



Prof. Dr. Wolfgang Georg Arlt  
International Tourism Management



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## **ITM Bachelor 1. Sem**

### **8029: Introduction International Tourism Management**

DEMAND SIDE:

**Parts of product as viewed by demand side:**  
**Preparation-Travel-Aftermath**

**After the tour is before the tour**

#### **Aftermath**

Media: Souvenirs, Postcards, Photos - already discussed

Presentation of Media:

From DIAABEND to MMS



SK Telecom in Korea started a printing service which accept [MMS](#) picture.



The [printing](#) service MyFunPic is a vending machine like self service station. It do not accept photo through bluetooth or infrared, but the old MMS method. The machine itself has a number that let customer send their mms picture to it. Extra photo frame can be added to the original picture at your preference. 1 print will cost about 1 USD.

Production of media: Three kinds of souvenirs known since several thousand years:

<ul style="list-style-type: none"> <li>• Objects not made as a souvenir</li> </ul>	
<ul style="list-style-type: none"> <li>• Objects (pretending) not to be made as a souvenir</li> </ul>	
<ul style="list-style-type: none"> <li>• Objects made as a souvenir</li> </ul>	

Who is producing souvenirs and why?

Souvenir production as an end in itself



Claude Lorrain (1600-1682) Flight to Egypt



Souvenirs with several objectives



Souvenirs with "non-souvenir" objectives

Aftermath as important part of tourism product:

- Development of regular customers base
- Word of Mouth
- Word of Mouse

**NEW CONSUMER FORCE Internet 2.0:**

- Peer group reviews: Example <http://en.venere.com/>

hotels > Italy hotels > Venice hotels > San Marco, Venice > hotel luna baglioni > reservation



**venere.com**

BOOKINGS Mon Sat / 9am - 20pm TOLL FREE 00800 83 63 73 00 0039 09 19 71 99 96

Your reservations | Help | Add your hotel

**Hotel Luna Baglioni - Venice** ★★★★★

Calle Larga dell'Ascensione 1243 - San Marco - 30100 Venice



Double room from € 198 (Tax included) [Change currency](#)

[more accommodation in Venice](#)

Hotel information | Location | Hotel pictures | Hotel reviews | Hotel policies

Enter the dates of your stay

from   to   2 guests in 1 room

Average guest rating: **9.0** [\( 63 Hotel Reviews \)](#)

Cleanliness of rooms	<input type="text" value="9.7"/>	<b>Edward has stayed here and says:</b> « Pur stay in your hotel was the highlight of our time in Venice. If and when we return, you can be sure we will once again stay at Luna Baglioni. Thanks for...» <i>08 Nov 2005</i> <a href="#">read hotel reviews</a>
Quietness of rooms	<input type="text" value="9.0"/>	
Spaciousness of rooms	<input type="text" value="8.8"/>	
Quality of service provided	<input type="text" value="9.2"/>	
Hotel surroundings	<input type="text" value="9.4"/>	

**HOTEL OVERVIEW**



The exclusive Luna Baglioni Hotel is situated in the heart of Venice, just a few yards from Piazza San Marco and a stone's throw from the city's most important monuments, museums and prestigious boutiques.

The hotel features very elegant furnishings, a refined service and guarantees its guests a delightful stay in beautiful surroundings.

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Enter the dates of your stay

from  to  2 guests in 1 room [SEARCH](#)

**Average guest rating: 9.0**

Cleanliness of rooms	5.7	Edward has stayed here and says: "Fun stay in your hotel was the highlight of our time in Venice. If and when we return, you can be sure we will once again stay at Luna Baglioni. Thanks for..." 08 Nov 2005 <a href="#">read hotel reviews</a>
Quietness of rooms	5.6	
Spaciousness of rooms	5.8	
Quality of service provided	5.2	
Hotel surroundings	5.4	

**HOTEL REVIEWS**

**9.0** Alberto Carneiro, Mature couple, Brazil, Jul 2008  
 The shopping area around the Hotel is great! The best location in town.

**6.1** AM, Single traveller, Australia, Apr 2008  
 Although friendly the staff at times appeared to be going through the motions of doing their job because it was their job. The genuine enthusiasm was, in my opinion missing.

**8.9** John Colman, Young couple, Ireland, Mar 2008  
 The location of the Hotel Luna Baglioni was absolutely perfect. Literally it was only 15 steps to St Marks Square. The room was fabulous (we went for a Junior Suite) and although it was pricey, it was worth every penny. The description, booking, photographs, everything done through Venere was spot on! I would definitely use Venere again.

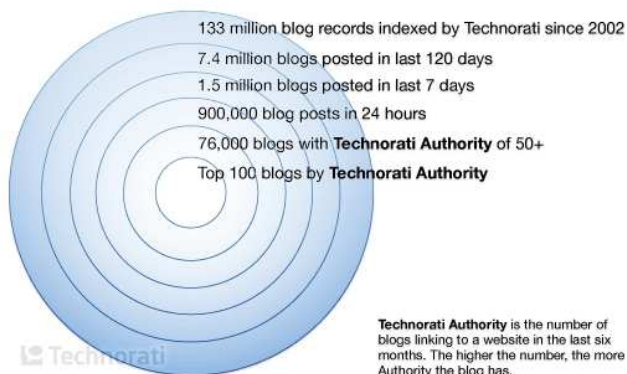
- Blogs

From [www.technorati.com](http://www.technorati.com), the mayor blog search engine, Blogosphere 2008:

Key findings from the report include:

**All Blogs Are Not Created Equal**

Take a quick journey into the size of the Blogosphere



**Blogging is...**

- A truly global phenomenon: Technorati tracked blogs in 81 languages in June 2008, and bloggers responded to our survey from 66 countries across six continents.
- Here to stay: Bloggers have been at it an average of three years and are collectively creating close to one million posts every day. Blogs have representation in top-10 web site lists across all key categories, and have become integral to the media ecosystem.

**Bloggers are...**

- Not a homogenous group: Personal, professional, and corporate bloggers all have differing goals and cover an average of five topics within each blog.
- Savvy and sophisticated: On average, bloggers use five different techniques to drive traffic to their blog. They're using an average of seven publishing tools on their blog and four distinct metrics for measuring success.
- Intensifying their efforts based on positive feedback: Blogging is having an incredibly positive impact on their lives, with bloggers receiving speaking or publishing opportunities, career advancement, and personal satisfaction.

**Blogs are Profitable**

The majority of bloggers we surveyed currently have advertising on their blogs. Among those with advertising, the mean annual investment in their blog is \$1,800, but it's paying off. The mean annual revenue is \$6,000 with \$75K+ in revenue for those with 100,000 or more unique visitors per month. Note: median investment and revenue (which is listed below) is significantly lower. They are also earning CPMs on par with large publishers.

**Global Snapshot of Bloggers**

Demographics	U.S. Bloggers (N=550)	European Bloggers (N=350)	Asian Bloggers (N=173)
Male	57%	73%	73%
Age			
18-34 years old	42%	48%	73%
35+	58%	52%	27%
Single	26%	31%	57%
Employed full-time	56%	53%	45%
Household income >\$75,000	51%	34%	9%
College graduate	74%	67%	69%
Average blogging tenure (months)	35	33	30
Median Annual Investment	\$80	\$15	\$30
Median Annual Revenue	\$200	\$200	\$120
% Blogs with advertising	52%	50%	60%
Average Monthly Unique Visitors	18,000	24,000	26,000

**Segment Snapshot of Bloggers**

Demographics	Personal (N=1015)	Corporate (N=156)	Professional (N=590)	With Advertising (N=695)	No Advertising (N=595)
Male	64%	70%	72%	66%	66%
Age					
18-34 years old	52%	45%	48%	53%	45%
35+	48%	55%	52%	47%	55%
Single	36%	24%	31%	34%	34%
Employed full-time	52%	51%	55%	49%	56%
Household income >\$75k	37%	49%	42%	40%	37%
College graduate	70%	74%	74%	69%	72%
Average blogging tenure (months)	35	35	38	35	33
Median Annual Investment	\$100	\$200	\$150	\$100	0
Median Annual Revenue	\$120	\$250	\$300	\$200	0
% Blogs with Advertising	53%	64%	59%	100%	0%
Average Monthly Unique Visitors	12,000	39,000	44,000	46,000	4,000

- Couchsurfing

[www.couchsurfing.com](http://www.couchsurfing.com)

**How can you influence positively the memories of tourism customers after they returned home using Internet 2.0 features?**



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