Tourism Informatics / 観光地理情報学特論Ⅱ 2014 #1

Let's think about tourism behavior in Internet age

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Who am I ?

Yohei Kurata

Current Job:
    Associate Professor
    in Department of Tourism Science

Major:
    Tourism Informatics
    (application of geo-spatial information technologies for tourism)

Degree:
    Ph.D. in Spatial Information Science
    University of Maine, USA
    M.Eng. in City Planning
    University of Tokyo, Japan

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Tourism and Information!?
Are they related? If so, how?

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Marvels of the World (Marco Polo, end of 13th)

5

Winter Sonata (2002)

6

Sanctuary of Mercy Church, Spain

JR East SKI-SKI Campaign (restarted on 2012)

8

Information prompts people to travel

9

Recent Trends

Mass Media

Internet (web pages)

Social Media

Smartphone

Wearable Devices

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Goal of This Class

- Thanks to the evolution and popularization of e-commerce, mobile technology, and social media, tourists behaviors are facing radical change all over the world
- In this class, we will study important concepts and latest examples that will be useful for considering tourism in this IT age
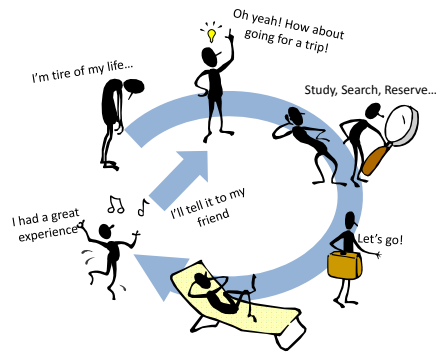
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Today's Goal

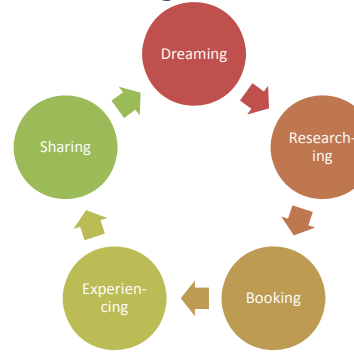We'd like to think about ordinary process of travel in the age of Internet (and before it)

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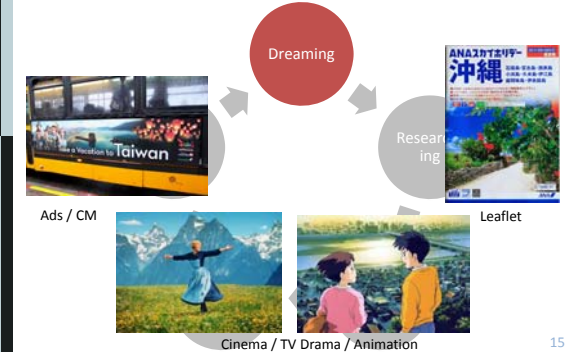## Typical Process of Travel Experiences

I'm tire of my life…

Oh yeah! How about going for a trip!

Study, Search, Reserve…

Let's go!

I'll tell it to my friend

I had a great experience

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Five Stages of Travel
（Google 2012）

Dreaming

Research-ing

Booking

Experien-cing

Sharing

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Dreaming (before)

Dreaming

Research-ing

Ads / CM

Leaflet

Cinema / TV Drama / Animation

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Dreaming (now)

Dreaming

Fan Site

SNS

facebook

twitter

Blog / Web news

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Researching（before）

Researching

Guidebooks

Timetable

or

Booking

Tourist Agency

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Researching (now)

Researching

Official Website

Travel blog

Word-of-mouth site

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Slide 19

http://www.tripadvisor.com

283 reviews from our community

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Slide 20

How much Japanese people use Internet for…

(Internet itself)

Searching domestic travel information

Searching apartments

Searching wedding halls

RECRUIT

出所：リクルート調査

20

Slide 21

Booking (before)

Dreaming

Tourist Agency

Telephone

Letter/Fax

Experien-cing

Booking

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Slide 22

Booking（now）

Dre...

Sharing

Online Tourist Agency

Direct Sales Site by airlines, hotels, ...

Booking

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Slide 23
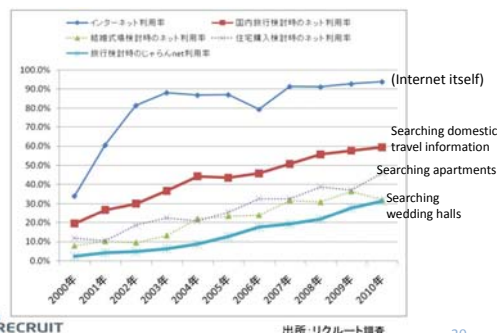
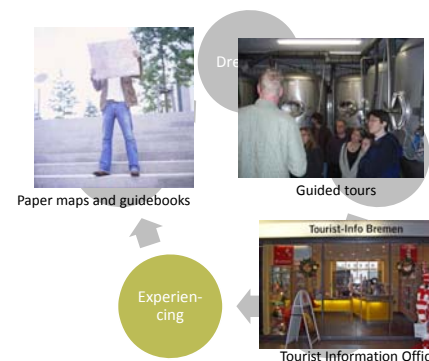# Online Travel Agencies

Expedia

Rakuten Travel

Dynamic Package
Custom-made online package tours that are dynamically created by combining airline tickets, hotel vouchers, rent-a-cars, and so on
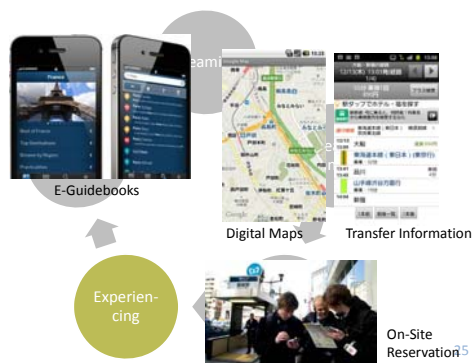
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Slide 24

Experiencing（before）

Dre...

Paper maps and guidebooks

Guided tours

Experien-cing

Tourist Information Office

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Slide 25

Experiencing（now）

...eami...

E-Guidebooks

Digital Maps

Transfer Information

Experien-cing

On-Site Reservation

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Slide 26

Sharing（before）

Dream...

Sharing

この間の写真できたよ

Experien-cing

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Slide 27

Sharing（now）

Dream...

Sharing

SNS（Facebook, Twitter, …）

Video-sharing Site

Word-of-mouth Information

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Increasing Number of Facebook Users

Facebook's Penetration (%) of Total Internet Audience by Global Region
Source: comScore Media Metrix, Age 15+, Home and Work Computer Usage

出所：comScore
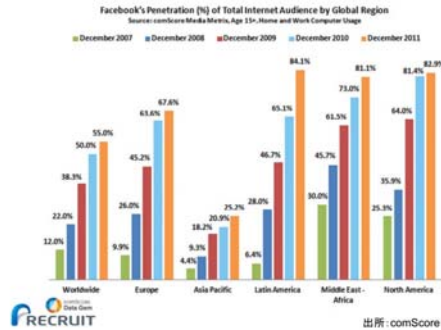
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Japanese Facebook Users （by age）

年齢別Facebookユーザー数（男女別）

50s and more
40s
30s
20s
Under 20s

年代別総人口数
Facebook ユーザー数（男性）
Facebook ユーザー数（女性）

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Five Stages of Travel （Google 2012）

- User-generated Information
- Sharing
- Dreaming
- Information for motivating people
- Research-ing
- Information for planning & booking
- Booking
- Experien-cing
- On-site guide information
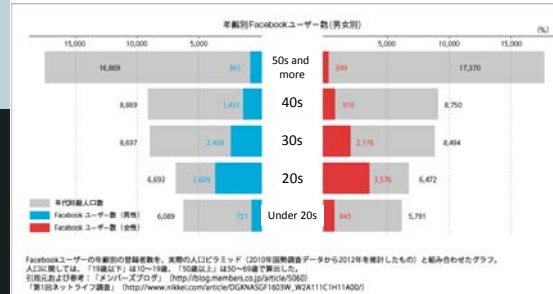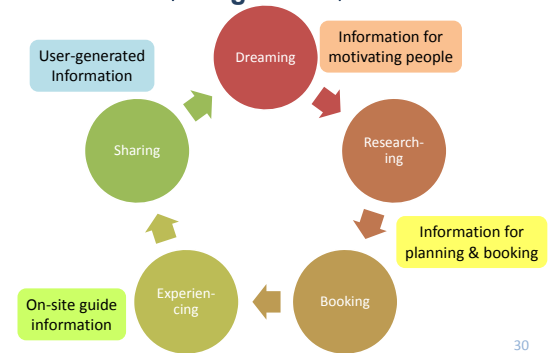
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Five Stages of Travel
Corrected Model (Google 2014)

- Dreaming
- Experien-cing
- Sharing
- Researching
- Booking

In Sum

- Today's tourism behavior is greatly influenced by information and service on the Internet
  - In addition, tourism behavior is further influenced by widespread use of smartphone
- We should distinguish four types of tourism information:
  - Motivating Information
  - Planning & Booking Information
  - On-site Information
 - User-generated Information

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2014 Schedule

| #	Date	Title	
1	Oct 7	Let's think about tourism behavior in Internet age	
2	Oct 14	Location-based service and tourism	
3	Oct 21	AR and Tourism	Mobile service
4	Oct 28	Gamification and Tourism I	
5	Nov 11	Gamification and Tourism II	
6	Nov 18	Student Presentation I	
7	Nov 25	Co-created tourism information	
8	Dec 2	3D modeling and Tourism	Content creation and organization
9	Dec 9	Personalization and Tour Recommender	
10	Dec 16	Student Presentation II	
11	Jan 6	Learning from service engineering	Information
12	Jan 13	Interface design for tourism	Service Design
13	Jan 20	(TBA)	
14	Jan 27	Final Exam	

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#2 Location-based service and tourism
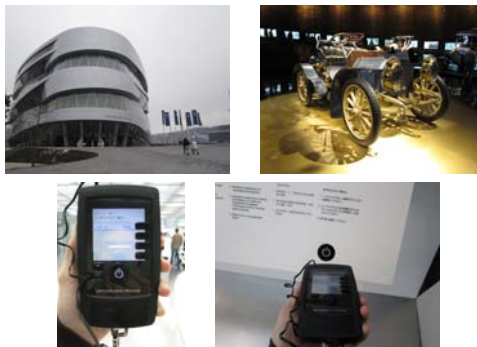
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#3 AR and Tourism
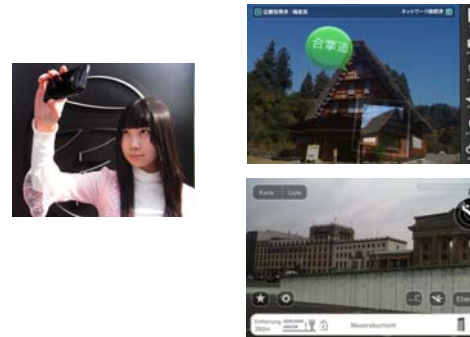
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#4-5 Gamification and Tourism

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#6 Student Presentation I

- Please introduce a unique information tool for tourist or tourism industry ever developed (in your country)
- Explain its appealing point, based on what you've learnt in this class
- 5 min

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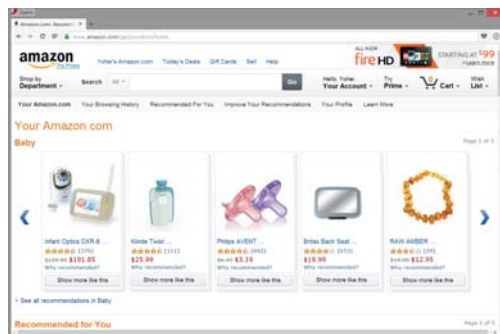
#7 Co-created tourism information

8

#8 3D modeling and Tourism

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#9 Personalization and Tour Recommender

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#10 Student Presentation II

- Please present your idea of an unique IT tool for tourist or tourism industry
- Explain its appealing point, based on what you've learnt in this class
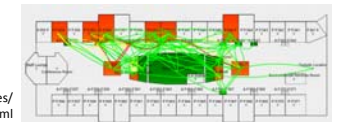- 5 min

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#11 Learning from service engineering

http://www.kodo-lab.co.jp/サービス案内/行動計測サービス/

http://eetimes.jp/ee/articles/1403/28/news073.html

#12 Interface design for tourism

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Scoring

- Student Presentation I: 20pt
  - Please introduce a unique IT tool for tourist or tourism industry ever developed (in your country)
- Student Presentation II: 30pt
  - Please present your idea of an unique IT tool for tourist or tourism industry
- Final Exam: 50pt

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