Developing Project ideas, I
Tourism recommender for Ohrid

General project outcome:

Designed tourism recommender for Ohrid

Introduction (1)

- Tourism recommender – new sophisticated way for promotion
- Enables travelers and tourists to identify their ideal holiday
- The time has changed!

  → on-line experience has shifted from searching and consuming to creating, connecting and exchanging

- So far, in Macedonia, no tourism recommender at national or local level

Introduction (2)

- Tourism promotion → by web-portals

www.exploringmacedonia.com
www.macedonia-timeless.com
www.go2macedonia.com
www.simplymacedonia.com
www.macedonialovesyou.com
...

www.????????.com
www.???????
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Macedonia

Ohrid

!!! None acts as tourism recommender

Developing project ideas, II
Biljana Petrevska

Introduction

Project aims:

- To obtain knowledge on tourists' preference patterns
- To develop skills for identifying tourists' needs
- To be able to create tourist profile and tourist group
- To understand the necessity of introducing a recommender as a new sophisticated way for tourism promotion
- To develop skills to design applicable web-based platform

Introduction

Project framework:
- Inter-active lectures
- Case study - successfully implemented hybrid recommender
- Guidelines and comments during the sessions
- Consultancy during the exercises

Introduction

Project outcome:

- **Outcome 1:** Identified and created tourist profile
- **Outcome 2:** Developed skills for creating theoretical framework for a recommender.

- **General outcome:** **Designed tourism recommender for the City of Ohrid (partially applicative software module)**

Agenda

10.00–12.30 (Morning session, I)

10.00-10.30_Biljana Petrevska,
<u>Tourist roles preference patterns</u>

10.30-10.50_Exercise 1

10.50-11.15_Presentation of participants' tourist profiles

Agenda

15.00-17.00 (Afternoon session-WORKSHOP)

15.00-16.15_Developing theoretical framework for a recommender

16.15-17.00_ Group presentation of designed recommender for the City of Ohrid

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Tourist roles preference patterns

International Summer School 2013 « Make a difference – Become a CSR EU Leader», Ohrid, Macedonia
10.08.2013

Background materials (1)

- People like to travel
- Tourism - one of the major industries in the world
- Many positive impacts
- Every country is interested in developing tourism
- December 2012
    - 1bln tourists in the world
    - 663.633 tourists in Macedonia
- Yet, increasing the number is not an easy job!

Background materials (2)

- Different needs and motives for travel and tourism
- Countinuis change in preferences
- Different preferences → different personalities → different types/roles

- Identifying tourist type is not an easy job

Project outcome 1 - Step 1

Background materials (3)

- People are intelligent social beings – active players
- They folow, ask and evaluate
  $\rightarrow$ navigate the world socially
- Express social identity in many different ways
  $\rightarrow$ important: belong to a group
- Travel take place together with others, be it strangers or friends

- Important and useful to have knowledge about the tourist group
  Project outcome 1 - Step 2

Background materials (4)

- Not capable to cope with such a huge volume of choice
- Need of advice where to go and what to see
- Recommendations on:
    - Cities to go to
    - Places to visit
    - Attractions to see
    - Events to participate in
    - Options for hotels, restorants, air companies...

TELL ME WHO YOU ARE – I'LL TELL YOU WHERE TO GO!

Background materials (5)

- Information chaos
- Too much information, need for guidance
- Need to know with whom are you dealing with
- Way-out (<u>solution</u>) = personalization of information delivery to each traveller + travel history
- <u>Main idea</u>: to give a suggestion of what item to choose or what action to take!

- Application of a recommender as a promissing way to be different and more competitive

Project outcome 2

Outcome 1:
Identified tourist type

+

Outcome 2:
Developed skills for creating theoretical recommender

=

General outcome:
Designed recommender for Ohrid

Advantages of developing the software-module

- Contributing to:
    - increasing awareness for Ohrid as tourist destination
    - assisting all interested parties in planning their travel on more intelligent way by generating a personalized list of favorable and tailor-made items
    - improving tourism promotion of Ohrid in more qualitative manner
    - underlining the high priority importance of creating this kind of tourism recommender which will consequently enable the city to strengthen its tourism promotion

Introduction (1)

- Vast majority of today's tourists know exactly what are looking for
- Very selective and increasingly demanding
- Have complex, multi-layered desires and needs
- "Postmodern tourists" → specific interests and individual motives
- Often high experienced in travelling and demand perfect tourism product
- Active role in producing diversified tourism products with shorter life cycles enabled by increased usage of the information technology

Introduction (2)

- Variety of roles that a tourist may have in accordance to his travel and tourism preferences
- Whether a traveler/tourist will be interested in something depends on the preferences
- Differences in preferences and attitudes of each tourist contribute to different tourist experiences

- E.g: Why do you travel /go on a vocation?
    - to escape from stress and routine
    - to go and see different places
    - To learn something new
    - To experience high-energy activities

Introduction (3)

- So far, focus only on personal characteristics (age, education, income, place of residence...)
→ Recently, focus on preference data:
  - what a tourist looks for on a trip,
  - his motivations for taking a trip,
  - prior expectations and experiences
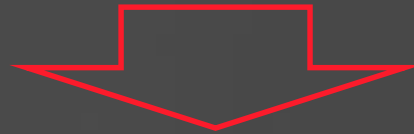
attempt to capture a part from a tourist personality
(inherent desires for leisure travel that control where and how often an individual will travel
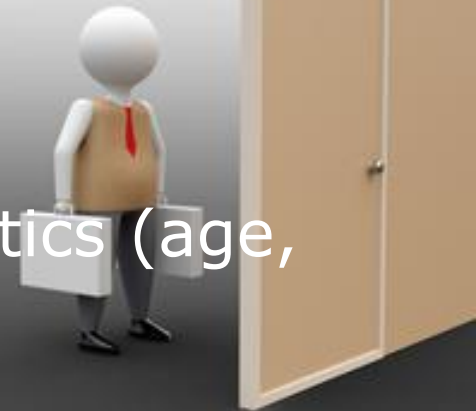
Literature review

- Interests in identifying tourists' needs, expectations and behavior
- Numerous papers discuss tourist roles in order to define their considerable variations
- Many different categorizations
- To understand the psychology of tourists in order to better understand their behavior, what draws them to travel, as well as what draws them to any given destination.
- Generally, the behavior is related to the life course as the leading component for investigating tourist role preferences

Snapshot on
evolution of tourist typology (1)

- Cohen (1972) – four-fold typology
- Plog (1980) – eight categories to define tourists
- Pearce (1982)_fifteen different tourist types
- Gibson and Yannakis (2002)_tested Pearce's conclusions and add two more = 17 tourist types

→ Tourist Roles Preference Scale

Tourist types (Gibson & Yiannakis, 2002)

1 Sun Lover
2 Action Seeker
3 Anthropologist
4 Archeologist
5 Organized Mass Tourist
6 Thrill Seeker
7 Explorer
8 Jet Setter
9 Seeker

10 Independent Mass Tourist
11 Independent Mass Tourist II
12 High Class Tourist
13 Drifter
14 Escapist I
15 Escapist II
16 Sports Lover
17 Educational Tourist

Snapshot on evolution of tourist typology (2)

- Each role describes a possible characteristic that a tourist could possess
- No tourist is believed to possess only one tourist type, but rather may share many different tourist types
- By categorizing tourists is easier to understand exactly what each tourist is interested in and why

TELL ME WHO YOU ARE – I'LL TELL YOU WHERE TO GO!

EXERCISE 1

Identification of tourist needs and preferences

Time: 20'
Role: You have the role of a tourist.
Outcome: Identified own tourist profile.

Instructions: Read carefully the listed questions. According to your travel and tourism preferences, choose appropriate answers.