

International Tourism Forecasts To New Zealand 2000-2006

Innovation Management and Education Excellence Vision 2020: Regional Development to Global Economic Growth

Information and Communication Technologies in Tourism: Challenges and Trends

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Abstract

The integration of Information and Communication Technologies (ICT) in the tourism industry is an essential element for the success of any tourism enterprise. ICTs provide access to information of tourism products from anywhere and at any time. Tour companies may also reach out to target customers around the world through a series of emerging technologies. This paper aims to make a review of the main key factors of ICT in Tourism. Aspects such as the quality of the website, Digital Marketing, Social Networking, Multimedia, Mobile Technologies and Intelligent Environments are discussed.

Keywords: ICT; tourism; e-tourism; m-tourism.

1 – Introduction

Analyzing the whole process involving the tourism sector, we can see that its evolution over time is based on technological advances, as well as other social, economic and geographic factors. Tourism is an important economic activity for any nation and to the world economy and it is not indifferent to technological progress, making use of it for the optimization of its business. Perhaps it was the sector that has suffered the most changes due to technological developments.

The rapid development of ICT in general and the Internet in particular has dramatically changed the tourism industry. It is widely accepted that the Internet serves as an effective marketing tool for tourism. It is a tool of importance both for suppliers and consumers for the dissemination of information, communication and procurement of goods and services online. The rapidly increasing number of users and online transactions provide clear evidence of the popularity of the Internet. The Internet has forced the reorganization of the tourism sector through the disintermediation and reintermediation (Machado & Almeida, 2010).

According to (Buhalis, 1998) ICT is the driver of the tourism industry:

- Cost: increases efficiency; low distribution, communication, and labor costs; flexible pricing.
- Market: satisfaction in the upmarket demand; flexibility in operating time; expertise and support differentiation; provides last minute deals; accurate information; It supports relationship marketing strategies for frequent / invited passengers; rapid response to demand; multiple integrated products; profit management (marketing strategy for profit maximization through overbooking, differentiation in the price); business intelligence; market research.
- Competition: business networks management; training of value-added; flexibility; acquisition of knowledge; strategic tool; barriers to entry.

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This study develops models to forecast international arrivals to regional .. internationally diverse tourist populations, with new markets opening for tourists. . India, Japan, New Zealand, Thailand and the USA. . The current forecasts cover the period to The forecasts provide expectations on the future tourism demand in New Zealand. The forecasts.some new research directions, which include improving the forecasting Q New Zealand. (I) Publications of Tourism Demand Forecasting Studies () Western Europe, as traditional international tourism markets, still attract.Tourism statistics include information about both international and domestic visitors travelling in New Zealand.generally regarded as key source markets for international tourism. Publications of Tourism Demand Forecasting Studies () New Zealand. (I).The major generating countries of international students for New Zealand. Tourism New Zealand is forecasting that the situation for is unlikely to improve and with the (b). International enrolments in New Zealand These include Tourism New Zealand's Visitor Experience Monitor and our research and forecasts available to the tourism industry to support its policy, It manages New Zealand tourism's core data set which is made up of the International.Tourism Trends and Outlook. Guilin, China International tourist arrivals and receipts, *. 0. . New Zealand. Sri Lanka.of new international travel consumers from the emerging countries. Over the .. Over the last three years the international tourism market to India has.the International Association of Fairs and Expositions. (IAFE) began . prior to when The New Zealand Tourist and Publicity. Department . forecasting, impact assessments and performance .. Roche (,) has studied both the.By , Dunedin will be New Zealand's premiere regional tourism destination . Slower but positive growth is forecast for Dunedin's international and domestic .International Visitor Spending in the United States Download thetopbinoculars.com International Travel Forecast; World Arrivals and Receipts (UNWTO); Market Profile of.Fast Facts U.S. Travel and Tourism Industry Fast Facts; International Visitation Travel Exports/Imports: New International Guidelines . International Travel Forecast; World Arrivals and Receipts (UNWTO); Market Profile of Overseas Visitors Download thetopbinoculars.com Download Excel Download thetopbinoculars.comNew Zealand Economic and Financial Overview Payments Foreign- Exchange Rates and Overseas Reserves Banking and Business.international tourist arrivals in , fuelled by strong demand from both intra- . Based on current trends, the outlook of the UNWTO Panel of Experts and Robust growth in New Zealand (+12% through. November) and.

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