Information and Communication Technologies in Tourism
Management Information Systems in Tourism

- **eTourism and Management**
- Management Information Systems (MISs)
  - Case study TourMIS
  - Case study T-MONA
Role and Importance of ICT in Tourism

- ICT usage has an impact on
  - Market structures of the tourism industry
  - Competitive position of market players

- Optimal ICT usage is prerequisite for competitiveness

- Optimal ICT usage requires intellectual and organisational change

*Tourism organisations strongly depend on the strategically right employment of ICT*
Indicators for ICT usage

- Are up-to-date information critical for purchasing or booking?
- Is the choice of products huge and complex?
- Is a price/service comparison with concurrence products important?
- Does the customer tend to fast and spontaneous purchasing decisions?
- Is a precise and prompt booking confirmation important?
- Is a dynamic price determination possible or necessary?
- Can the product attractiveness be increased by additional information?
- Can the customer be contacted directly or only via an intermediary?
- Exists a wide geographical dispersal between suppliers and customers?
Success Factors in the Information Age

Information
Time
Individualisation

Strategy

Tourism as information business

Structure

Fast reaction
Optimisation of business processes
Communication
Cooperation

Culture

Trust
Willingness to change
Teamwork
Customer orientation

(Schertler 1994)
ICT Support

- **Individualisation**
  - ICT systems support product differentiation
    - Detailed product information
    - Flexible & dynamic product creation

- **Reduction of transaction costs**
  - Process optimisation and efficiency increase
  - Disintermediation
  - Concentration and economies of scale

- **Information networks by cooperation**
  - Virtual organisation as information network
  - Economies of scale and flexibility

- **Time and fast reaction**
  - Provision of up-to-date information
  - Reduction of necessary time for search and booking process
Competitive changes by ICT

Bargaining power of suppliers
- ICT enables direct selling (disintermediation)

Bargaining power of customers
- ICT increases market transparency (price comparison)
- ICT reduces customer loyalty

Competitive rivalry between existing organisations
- ICT usage as central success factor

Threat of new entrants
- ICT reduces market entrance barriers
- ICT supports vertical integration

Threat of substitute products
- ICT replaces services of intermediaries (e.g. tour operators or travel agencies)
eBusiness Models & Strategic ICT Use

eBusiness Models in Tourism

- **E-Tailing** (i.e. single hotel website or commission based portal supports customer query, e.g. [www.tiscover.com](http://www.tiscover.com), [www.skistar.com](http://www.skistar.com))

- **Infomediary** (i.e. buyers & sellers gain info and do business, e.g. [www.expedia.com](http://www.expedia.com), [www.travelocity.com](http://www.travelocity.com))

- **Adverstising** (i.e. search engines generate traffic and permit customization, e.g. [www.austria.info](http://www.austria.info))

- **Brokerage** (i.e. market makers)
  - Marketplace exchange (e.g. [www.orbitz.com](http://www.orbitz.com))
  - Demand collection (e.g. [www.priceline.com](http://www.priceline.com))
  - **Auctions** (e.g. [www.ebay.com](http://www.ebay.com))
eBusiness Models & Strategic ICT Use

Strategic ICT Use

- **Value proposition** (tourist’s benefit & role)
- **Management & re-engineering** (cost structure & sources of revenue, resources and assets)
- **Market Value Chain** (linkages to online portals & e-commerce operators, n/r/l PPP)
- **eMarketing** (interaktive meta-market offer → experience customization)
- **ICT investments** (R&D, training, adequacy, TAM)

Inter-firm collaboration networks
eBusiness Adoption and Impact

Organizational Context
- ICT Infrastructure
- ICT Skills
- Perceived Costs
- Perceived Success
- Financial Commitment
- Perceived Competitive Pressure
- Perceived Pressure from Customers

Firm related Context
- Firm Size
- Firm Type

Decision Maker’s Context
- Age
- Education
- Experience
- Risk Propensity

E-Business Intensity-Readiness-Impact Framework (Fuchs et al. 2009)

ICT Use
- Adoption
- Routine

ICT Value
- Impact on Sales
- Impact on Efficiency
- Impact on Customer Satisfaction
- Impact on Business Relationships

E-Business Application

<table>
<thead>
<tr>
<th>e-Business Application</th>
<th>Adoption Share</th>
<th>Usage Intensity (Mean)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution via Online Platforms (OPLA)</td>
<td>96%</td>
<td>1.85</td>
</tr>
<tr>
<td>Online Procurement (PROC)</td>
<td>88%</td>
<td>3.21</td>
</tr>
<tr>
<td>E-Mail-Marketing (EMM)</td>
<td>87%</td>
<td>2.73</td>
</tr>
<tr>
<td>Property Management System (PMS)</td>
<td>78%</td>
<td>2.37</td>
</tr>
<tr>
<td>Costing &amp; Accounting System (CAS)</td>
<td>78%</td>
<td>3.14</td>
</tr>
<tr>
<td>Websites with booking functionality (WBOOK)</td>
<td>68%</td>
<td>2.99</td>
</tr>
<tr>
<td>eCustomer Relationship Management (CRM)</td>
<td>67%</td>
<td>3.08</td>
</tr>
<tr>
<td>Intranet (INTR)</td>
<td>50%</td>
<td>4.00</td>
</tr>
<tr>
<td>Yield Management System (YMS)</td>
<td>42%</td>
<td>4.71</td>
</tr>
<tr>
<td>Enterprise Resource Planning System (ERP)</td>
<td>41%</td>
<td>4.86</td>
</tr>
<tr>
<td>Personal Information System (PIS)</td>
<td>40%</td>
<td>4.76</td>
</tr>
</tbody>
</table>

Online survey (Jan- March 2008)
managers of 3,600 hotels
723 completed questionnaires (20%)
equally distributed over whole of Austria

Are Austria’s hotel managers unable to generate or to recognize efficiency gains from ICT?
Management Information Systems in Tourism

- **eTourism and Management**
- **Management Information Systems (MISs)**
  - Case Study TourMIS
  - Case Study T-MONA
## Management Information Systems

<table>
<thead>
<tr>
<th>Types of Systems</th>
<th>Strategic-Level Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Support Systems (ESS)</td>
<td>5-year sales trend forecasting, 5-year operating budget forecasting</td>
</tr>
<tr>
<td>Management Information Systems (MIS)</td>
<td>Sales management control, Inventory, Annual budgeting</td>
</tr>
<tr>
<td>Decision-Support Systems (DSS)</td>
<td>Capital investment analysis, Contract cost analysis</td>
</tr>
<tr>
<td>Knowledge Work Systems (KWS)</td>
<td>Relocation analysis</td>
</tr>
<tr>
<td>Office Systems</td>
<td>Knowledge-Level Systems</td>
</tr>
<tr>
<td>Transaction Processing Systems (TPS)</td>
<td>Engineering workstations, Graphics workstations</td>
</tr>
<tr>
<td>Sales and Marketing</td>
<td>Knowledge-Level Systems</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>Knowledge-Level Systems</td>
</tr>
<tr>
<td>Finance</td>
<td>Knowledge-Level Systems</td>
</tr>
<tr>
<td>Accounting</td>
<td>Knowledge-Level Systems</td>
</tr>
<tr>
<td>Human Resources</td>
<td>Knowledge-Level Systems</td>
</tr>
</tbody>
</table>
Management Information Systems

- **MIS (Management information system)**
  - Collection, provision and preparation of relevant information for the management
    - eMarket analysis
    - eSatisfaction analysis
    - eCompetition analysis
    - eMarket potential analysis
    - eBenchmarking analysis

- **DSS (Decision support system)**
  - Direct decision support for the management
    - Recommendation of optimal choice of action
    - Calculation of optimal problem solution
      - Simulation, linear programming, etc.
MIS in Tourism

www.austriatourism.com

Home  Service for Travel Experts  Service for the Press  Austrian Facts and Figures  About us

Search

Search term

Contact

Austrian National Tourist Office UK & Ireland

3rd Floor, 9-11 Richmond Buildings
London W1D 3HF

T: +44 20 7440 3620
F: +44 20 7440 3848

B2B Website of the Austrian National Tourist Office

The longing for a holiday in Austria cannot be easily explained, sketched or demonstrated. Our friends, the two penguins Joe & Sally are the manifestation of this desire. They are curious and fascinated by the appeal of discovering a destination and the unknown - the wonderful quality of a truly Austrian experience. Joe and Sally are well-travelled, in fact they have been practically everywhere and seen everything there is to see. Finally, the two are experiencing the wealth of enjoyment Austria has to offer.

Go ahead and discover Austria - the most charming holiday destination!

Vienna Tourist Board - Your Partner in Vienna

Vienna is a city where imperial splendour and a hip modern lifestyle are combined with ease and elegance. The city of bon vivants, which is also famous as the world capital of music, seduces visitors with an intriguing blend of old and new.

Vienna, Austria

Carinthia - Holidays among friends

Carinthia - Austria's southernmost province offers a variety of activities.
The Vienna Tourist Board Online Services for the Tourism Branch

Welcome to the service pages of the Vienna Tourist Board, the official destination marketing agency of the Vienna tourism sector. Our special media service offers journalists a wealth of information for their articles... Tour operators and travel agents worldwide find here tips, facts and statistics relating to their tourism offers and for their marketing efforts, client services, and market entry.

"Vienna News" Press Release
Our electronic press service, "Vienna News," with printable photos available for download appears about once ... more ›
**eSatisfaction Analysis**

**IPA matrix based on self-stated importance**

<table>
<thead>
<tr>
<th>Performance (Satisfaction)</th>
<th>Explicit self-stated Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,6</td>
</tr>
<tr>
<td></td>
<td>3,8</td>
</tr>
<tr>
<td></td>
<td>4,0</td>
</tr>
<tr>
<td></td>
<td>4,2</td>
</tr>
<tr>
<td></td>
<td>4,4</td>
</tr>
<tr>
<td></td>
<td>4,6</td>
</tr>
<tr>
<td></td>
<td>4,8</td>
</tr>
</tbody>
</table>

- **I. Concentrate here**
  - Shopping
  - Attractions (?)

- **II. Keep up the good work**
  - Restaurants

- **III. Low Priority**
  - Culture (?)

- **IV. Possible Overkill**
  - Sports (?)
  - Wellness

Accommodation

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ICT in Tourism © copyright IFITT
eSatisfaction Analysis

Penalty and Reward Indices for Tourist Satisfaction

Indices are standardized regression coefficients
Significance levels  10% *  5% **  1% ***
eSatisfaction Analysis
eBenchmarking Analysis

- **Quality management and improvement technique**
  - 'standard against which something can be measured or judged'
  - Measurement and improvement of an organisation's performance against best in the industry to obtain information about successful practices

- **Benchmarking types according objective**
  - **Performance** benchmarking
    - Product and/or service comparisons (i.e. consumer satisfaction) and analysis of operating statistics
  - **Process** benchmarking
    - Identifies efficient processes from many organisation units that perform similar functions
  - **Strategic** benchmarking
    - Explores industries to identify winning strategies that enabled high-performing companies to be successful
Conventional benchmarking

Loss of destination profile
eBenchmarksing Analysis

DEA-based decision support

Output 1
(e.g. satisfaction
with accommodation)

Output 2
(e.g. satisfaction
with winter sport
facilities)

Destination B

Destination C

Destination D

Destination E

Destination F

Maximal performance

Fuchs/Höpken 2005
eBenchmarking Analysis

<table>
<thead>
<tr>
<th>Improvement Potentials concerning Tourist Satisfaction</th>
<th>Value Chain</th>
<th>Strategic Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Destination</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Winter Sports</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Shopping</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Entertainment</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

Actual | Total Satisfaction with Destination Value Chains | Target
eBenchmarking Analysis

IT framework for DEA-based decision support

Customer data
- Customer profile
- Customer satisfaction

Destination resource data
- Capacity data
- Sales

Data warehouse
- Customer profiles
- Destination profiles
  - Supplier factors
  - Customer factors
  (Factor structure of customer satisfaction)

Decision support system
Interactive DEA-based decision support

DMOs  DMSs  Suppliers

Fuchs/Höpken 2005
Management Information Systems in Tourism

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Research issues for tourism managers

- Significance of tourism within specific destinations or regions/cities
- Changes and trends in travel behaviour
- Optimal market segmentation strategies
- Comparison among destinations
- Evaluation of marketing strategies and business models
- Effectiveness of ICT strategies

Wöber 1998
TourMIS

- **Tourism Management Information System**
  - Electronic delivery of *market research* information and *decision support* tools for the tourism management
  - Provides free and easy access to *tourism statistics*
  - Platform for tourism associations to *exchange* data/information/knowledge
  - Supports the *harmonisation* of tourism statistics
  - Tool to learn about the actual usage of tourism market research information
  - Increases the application of management science models in tourism
Technical Evolution of TourMIS

- **1984** TourMIS installed as mainframe application
- **1990** TourMIS transferred to PC solution
- **1998** TourMIS introduced on the Internet (xBase, preformatted web pages)
- **1999** Technical redesign (SQL server, dynamically generated web pages)
- **2004** > 100,000 queries answered by TourMIS
Framework for Tourism Statistics

Model for tourism statistic data

Definition of Tourism

**Demand**
- Visitors
  - Tourists
  - Same-day visitors
- Other Travellers

**Supply**
- All forms of accommodation
- All paid forms of accommodation
  - Hotels and similar establishments
  - Other paid forms of accommodation
- Unpaid forms of accommodation (VFR)

**Area**
- Arrivals
- (Bed/Room-) Nights
- Expenditures/Revenues

Definition of City

**Scope**
- Objective criteria
  - Size
  - Accommodation capacity
  - Congress facilities
  - Transportation facilities
  - Cultural supply
- Visitors’ perceptions
- City’s self-image

**Area**
- Greater city area
- City trip relevant area

Wöber 1998
Welcome to TourMIS!

TourMIS is a Marketing-Information-System for tourism managers. The major aim of TourMIS is to provide information and decision support for tourism managers and scholars. Therefore, TourMIS provides on-line tourism survey data, as well as various tools to transform data into precious management information.

Technical Components

Data in TourMIS is maintained in form of a relational database. Inserting and maintaining data is done by means of a web-based user interface. All pages in TourMIS are generated dynamically. The hardware is located at the Vienna University of Economics and Business Administration (1090 Vienna, Augasse 2-6, Austria, Europe). Backup is organized daily and saved at a different location.

Hardware
TourMIS currently runs on a Siemens Primergy TX600 Server with four 2.0GHz Intel Xeon CPUs, 4 GB Memory, and 200 GB Hard disc capacity. The operating system is Windows Server 2003.
## Tourism in Austria

### Current reported year (+/- %)

<table>
<thead>
<tr>
<th>Date</th>
<th>Foreign Domestic Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-9/2006</td>
<td>6.134,190 7.8 ↓</td>
</tr>
<tr>
<td>Arrivals</td>
<td>4.170,489 3.2 ↓</td>
</tr>
<tr>
<td>Bednights:</td>
<td>4.795,727 -0.9 ↓</td>
</tr>
<tr>
<td>Styria</td>
<td>7,136,878 -0.1 ↓</td>
</tr>
<tr>
<td>Austria</td>
<td>1,870,504 -0.2 ↓</td>
</tr>
<tr>
<td>Carinthia</td>
<td>10,151,693 -4.1 ↓</td>
</tr>
<tr>
<td>Salzburg</td>
<td>18,637,869 0.8 ↓</td>
</tr>
<tr>
<td>Tyrol</td>
<td>32,993,126 -3.1 ↓</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>6,198,569 -3.2 ↓</td>
</tr>
</tbody>
</table>

### Current summer season (+/- %)

<table>
<thead>
<tr>
<th>Date</th>
<th>Foreign Domestic Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-8/2006</td>
<td>6.134,190 7.8 ↓</td>
</tr>
<tr>
<td>Arrivals</td>
<td>4.170,489 3.2 ↓</td>
</tr>
<tr>
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<td>Salzburg</td>
<td>18,637,869 0.8 ↓</td>
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<tr>
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<td>32,993,126 -3.1 ↓</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>6,198,569 -3.2 ↓</td>
</tr>
</tbody>
</table>

### Last winter season (+/- %)

<table>
<thead>
<tr>
<th>Date</th>
<th>Foreign Domestic Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/05-4/06</td>
<td>6.134,190 7.8 ↓</td>
</tr>
<tr>
<td>Arrivals</td>
<td>4.170,489 3.2 ↓</td>
</tr>
<tr>
<td>Bednights:</td>
<td>4.795,727 -0.9 ↓</td>
</tr>
<tr>
<td>Styria</td>
<td>7,136,878 -0.1 ↓</td>
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<td>Austria</td>
<td>1,870,504 -0.2 ↓</td>
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<td>Carinthia</td>
<td>10,151,693 -4.1 ↓</td>
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<td>Salzburg</td>
<td>18,637,869 0.8 ↓</td>
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<tr>
<td>Tyrol</td>
<td>32,993,126 -3.1 ↓</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>6,198,569 -3.2 ↓</td>
</tr>
</tbody>
</table>

### Provinces

<table>
<thead>
<tr>
<th>Province</th>
<th>Bednights +/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vienna</td>
<td>6134190 7.8 ↓</td>
</tr>
<tr>
<td>Lower Austria</td>
<td>4170489 3.2 ↓</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>4795727 -0.9 ↓</td>
</tr>
<tr>
<td>Styria</td>
<td>7136878 -0.1 ↓</td>
</tr>
<tr>
<td>Burgenland</td>
<td>1870504 -0.2 ↓</td>
</tr>
<tr>
<td>Carinthia</td>
<td>10151693 -4.1 ↓</td>
</tr>
<tr>
<td>Salzburg</td>
<td>18637869 0.8 ↓</td>
</tr>
<tr>
<td>Tyrol</td>
<td>32993126 -3.1 ↓</td>
</tr>
<tr>
<td>Vorarlberg</td>
<td>6198569 -3.2 ↓</td>
</tr>
</tbody>
</table>

### Most important markets

<table>
<thead>
<tr>
<th>Date</th>
<th>Bednights +/- %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>37694094 5.8 ↓</td>
</tr>
<tr>
<td>Austria</td>
<td>23804589 0.9 ↓</td>
</tr>
<tr>
<td>Netherlands</td>
<td>7582540 -1.8 ↓</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3021139 4.0 ↓</td>
</tr>
<tr>
<td>Switzerland</td>
<td>2578154 0.3 ↓</td>
</tr>
<tr>
<td>Italy</td>
<td>2428070 0.4 ↓</td>
</tr>
<tr>
<td>Belgium</td>
<td>2002076 -0.7 ↓</td>
</tr>
<tr>
<td>France</td>
<td>1390275 4.3 ↓</td>
</tr>
<tr>
<td>Denmark</td>
<td>1196148 12.6 ↓</td>
</tr>
<tr>
<td>Hungary</td>
<td>1441480 9.2 ↓</td>
</tr>
<tr>
<td>United States</td>
<td>1053228 7.7 ↓</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>1000093 10.2 ↓</td>
</tr>
<tr>
<td>Poland</td>
<td>730650 8.0 ↓</td>
</tr>
<tr>
<td>Sweden</td>
<td>618984 4.0 ↓</td>
</tr>
<tr>
<td>Russia</td>
<td>513700 19.1 ↓</td>
</tr>
<tr>
<td>Spain</td>
<td>469392 5.8 ↓</td>
</tr>
<tr>
<td>Japan</td>
<td>359114 -2.0 ↓</td>
</tr>
<tr>
<td>Croatia</td>
<td>268991 12.8 ↓</td>
</tr>
<tr>
<td>Ireland</td>
<td>267072 31.9 ↓</td>
</tr>
<tr>
<td>Romania</td>
<td>235587 55.1 ↓</td>
</tr>
<tr>
<td>Arab countries in Asia</td>
<td>231419 11.3 ↓</td>
</tr>
<tr>
<td>Luxembourg</td>
<td>211418 4.4 ↓</td>
</tr>
<tr>
<td>Finland</td>
<td>202290 0.3 ↓</td>
</tr>
<tr>
<td>Australia</td>
<td>201576 8.8 ↓</td>
</tr>
</tbody>
</table>

### Accommodation

<table>
<thead>
<tr>
<th>Date</th>
<th>Bednights +/- %</th>
<th>Occupancy (1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>January - August 2006</td>
<td>92,141,655 -1.1 ↓</td>
<td>33.3 %</td>
</tr>
</tbody>
</table>

1. All forms of accommodation

---

**Tourism in Europe**

- Latest Trends
- Nights & arrivals

**City tourism in Europe**

- Latest Trends
- Nights & arrivals

**Tourism in Austria**

- Latest Trends
- Nights & arrivals
- Austrian visitor survey
- Attractions & sights

---

**TourMIS Resources**

- TourMIS white paper
- Data Input Manual (for ECT and ETC members)
- Eurocity Manual
- Development of demand for TourMIS tables & graphs
- Excel data upload form for ETC members
- Excel data upload form for ETC members

---

**Österreich Werbung**

B2C: [www.austria.info](http://www.austria.info)
B2B: [www.austriatourism.com](http://www.austriatourism.com)
Nights & Arrivals

Tourism in Austria >> Nights and arrivals

- Monthly data
- Seasonal data
- Annual data
- Special

- Arrivals/bedrights of all markets in one destination
- Arrivals/bedrights by destinations
- Development of arrivals or bednights by destinations
- Time series of nights or arrivals (+graph)
- Development of average length of stay in one destination (+graph)
- Arrivals/bedrights of one generating country by type of accommodation and Austrian provinces
- Competitive analysis of Austrian provinces
- City tourism in Austria
- Development of city tourism in Austria

Tour MIS Resources
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- Excel data upload form for ECT members

Österreich Werbung
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- Attractions & sights
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Tourism in Austria >> Nights and arrivals

- Monthly data
- Seasonal data
- Annual data
- Special

- Arrivals/bednights of all markets in one destination
- Arrivals/bednights by destinations
- Development of arrivals or bednights by destinations
- Time series of nights or arrivals (+graph)
- Development of average length of stay in one destination (+graph)
- Arrivals/bednights of one generating country by type of accommodation and Austrian provinces
- Competitive analysis of Austrian provinces
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- Development of city tourism in Austria

Accommodation: All forms of accommodation
Destination: Austria
Year: 2006

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---

#### Official statistics of the Austrian National Statistical Office (Annual data)

**Destination: Austria**

**Period: 2006 (January-August)**

<table>
<thead>
<tr>
<th>Market/origin</th>
<th>Arrivals absolute</th>
<th>Arrivals % p.y.</th>
<th>Bednights absolute</th>
<th>Bednights % p.y.</th>
<th>Duration of stay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total foreign and domestic</td>
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<td>Total foreign</td>
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<tr>
<td>therefrom EU countries</td>
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<tr>
<td>Austria without Vienna</td>
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Official statistics of the Austrian National Statistical Office (Annual data)
Content: Bednights
Destination: Austria
Market/origin: Total foreign and domestic
Period: 1973 - 2006

<table>
<thead>
<tr>
<th>Period</th>
<th>Bednights absolute</th>
<th>% p.y.</th>
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<td>1979</td>
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Total foreign and domestic in Austria
Nights & Arrivals - Benchmarking

Tourism in Austria >> Nights and arrivals

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- Development of arrivals or bednights by destinations
- Time series of nights or arrivals (+graph)
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### Official statistics of the Austrian National Statistical Office (Annual data)

Competitive analysis for Tirol based on Bednights in all forms of accommodation
Period: 2006 (January-August)

<table>
<thead>
<tr>
<th>MarketOrigin</th>
<th>Bednights</th>
<th>Tirol</th>
<th>Guestmix</th>
<th>Marketshare (2)</th>
<th>Benchmark (1)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>absolute</td>
<td>% p.y.</td>
<td>share %</td>
<td>in % +/- p.y. (3)</td>
<td>absolute</td>
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<tr>
<td>Sorted by significance</td>
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</tr>
<tr>
<td>Total foreign &amp; domestic</td>
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<td>11.0</td>
<td>-0.1</td>
</tr>
<tr>
<td>Austria without Vienna</td>
<td>2,012,030</td>
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<td>6.1</td>
<td>11.5</td>
<td>0.2</td>
</tr>
<tr>
<td>Vienna</td>
<td>610,094</td>
<td>-10.5</td>
<td>1.0</td>
<td>9.7</td>
<td>-1.1</td>
</tr>
<tr>
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<td>52.1</td>
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<td>Netherlands</td>
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<td>0.4</td>
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<td>52.1</td>
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<td>Belgium</td>
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<td>Italy</td>
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<td>34.0</td>
<td>-1.8</td>
</tr>
<tr>
<td>France</td>
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<td>2.3</td>
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Tourism in Austria >> Nights and arrivals

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- Excel data upload form for ETC members

Destinations: Tirol

Content: Bednights

Accommodation: All forms of accommodation

Year: 2006

Benchmarking partners: Austrian provinces

- Burgenland
- Carinthia
- Lower Austria
- Salzburg
- Styria
- Tirol
- Upper Austria
- Vienna
- Vorarlberg

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<table>
<thead>
<tr>
<th>Marketorigin</th>
<th>Bednights</th>
<th>Guestmix</th>
<th>Marketshare (2)</th>
<th>Benchmark (1)</th>
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<tbody>
<tr>
<td></td>
<td>absolute</td>
<td>% p.y.</td>
<td>% share</td>
<td>% +/- p.y. (3)</td>
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<tr>
<td>Total foreign &amp; domestic</td>
<td>32,993,136</td>
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<td>100.0 177.0</td>
<td>-7.1 18,637,869</td>
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<td>Total foreign</td>
<td>30,571,012</td>
<td>-3.3</td>
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<tr>
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<td>Lower Austria</td>
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<td>0.6</td>
<td>1.6 51.1</td>
<td>0.8 1,014,441</td>
</tr>
<tr>
<td>Denmark</td>
<td>499,020</td>
<td>9.9</td>
<td>1.5 97.3</td>
<td>-6.5 513,210</td>
</tr>
<tr>
<td>Upper Austria</td>
<td>432,211</td>
<td>2.4</td>
<td>1.3 62.1</td>
<td>1.8 695,711</td>
</tr>
<tr>
<td>Tirol</td>
<td>354,513</td>
<td>5.5</td>
<td>1.1 177.3</td>
<td>13.1 199,991</td>
</tr>
<tr>
<td>Czech Rep.</td>
<td>286,044</td>
<td>7.0</td>
<td>0.9 86.5</td>
<td>-4.9 330,650</td>
</tr>
<tr>
<td>Poland</td>
<td>280,837</td>
<td>11.8</td>
<td>0.9 137.2</td>
<td>11.2 204,758</td>
</tr>
</tbody>
</table>
Attractions & Sights

Tourism in Austria >> Visitors to attractions

- Availability
- Annual data

- Number of visitors in all attractions/sights (comparison)
- All information for one attraction/sight
- Development of an attraction/sight (incl. graph)

Attractions in the province

- Burgenland
- Carinthia
- Lower Austria
- Salzburg
- Styria
- Tyrol
- Upper Austria
- Vienna
- Vorarlberg

Type of attraction

- All
- Entertainment
- Culture
- Tradition
- Landscape and buildings

Form of experience

Type of information sorted

- Total number of visitors

Year

- 2005

OK
## Attractions & Sights

### About TourMIS
- Sponsors and partners
- Guestbook
- Related links
- Logoff
- Edit user profile
- TourMIS access statistics

### Tourism in Europe
- Latest Trends
- Nights & arrivals

### City tourism in Europe
- Latest Trends
- Nights & arrivals

### Tourism in Austria
- Latest Trends
- Nights & arrivals
- Austrian visitor survey
- Attractions & sights

### TourMIS Resources
- TourMIS white paper
- Data Input Manual (for ECT and ETC members)
- Flexity Manual
- Development of demand for TourMIS tables & graphs
- Excel data upload form for ECT members
- Excel data upload form for ECT members

### Österreich Werbung
- B2C: [www.austria.info](http://www.austria.info)
- B2B: [www.austriatourism.com](http://www.austriatourism.com)

### Table: SEH-J1

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Province number of visitors</th>
<th>% p.p.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swarovski Kristallwelten, Wattens</td>
<td>Tirol</td>
<td>680,000</td>
</tr>
<tr>
<td>Alpenzoo, Innsbruck</td>
<td>Tirol</td>
<td>234,488</td>
</tr>
<tr>
<td>Heimatmuseum / Festung Kufstein</td>
<td>Tirol</td>
<td>152,920</td>
</tr>
<tr>
<td>Bergisel Besucher Skisprungs Stadion</td>
<td>Tirol</td>
<td>140,000</td>
</tr>
<tr>
<td>Hofkirche, Innsbruck</td>
<td>Tirol</td>
<td>136,859</td>
</tr>
<tr>
<td>Hofburg, Innsbruck</td>
<td>Tirol</td>
<td>100,082</td>
</tr>
<tr>
<td>Schloß Ambras, Innsbruck</td>
<td>Tirol</td>
<td>97,902</td>
</tr>
<tr>
<td>Stadtturm Innsbruck</td>
<td>Tirol</td>
<td>86,256</td>
</tr>
<tr>
<td>Tiroler Volkskunstmuseum, Innsbruck</td>
<td>Tirol</td>
<td>81,542</td>
</tr>
<tr>
<td>Silberbergwerk, Schwaz</td>
<td>Tirol</td>
<td>75,275</td>
</tr>
<tr>
<td>Museum Tiroler Bauenhöfe - Kramsach</td>
<td>Tirol</td>
<td>72,033</td>
</tr>
<tr>
<td>Riesengrundgemäde, Innsbruck</td>
<td>Tirol</td>
<td>63,265</td>
</tr>
<tr>
<td>Schloß Tatzelkai, Stams</td>
<td>Tirol</td>
<td>63,074</td>
</tr>
<tr>
<td>Tiroler Landesmuseum Ferdinandeum, Innsbruck</td>
<td>Tirol</td>
<td>41,636</td>
</tr>
<tr>
<td>Shift Stams</td>
<td>Tirol</td>
<td>30,504</td>
</tr>
<tr>
<td>Bergisel - Kaiserjägermuseum</td>
<td>Tirol</td>
<td>27,000</td>
</tr>
<tr>
<td>Museum Maximilianum, Innsbruck</td>
<td>Tirol</td>
<td>22,819</td>
</tr>
<tr>
<td>Burg Haseq mit Münzerturm Hall (1)</td>
<td>Tirol</td>
<td>22,743</td>
</tr>
<tr>
<td>Zeughaus, Innsbruck</td>
<td>Tirol</td>
<td>18,427</td>
</tr>
<tr>
<td>Haus der Volke</td>
<td>Tirol</td>
<td>5,190</td>
</tr>
</tbody>
</table>

**Total**: 2,151,616  
**% p.p.**: -3.5

### Notes:
- (1) no data available for 2003 and 2004

© W/ITFIT [http://www.tourmis.info](http://www.tourmis.info)
Attractions & Sights

Tourism in Europe
- Latest Trends
- Nights & arrivals

City tourism in Europe
- Latest Trends
- Nights & arrivals

Tourism in Austria
- Latest Trends
- Nights & arrivals
- Austrian visitor survey
- Attractions & sights

number of visitors 1981 - 2005

<table>
<thead>
<tr>
<th>Period</th>
<th>absolute</th>
<th>% p.y.</th>
<th>n</th>
<th>absolute</th>
<th>% p.y.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981</td>
<td>-2.0</td>
<td>40,794,501</td>
<td>4.3</td>
<td>40,794,501</td>
<td>4.3</td>
</tr>
<tr>
<td>1982</td>
<td>-13.6</td>
<td>40,637,927</td>
<td>-0.4</td>
<td>39,697,962</td>
<td>-2.2</td>
</tr>
<tr>
<td>1983</td>
<td></td>
<td>39,792,859</td>
<td>0.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1984</td>
<td>-7.6</td>
<td>38,793,982</td>
<td>-2.5</td>
<td>39,044,025</td>
<td>0.6</td>
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<tr>
<td>1985</td>
<td>11.0</td>
<td>38,843,297</td>
<td>0.5</td>
<td></td>
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<tr>
<td>1986</td>
<td>2.0</td>
<td>39,120,575</td>
<td>0.7</td>
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<td></td>
</tr>
</tbody>
</table>

Swarovski Kristallwelten, Wattens (SEH0085)
Type of attraction: Company/precinct exhibitions/tours
Form of experience: Entertainment

number of visitors 1981 - 2005

- Swarovski Kristallwelten, Wattens
- Benchmark
Management Information Systems in Tourism

- eTourism and Management
- Management Information Systems (MISs)
  - Case Study TourMIS
  - Case Study T-MONA
T-MONA

- T-MONA – MIS for tourism
  - Online management & domain information system for the tourism decision-maker
  - Partners: Österreich Werbung, RTOs, destinations, Statistik Austria
  - Collection and preparation of information about organisations, municipalities, destinations, the market (customers/guests)
  - Anonym or open benchmarking on different levels
  - Aggregated domain figures for regional or national organisations
  - Latest reports and statistics
  - ASP solution: Access via Internet – no local software
Technical Overview

- Apache webserver (http requests)
- Webserver Jetty (mod_proxi) [www.mortbay.org](http://www.mortbay.org)
- Application server Helma [www.helma.org](http://www.helma.org)
- mySQL database
T-MONA Data Model

- **SAMON**
  - Customer satisfaction data
- **YEARLY SURVEY**
  - Balance figures
- **TREND-MONITOR**
  - Indicators
- **SURVEY**
  - Survey variables
- **SCOBE**
  - Balance & customer figures, indicators
- **REPORT**
  - Calculations
- **MEMBER**
  - Basic data
- **CUSTOMER**
  - Customer data

**Data transfer**
- Creates
- Enters data
- Offers database
- Gets
- Creates customer
- Enters data

**Aggregation**

**Offers database**
Data Collection

- **Guest surveys in Austria**
  - Guest profile
  - Travel motives
  - Information and booking behaviour
  - Activities
  - Satisfaction
  - Re-visit intention
  - Recommendation intention
  - Expenditures

- **Weighting of results**
  - Based on figures of Statistik Austria
    - Region, destination of origin, accommodation type, season
Guest Typology of a Destination

<table>
<thead>
<tr>
<th>Typologie</th>
<th>Wander-frischler</th>
<th>Wander-Urlauber</th>
<th>Aktiver Bade-Urlauber</th>
<th>Sport/Aktiv-Urlauber</th>
<th>Wellness-Urlauber</th>
<th>Sun &amp; Beach</th>
<th>Städte- u. Kultur-Urlauber</th>
<th>Nichts-Tuer</th>
<th>Σ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typologie</td>
<td>15%</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td>13%</td>
<td>10%</td>
<td>628</td>
</tr>
</tbody>
</table>

- Wander-frischler
- Wander-Urlauber
- Aktiver Bade-Urlauber
- Sport/Aktiv-Urlauber
- Wellness-Urlauber
- Sun & Beach
- Städte- u. Kultur-Urlauber
- Nichts-Tuer
Guest Satisfaction

Gesamtzufriedenheit & Weiterempfehlung

Optionen > INFO
--Filter--
--Segmentierung--
Gesamtwert

868: Bergregionen
872: ohne Städtet
873: Regionale Inklusivkarte
876: Wellness-/Gesundheitsreise
874: Reine Bergregionen
870: Alpiner Wellnessdestination
879: -- Nächten gesamt
881: 700.000 - 1.500.000
883: -- Nächten im Sommer --
885: 400.000 - 800.000
887: -- Nächten im Winter --

Daten im Vergleich
2110 Werte / 16 Destinationen

Gesamtzufriedenheit
*Ang. in Destination
*Unterkunft insg.
*Gastro insg.
Öffnungszeiten insg.
PLV insg.
Weiterempfehlung

eigene Daten
477 Werte

gesamt
Destination Positioning

Perceptual map: charming or hospitable

- Hospitable  ++
- -
- -
- -
-- Charming ++

imo-Region