

# NOVEL TECHNOLOGIES AS CHALLENGES FOR THE POSITIONING OF TOURIST DESTINATIONS

## THE BUCOVINA – A NEW TOURIST DESTINATION IN A GLOBALISED WORLD

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### 1. Novel information technologies as marketing instruments

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#### WHY WAS THE STUDY OF THE BUCOVINA REGION RELEVANT?

- To demonstrate the possibilities of mobile travel offers
- To find out how to attract more international tourists
- To test the hypothesis that mobile travel provides a chance to improve destination management



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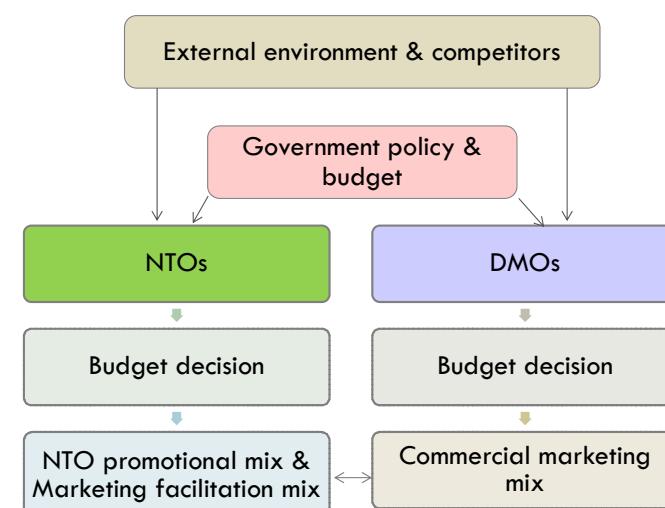
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#### 1.1 The destination marketing process and novel technologies

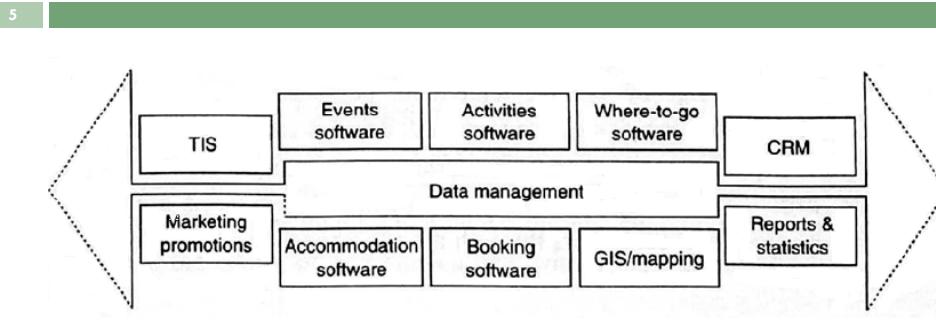
-The destination marketing process-



[Following: Middleton 2009, p.347]

## 1.1 The destination marketing process and novel technologies

- Novel technologies and the destination management system-



TIS= Tourist Information System, CRM= Customer Relationship Management

[Source: Palmer 2010, p.133, reproduced with permission of BVG Internet]



## 1.2 Mobile travel in tourism

-Use of applications before, during and after the trip on Smartphones and Tablet PCs I/II-

<b>Location based services</b>	a) - b) -	a) b) c) d) e)	a) b) - c) -	★★	★
<b>Maps&amp;Navigation</b>	a) b) -	a) b) c) d) e)	a) b) - c) -	★★	★★
<b>Travel guides</b>	a) b)	a) b) c) d) e)	a) b) - c) -	★★	-
<b>Travel magazines</b>	a) b) -	a) b) c) d) e)	a) b) - c) -	-	★★
<b>Travel safety</b>	a) b) -	a) b) c) d) e)	a) b) - c) -	★★	-

## 1.2 Mobile travel in tourism

-Use of applications before, during and after the trip on Smartphones and Tablet PCs I/II-

Application	Pre-travel phase a)information b)booking/reservation	Process phase a)information b)travelling c)communication d)cost control e)booking/reserv.	Result phase a)communication b)cost control c)accounting	Smart-phone	Tablet PC
<b>Destination organisation sector</b>	a) b) -	a) b) c) d) e) -	a) b) c) d) e) -	a) b) - c) -	★★★ ★
<b>Accommodation</b>	a) b)	a) b) c) d) e)	a) b) c) d) e)	a) b) - c) ★	★ -
<b>Transport</b>	a) b)	a) b) c) d) e) -	a) b) c) d) e) -	a) b) - c) -	★★★ ★
<b>Travel organisers</b>	a) b)	a) b) c) d) e) -	a) b) c) d) e) -	a) b) - c) -	★★★ ★

## 2. The tourist destination “Bucovina”

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Map of tourism regions in Romania



[Source: <http://www.renaud-investments.ro> (last reviewed: 03/05/2012)]

## 2.1 Offer

- Tourism products in the Bucovina -

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- cultural tourism
- rural tourism
- treatment and health tourism
- business tourism
- active, mountain and nature tourism



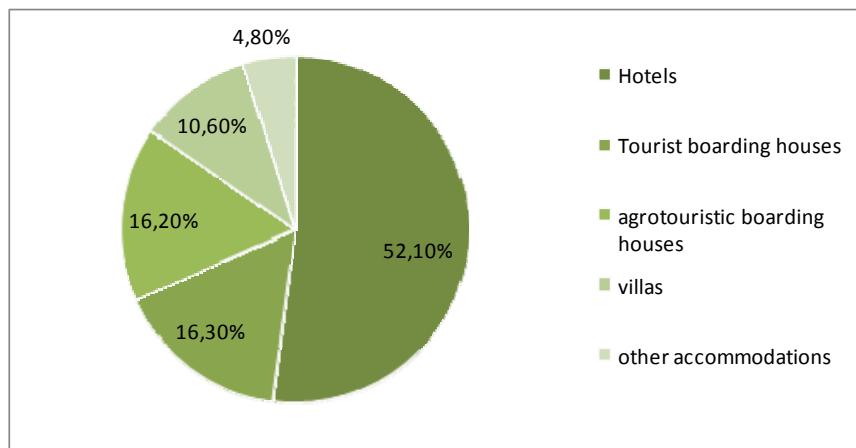
main tourist products → nature and culture



## Accommodations

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Capacity of accommodations in October 2011



[Source: statistical survey Suceava County, graphic our own]

## Tour Operators

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*What is mainly offered?*

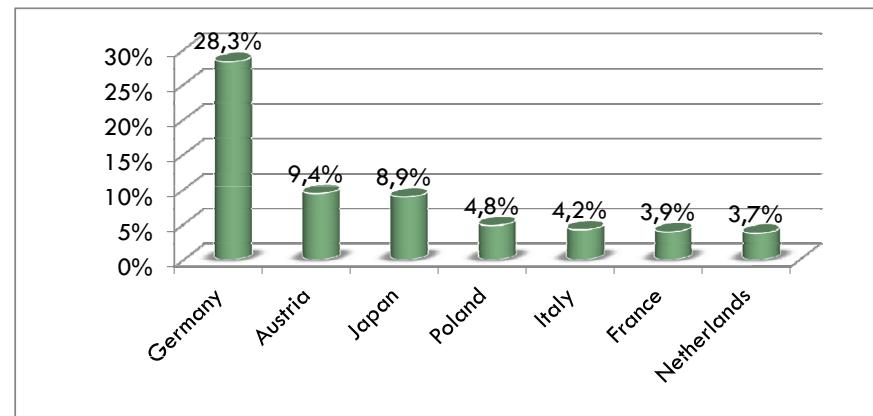
- individual round trips
- active bike trips
- cultural round trips, especially
- moldova monasteries
- nature trips
- hiking tours



## 2.2 Demand

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Country of origin of international visitors



[Source: statistical survey Suceava County, provided by Chasovschi 2012]

## The destination life cycle

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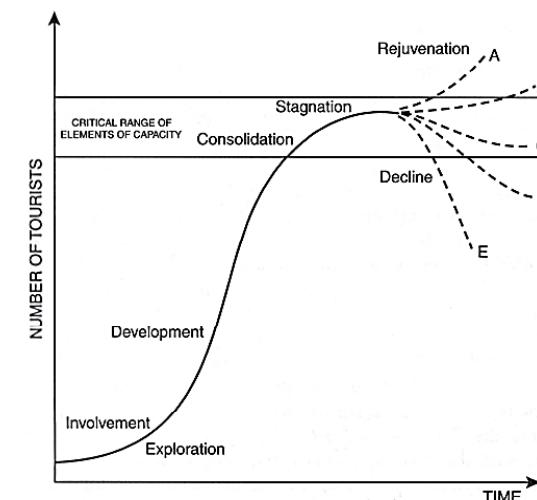
- destination management has to classify the status of its region/products in product life cycle
- cycle consists of six stages

→ a multi-stage evolution:

- Exploration
- Involvement
- Development
- Consolidation
- Stagnation
- Decline or Rejuvenation

## Destination life cycle (Hypothetical evolution of a tourist area)

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[Source: Butler 2006, p.52]

## 2.3 SWOT Analysis I/II

- The Bucovina's destination marketing -

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Strengths	Weaknesses
→ Beginning realisation of vision, mission and strategies	→ Less marketing knowledge of DMOs
→ Marketing of Romania by Romanian National Tourist Office	→ No use of marketing analysis
→ Marketing of the Bucovina by regional and local DMOs	→ No use of mobile travel
→ Marketing and distribution of tourist products by tour operators	→ No common marketing of DMOs
	→ No cooperations with NTO, CC and RTO
	→ Lack of professional management

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Opportunities	Threats
→ Cooperation and networking	→ Creation of separate applications by service providers
→ More international marketing	→ Limited use in the marketing facilitation mix
→ Extension of the commercial marketing mix	→ Necessarily IT knowledge for DMOs
→ Marketing of the subdestinations' USPs	
→ Improvement of the destination image	→ Damage of the destination image
→ Competitiveness with price transparency	→ Lack of competitiveness by price transparency
→ Marketing of the destination as a unity	

## 2.3 SWOT Analysis II/II

- The Bucovina's destination marketing -

### 3. Conclusion

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- Authorisation of the Bucovina Tourism Association as coordinator of tourist information centers (steady communication and network between all levels)
- Realisation of mobile travel applications as a pilot project in a preferred destination (University city of Suceava)
- Development of other applications (QR codes, location based services, travel media, travel guides, maps)
- Creation of seminars and workshops to exchange ideas and marketing knowledge

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