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## Managing destination - online perspective

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**ITF Slovakiatur**

**20.1.2012, Bratislava**



**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\*



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- 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

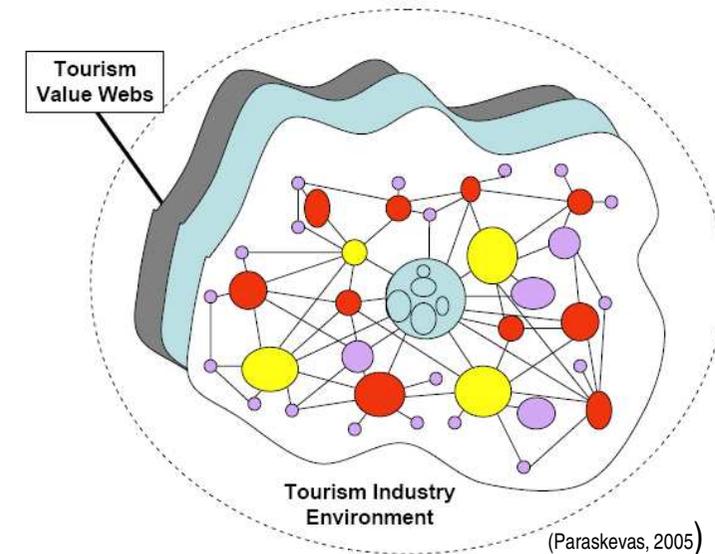


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- [Internet reality](#)
- New ICT opportunities have to be taken seriously by destination management organisations (DMOs).
- [Newmediatrendwatch.com](http://Newmediatrendwatch.com)

# 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).



Consumers		Principals	
Intermediaries		Suppliers / Infrastructure Providers	

# 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



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- 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



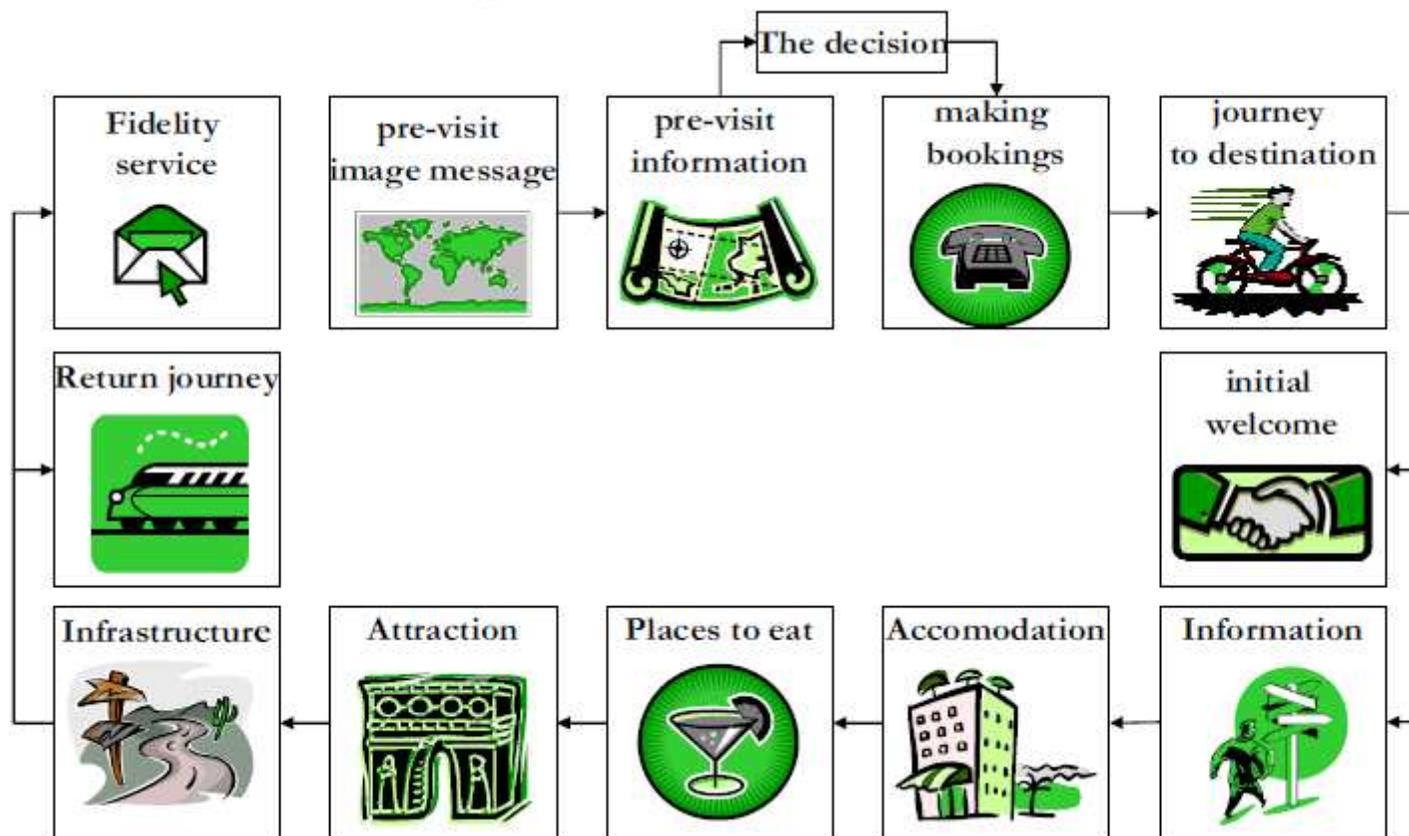
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- Customers from the Slovakia markets increasingly use the Internet and new ICT for searching information about their destination, booking, during and after visit
- Customers also tend to use the newest technologies at a very high level
- Also other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



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- 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)



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- 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)



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- 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



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- 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)



# (User) training is of vital importance.



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- 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.



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

# Advantages of DMS



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- 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 “automatically” 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? 😊



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

# What NTO---LTO should provide to private sector



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- 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

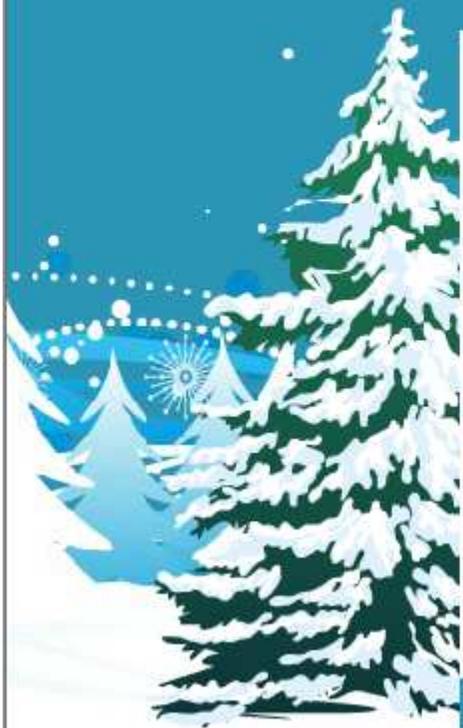


www.slovenia.info  
The Official Travel Guide by Slovenian Tourist Board

Site map Busin



HOME ABOUT SLOVENIA 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 Kranjska Gora



PREV [ ] NEXT

In the Spotlight

CHOOSE: ALL MATURE EVENTS



# Case Destination Portoroz



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- 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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Green Slovenia ANREISE ERLAUBNISPOS BROCHÜREN KARTE

**TRAUMURLAUB IN SLOVENIEN**

Bestimmen Sie eine Route für zwei Personen nach Slowenien und lassen Sie sich von der atemberaubenden Vielfalt im Herzen Europas überzeugen. [JETZT GEWINNEN](#)

**JETZT GEWINNEN**

In diesem Rahmen des beliebten Gewinnspiels sind am 20. September in der Nähe des Spas im Hotel Lipičevski Hotel & Spa, die Gewinner für 3 Tage mit Familienurlaub, Wellnessausflug, kostenloser Radverleih und vieles mehr.

**Mitmachen und gewinnen!**

**Höhle von Postojna**

Weltberühmte Sehenswürdigkeit

**SLOWENIEN: GRÜN, AKTIV, GESUND**

Erleben sie die atemberaubende Vielfalt im Herzen Europas

**SLOWENIENS MEDITERRANE GEMÜTLICHKEIT**

Das Land am Mittelmeer hat eine einzigartige Mischung aus mediterraner Wärme und alpenländischer Schönheit. Die Landschaft ist wunderschön und ganz besonders im Sommer. Die Luft ist klar und die Sonne scheint hell. Das ist Slowenien. Ein Land, das die besten Seiten der Welt vereint.

**WUNDERVOLLER SOMMER IM HERZEN EUROPAS**

Die Natur Sloweniens ist ein wahrer Schatz. Die Landschaft ist wunderschön und ganz besonders im Sommer. Die Luft ist klar und die Sonne scheint hell. Das ist Slowenien. Ein Land, das die besten Seiten der Welt vereint.

**THERMENAUF SLOWENIEN**

Slowenien gilt nicht nur als ein Paradies für Natur- und Wellnessliebhaber, sondern auch als ein Zentrum für Thermalbäder. Die Thermalbäder sind wunderschön und ganz besonders im Sommer. Die Luft ist klar und die Sonne scheint hell. Das ist Slowenien. Ein Land, das die besten Seiten der Welt vereint.

**KUR- UND STÄDTETYPEN MIT DEM GRÜNEN HERZ**

Das Land am Mittelmeer hat eine einzigartige Mischung aus mediterraner Wärme und alpenländischer Schönheit. Die Landschaft ist wunderschön und ganz besonders im Sommer. Die Luft ist klar und die Sonne scheint hell. Das ist Slowenien. Ein Land, das die besten Seiten der Welt vereint.

# Forming partnerships with most influential sites- FB case

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**UMEK**

- 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](http://www.facebook.com/umek.si)



**Wall Photos**

13,180 Impressions · 0.16% Feedback

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

# Challenges



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- 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

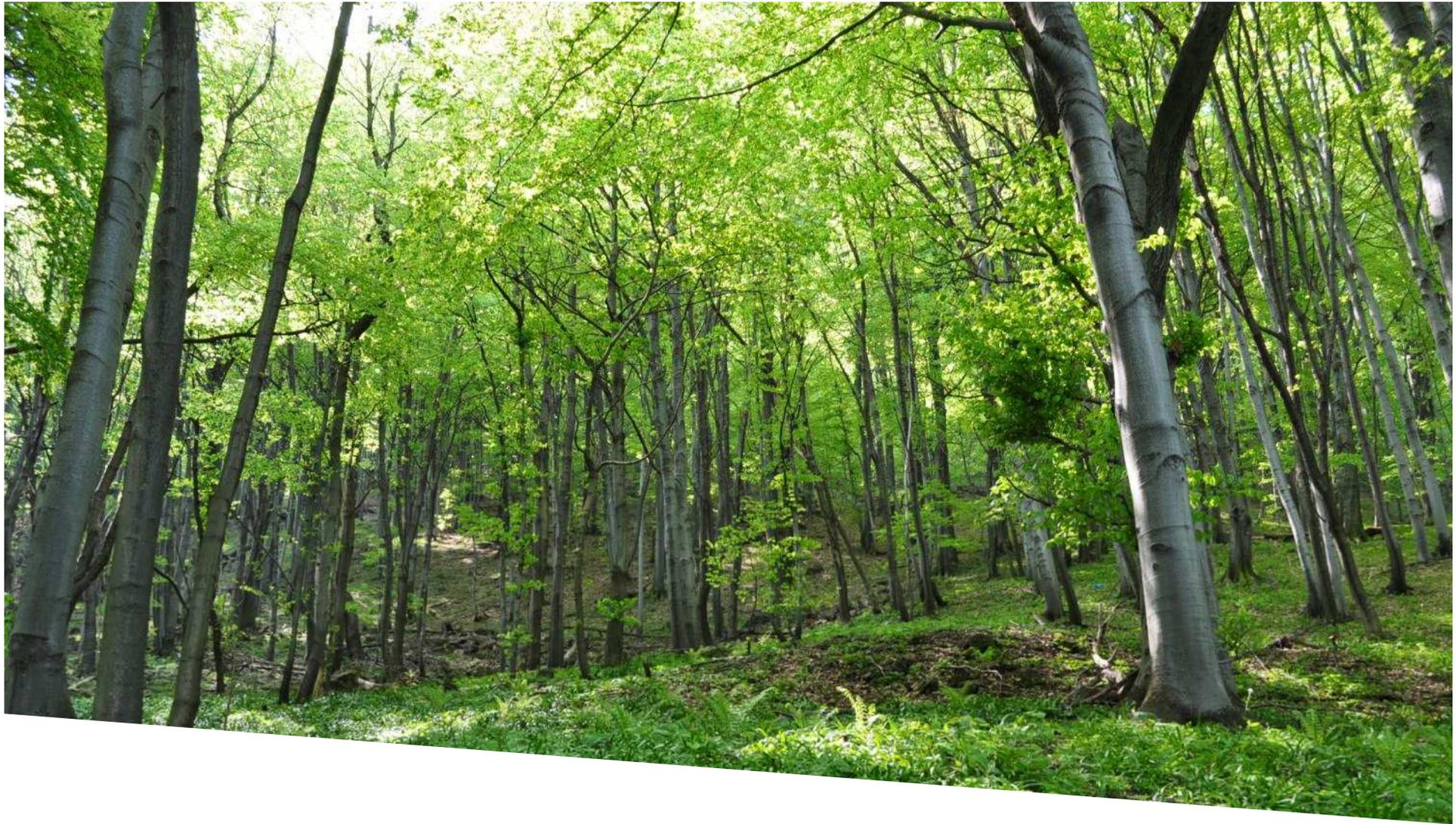
No pain no game😊

# Final remarks



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- 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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*Slovenian Tourist Board*

