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Managing destination - online perspective

Tinkara Pavlovčič Kapitanovič

M.Sc.

Head of e-Business and Strategic Projects
Slovenian Tourist Board

tinkara.pavlovacic@slovenia.info

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Jeni Chakma

Really incredible country in terms of beauty.I love it.

Odgovor · 👍 1 · Všeč mi je · Sledi objavi · 20. oktober ob 7:12



Destination Management Organisation (DMO) Definition



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- A destination-based organisation tasked with the responsibility of **coordinating** and **managing** destination activity including **planning** and **promotion** (<http://wps.pearsoned.co.uk/wps/media/objects/1881/1926829/glossary/glossary.html>)
- The DMO will allow destinations to be managed and marketed effectively & efficiently by focusing on a **joint partnership** between the local **authorities** and the **private** sector.
- A DMO involves **pooling** together both public and private sector expertise, resources and knowledge to streamline services.

Destination marketing and management functions*



- Destination marketing, including branding and image
- Marketing campaigns to drive business, particularly to SMEs
- Unbiased information services
- Operation/facilitation of bookings
- Destination coordination & management for visitor 'quality of experience'
- Visitor information and reservations
- Strategy, research and development
- Training and education
- Business advice
- Product "start-ups"
- Events development and management
- Attractions development and management

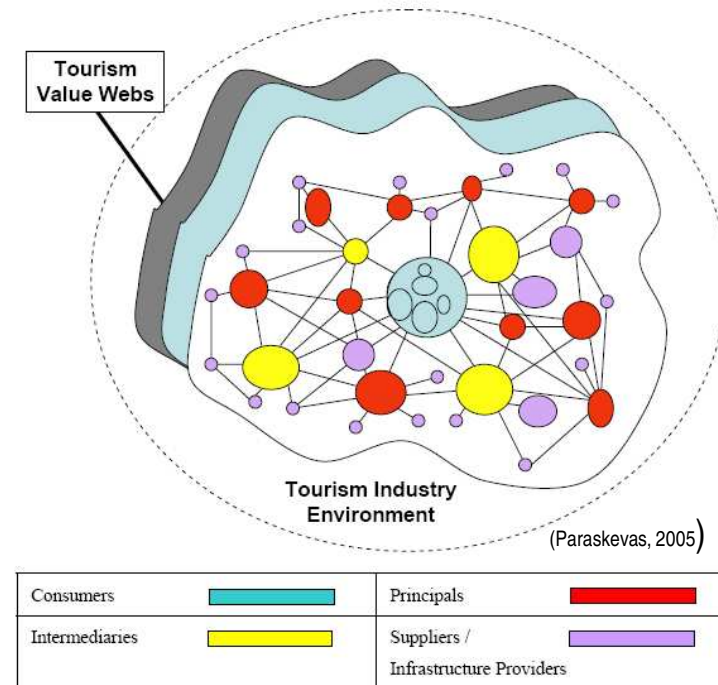
* As identified by Dr. Roger Carter, TEAM
(2005)

Internet and Tourism

- [Internet reality](#)
- New ICT opportunities have to be taken seriously by destination management organisations (DMOs).
- Newmediatrendwatch.com

The impact of the Internet on Tourism

- The Internet has changed the way the players in tourism communicate with each other
 - Anywhere
 - Anytime
 - With everyone
 - Very fast
- The whole tourism industry has been altered by information and communication technologies (ICT).



Challenge for destination



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“The challenge for **destination** organisations is to provide the **ICT systems** that will **enable** them to operate their **complex business relationships** with consumers, product suppliers and market intermediaries in the most efficient and effective way.” (R.Carter, TEAM)



The influence of ICT on destination management

- Be aware /understand what new ICT and Internet enables
- In which fields and how it affects DM
- What needs to be changed
- How influences the customers that interacts with destination through the whole CLC

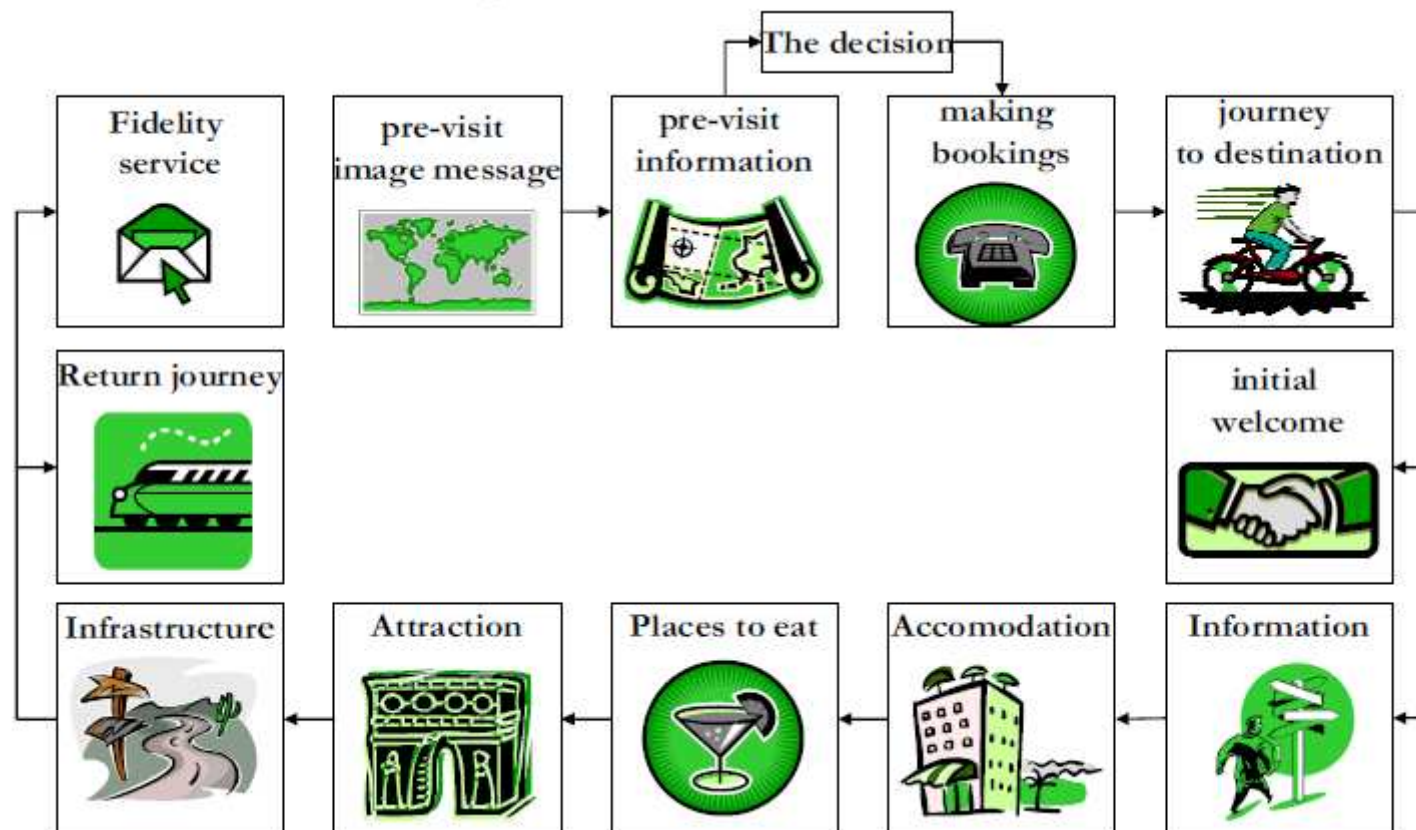
Why managing destination also ONLINE

- Customers from the Slovakia markets increasingly use the Internet and new ICT for searching information about their destination, booking, during and after visit
- Customers also tend to use the newest technologies at a very high level
- Also other destinations are competing and increasingly use the Internet and ICT for their daily activities

Customer Life Cycle /Tourist Value Chain

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What is Destination Management System (DMS)

- No unique DMS definition
- Also defined as Destination Marketing System
- “an interorganizational system that provides travelers and travel counselors with easy access to comprehensive, timely, accurate information on a destination’s facilities, and the option of making reservations” (Chen & Sheldon, 1997)
- Destination Management System (DMS): ICT infrastructure required to support the destination e-business activities (WTO, 2001)

Online marketing as part of destination online activity defined

- A process of growing and promoting an organization using online media.
- It is not just 'building a website' or 'promoting a website'.
- Online advertising, Search engine marketing, Search Engine Optimisation (SEO), E-mail marketing/Newsletters, **Social media** marketing...
- Online branding

Main approaches to getting a DMS

- Ad-hoc, step-by-step
- Planned-----concept of integrated DMS system
 - “off-the-shelf”
 - tailor-made; developed for a DMO
- In practice also the option in between happens😊
- Which approach to choose?

How to plan and implement a DMS (1 of 3)

- Prepare a draft e-Business strategy
- Involve key stakeholders
- Prepare a draft specification of user requirements (!) and functional specifications
- Get the market overview

How to plan and implement a DMS (2 of 3)

- Prepare initial business case analysis and finalise your e-business strategy, user requirements and functional specs
- Prepare technical specifications
- Prepare the tender
- Undertake the tendering process
- Select a system supplier or SW developer

How to plan and implement a DMS (3 of 3)

- Finalise your Business Case analysis
- Put a clear project management structure in place (!)
- Prepare an implementation plan and other specific plans (Training, CM, int/ext communication, PR)
- Control, evaluate, review

DMS critical success factors



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- DMS should be business need-driven (!). *It is important what YOU and your tourism partners want and not what IT supplier offers.*
- Top Management support
- Involve main stakeholders and user group
- Appropriate communication with high level officials and other stakeholders
- Do it step-by-step
- Do not underestimate the importance of balanced knowledge on national and regional/local level

DMS critical success factors



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- A long term vision
- A strong person to lead & manage
- Appropriate training
- Be cautious when dealing with IT suppliers
- Secure the quality, finance and timing
- Be realistic in planning of costs and income
- Do not forget user testing (!)
- A high quality database
- Set a mechanism for implementation, monitoring and evaluation

(Adapted from WTO, 2001)

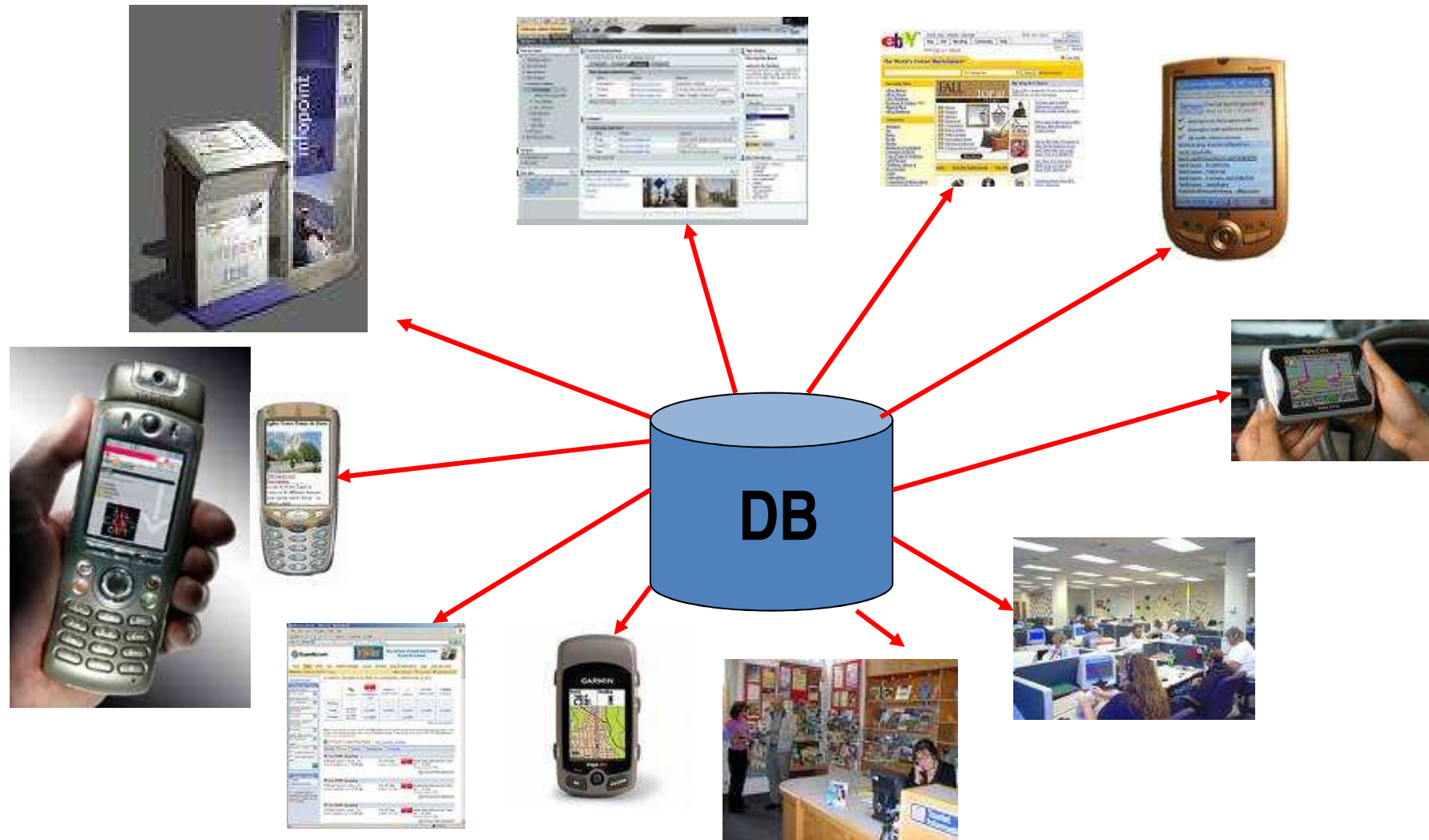
A high-quality joint database is a good starting point for DMS

- DATA & INFORMATION
- Data are put into content management system (CMS)
- Without (quality) content no DMS can succeed.
- Content is the most significant asset of tourism website.
- Great attention should be paid to its development and use.
- Keep in mind:
Single masterdata entry (one CMS-multiple channel distribution-multiple use)

Multi-channel distribution of content

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(User) training is of vital importance.

- National vs. Local level of expertise
- Training programme for all parties involved
- Public presentations
- “Soft”, informal gatherings are also important
- Beginners vs. Advanced
- Use different tools for different levels
- NTO can take over some of financial costs.

DMS is also about (public-private) partnerships.

- Content partnerships
- Advertising partnership; Social Media partnership
- Booking partnership
- Brand collaboration
- (Dynamic) packaging partnership
- ...

Advantages of DMS

- Visibility of the Slovakian tourism on the Internet
- A joint, integrated presentation of the whole of Slovak tourism
- Opportunity for all businesses (also SME) with no or minimum cost to be accessible and visible on the Internet
- Opportunity to be presented through different channels
- Businesses can be quickly found.

Advantages of DMS



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- Consumers have more trust in branded sites (powered by DMOs or NTO/NTA)
- Cross-selling opportunities, the additional promotion and revenue opportunities
- Data can be changed 24hours/day
- The Slovak tourism offer can be “authomatically” shown also on other partner portals and within other marketing or selling systems
- Content can be used also in visitor information centres
- Easy access to business information for business partners and domestic tourism industry (incl. market intelligence)
- DMS can support internal and external communication with all stakeholders and improve efficiency and the effectivity of the activities
- Performance of marketing and business activities can easily be measured

Why working with NTO/LTO? 😊

- Higher (online) visibility
- Synergies
- New or/and more established channels
- Providing content
- Training & knowledge transfer
- However, 😊

What NTO---LTO should provide to private sector

- Set directions and priorities (Slovakia e-business/ online strategy)
- Provide tools
- Transfer of knowledge, best online practices,
- Open new opportunities for private sector
- Enable better negotiation position towards third parties

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The Official Travel Guide by Slovenian Tourist Board

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HOME

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WHERE TO GO


WHERE TO STAY


WHAT TO SEE & DO

TRAVEL

BOOK & BUY

M






With more than 80 ski areas, Slovenia is an excellent winter destination.

Highlights of

European Capital of Culture Kranjska Gora



PREV

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PREV NEXT

In the Spotlight


CHOOSE: ALL NATURE EVENTS



Ljubljana, the capital of Slovenia

Ljubljana Ljubljana is the capital of a state, but it is small and pretty, easy to get around, and full of surprises. While during winter it is its dreamy central European character that prevails, during summer it has a relaxed Mediterranean feel to it. It is remarkable for its rich tradition, youthful vibrancy, cultural creativity, feel for entertainment, and numerous green spaces. Uniqueness wherever you turn Ljubljana has preserved evidence of all the five millennia of its history, ...


[more >](#)



GreenLight WorldFlight


From Slovenia, a Central European country at the juncture of the Alps and the Mediterranean, in the beginning of January 2012, the Virus SW914 ultra light plane has set out on a two-month journey around the world. Weighing merely 290 kilos, this plane, which uses a minimum amount of fuel, was constructed by the Slovenian manufacturer, Pipistrel, a recurrent winner of the NASA award for top energy-efficient planes. Sustainable development in all fields is a priority of Slovenia, ...

[more >](#)



Maribor 2012 - European Capital of Culture

DISCOVER THE DIVERSITY OF THE EUROPEAN CAPITAL OF CULTURE 2012 In 2012, the second largest city of Slovenia, Maribor, proudly bears



Book & Buy

Reservations

Search in:

All Regions

All locations

Arrival:

Case Destination Portoroz

- Viral Video campaign for social media
- Private sector (all hotels) working with local—regional DMO
- Joint decision about the financial investement
 - Budget, channel

[Jump to Portoroz](#)

[Trailer](#)

Case Slovenian online campaign on German market

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The screenshot shows the 'I FEEL SLOVENIA' website in German. The header includes navigation links: 'Green Slovenia', 'ANREISE', 'ERLEBNISSE', 'BROCHÜREN', and 'KARTE'. A large banner image shows a mountain valley with a green banner overlay that reads 'Stempel folgt dem Kauf'. Below the banner are category tabs: 'MITTELMEER', 'AKTIV', 'WELLNESS', and 'STÄDTE'. The main content area features two promotional blocks:

- TRAUMURLAUB IN SLOWENIEN**: A lottery promotion where users win a trip for two people to Slovenia by purchasing a 'JETZT GEWINNEN' (Win Now) ticket. A green circular button with a hand icon says 'Mitmachen und gewinnen!' (Participate and win!).
- Höhle von Postojna**: A section for the Postojna Cave, described as a 'Weltberühmte Sehenswürdigkeit' (World-famous sight).

Below these is a section titled **SLOWENIEN: GRÜN, AKTIV, GESUND** (Slovenia: Green, Active, Healthy), which promotes the country's natural beauty and health benefits. It includes four sub-sections with images and text:

- SLOWENIENS MEDITERRANE GEMÜTLICHKEIT**: Focuses on the Mediterranean climate and coastal towns.
- WANDERLUST, FREIZEIT IM FREISIEGEL UND WERDEN UND**: Promotes hiking and outdoor activities in the mountains.
- THERMENLAND SLOWENIEN**: Highlights the numerous thermal spas and wellness resorts.
- KUR- UND STADTTRIPPS MIT DEM GEMISCHTEN TAG**: Combines spa visits with city tours, mentioning Ljubljana as the capital.

Forming partnerships with most influential sites- FB case

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Wall

- Info
- About me
- Behind The Iron Curtain
- Photos
- Videos
- Notes
- Become an Ambassador
- Free MP3
- Questions

313,958
like this

14,948
talking about this

Likes See All

- ŽUR Z RAZLOGOM
- Space Ibiza
- Futuristični Marketing
- Feel Slovenia
- Carl Cox at Space Ibiza



UMEK

This year Slovenia celebrates its 20th independence anniversary and I'm glad we made it as one of the smallest countries in the world. Below see our legendary 20 year old advertisement. [Feel Slovenia?](#)



Slovenia my country / Slovenija moja dežela
www.youtube.com

Like · Comment · Share · Remove Tag · August 17 at 4:26pm

Samuel Bezan and 307 others like this.

View all 20 comments

Tomek Wodnicki Greetings From Poland!!! :)
August 18 at 12:00pm · Like



Feel Slovenia

Feel the music, feel sLOVENia. Let's put Slovenia on the music map. For love vote Slovenia's No.1 DJ UMEK www.facebook.com/umek.si



Wall Photos

13,180 Impressions · 0.16% Feedback

Like · Comment · Share · August 12 at 1:57pm

Challenges

- Managing destination online presence
- Overcome only own interests
- Working together towards common goal
- Getting motivation of private sector
- Establishing trust
- Product development and story telling
- Integration of destination online and off-line activities
- Awareness & Online expertise

Lessons learnt



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If DM fails , also ,online' struggles

ICT affects DMO

Cooperation & communication

It is about PEOPLE!

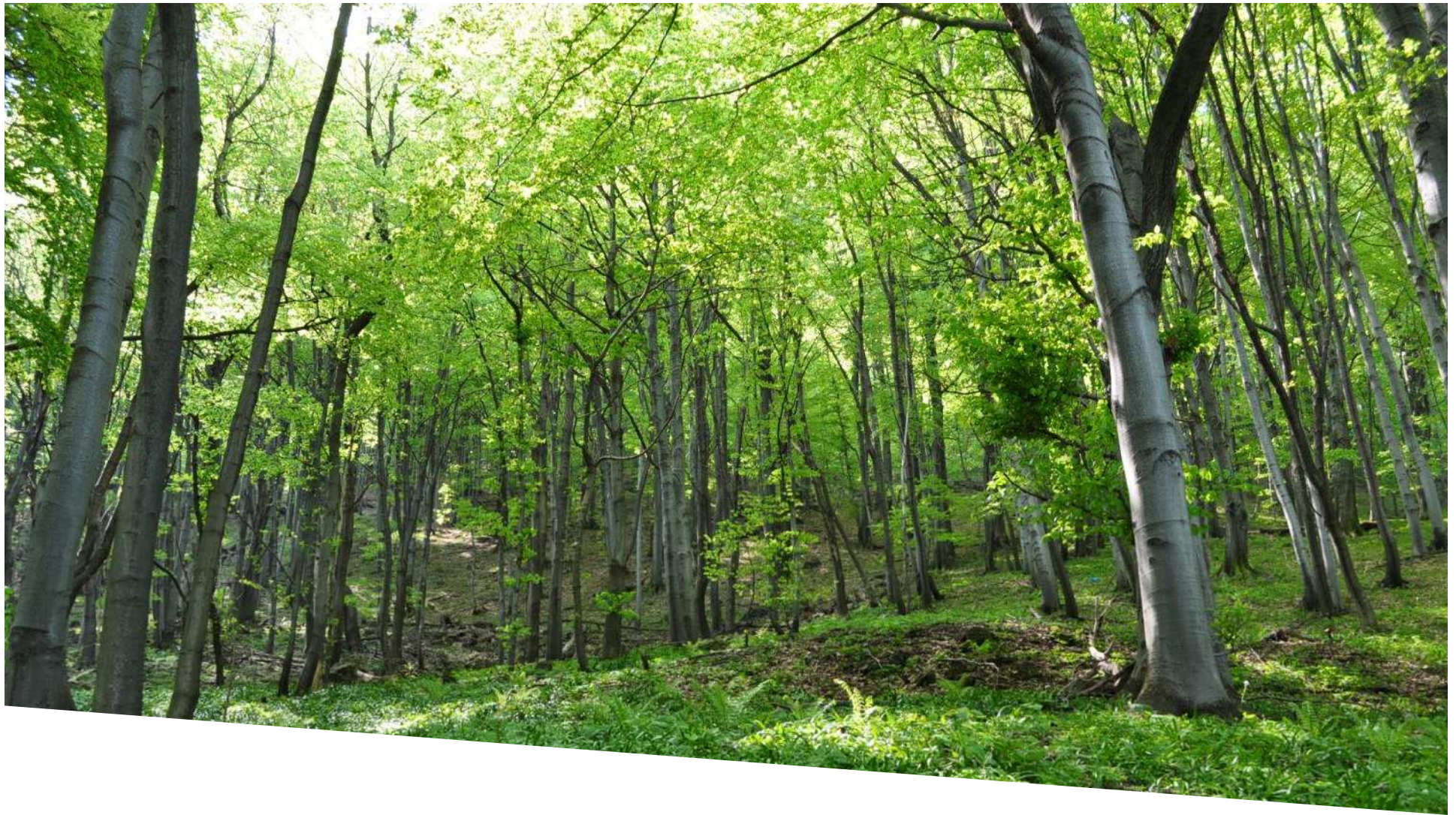
It is about US not me

Poor content – poor outcome

No pain no game😊

Final remarks

- Have a clear vision and goals what to achieve and well planned approach
- Establishment of DMS/online presence/online identity is an evolutionary and learning process for all parties involved
- Start with a good portal.
- Content is still a king
- Make sure that you have an open platform and that your data can be transferred and connected with different channels
- Make sure to integrate the on-line activities with other existing (off-line) activities



Thank you for your attention.

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