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

1.1 The destination marketing process and novel technologies

1.2 Mobile travel in tourism

2. The tourist destination “Bucovina”

2.1 Offer

2.2 Demand

2.3 SWOT Analysis- The destination marketing of the Bucovina region

3. Conclusion

Bibliography

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

[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

2. The tourist destination “Bucovina”

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 -

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

main tourist products → nature and culture

Tour Operators

What is mainly offered?

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

Country of origin of international visitors

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

Accommodations

Capacity of accommodations in October 2011

[Source: statistical survey Suceava County, graphic our own]
The destination life cycle

- 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

2.3 SWOT Analysis I/II
- The Bucovina’s destination marketing -

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
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<tbody>
<tr>
<td>→ Beginning realisation of vision, mission and strategies</td>
<td>→ Less marketing knowledge of DMOs</td>
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<tr>
<td>→ Marketing of Romania by Romanian National Tourist Office</td>
<td>→ No use of marketing analysis</td>
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<tr>
<td>→ Marketing of the Bucovina by regional and local DMOs</td>
<td>→ No use of mobile travel</td>
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<tr>
<td>→ Marketing and distribution of tourist products by tour operators</td>
<td>→ No common marketing of DMOs</td>
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<td></td>
<td>→ No cooperations with NTO, CC and RTO</td>
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<td></td>
<td>→ Lack of professional management</td>
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2.3 SWOT Analysis II/II
- The Bucovina’s destination marketing -

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
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<tr>
<td>→ Cooperation and networking</td>
<td>→ Creation of separate applications by service providers</td>
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<td>→ More international marketing</td>
<td>→ Limited use in the marketing facilitation mix</td>
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<td>→ Extension of the commercial marketing mix</td>
<td>→ Necessarily IT knowledge for DMOs</td>
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<td>→ Marketing of the subdestinations’ USPs</td>
<td>→ Improvement of the destination image</td>
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<td>→ Competitiveness with price transparency</td>
<td>→ Damage of the destination image</td>
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<tr>
<td>→ Marketing of the destination as a unity</td>
<td>→ Lack of competitiveness by price transparency</td>
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3. Conclusion

- 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

Bibliography (I/II)


Chasovschi, Carmen (2012): Depicted Information and statistics about the Romanian Bucovina, internal paper, University Stefan cel Mare of Suceava


Benchtour (2011): Analysis of the situation SMEs in the Tourism sector in Suceava County. http://www.benchtour.eu/wp/ (last viewed 03/05/2012)


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