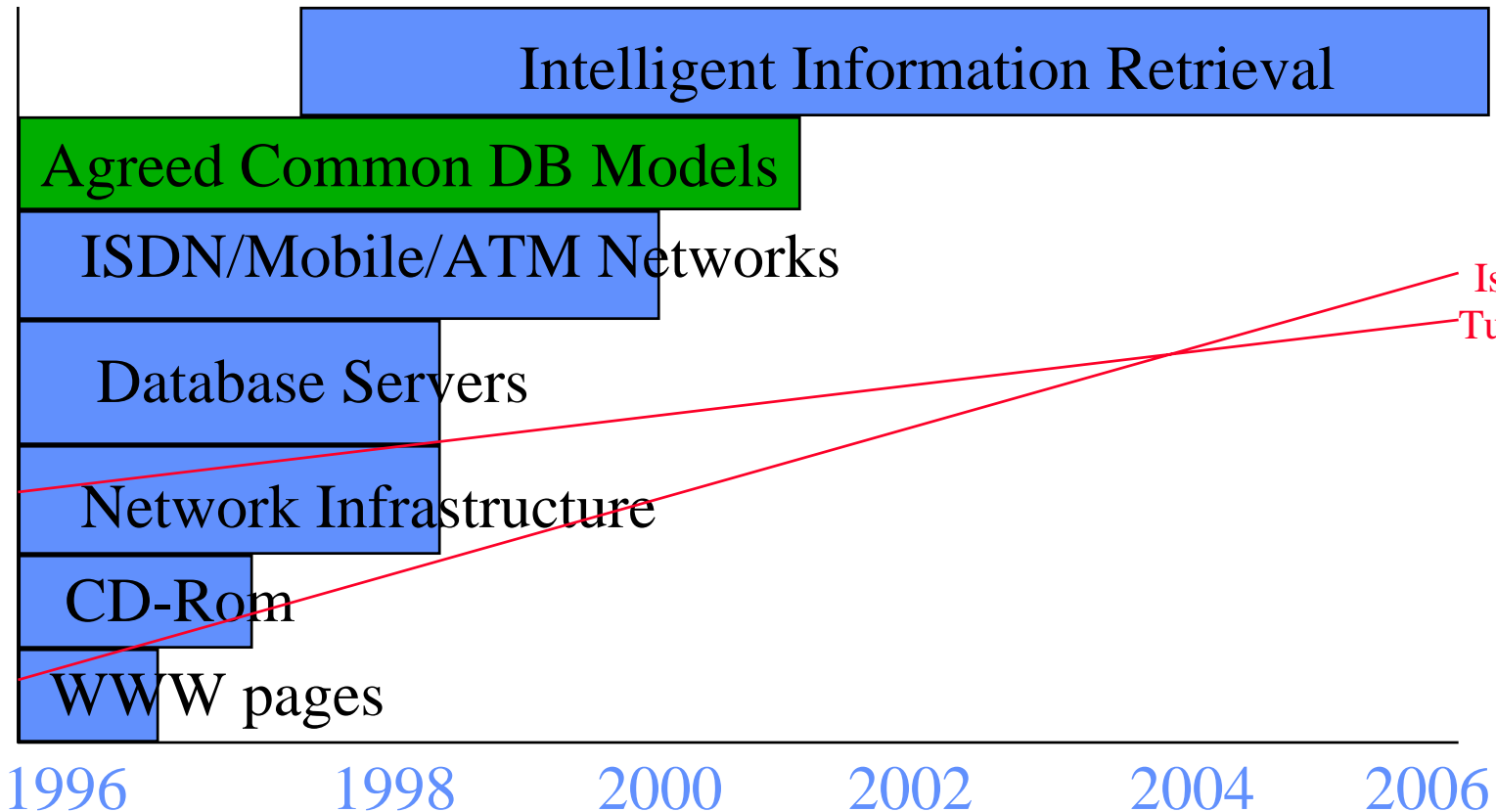


European Tourists

8M

4M

1M



Intelligent Information Retrieval

Agreed Common DB Models

ISDN/Mobile/ATM Networks

Database Servers

Network Infrastructure

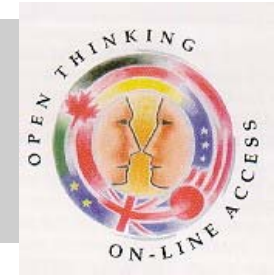
CD-Rom

WWW pages

Israel
Tunisia

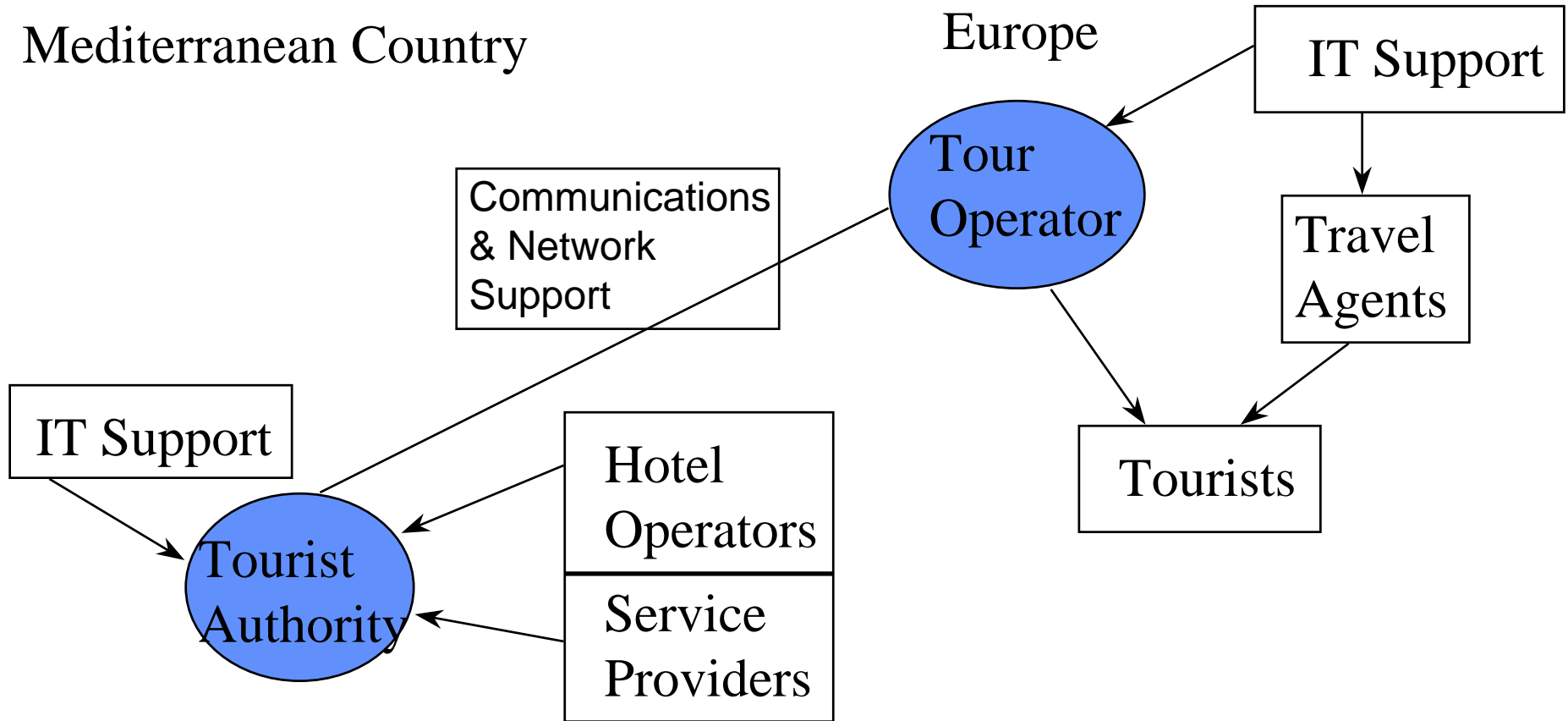


Project Structure



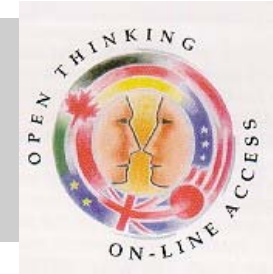
Mediterranean Country

Europe





Benefits of the Project



-
- Travel Service Providers - goods sold
 - Hotel Operators - No empty rooms
 - Tourist Authorities - Increase Sustainable Tourism
 - Mediterranean IT Support - Improved Skills
 - Telecoms & Network Providers - Improved Infrastructure
 - Tour Operator - Higher Profit margins
 - Travel Agents - More holidays sold
 - European IT Support - Established New Markets
 - System Architects - Consultancy & Papers Published
 - European Tourist - Happy Holidays !
-