

2010-11-23

Basic Insight; It's All About People but Technology Gets You Closer

Patrick Horan

Technological University Dublin, patrick.horan@tudublin.ie

Andrew Frew

Queen Margaret College, Edinburgh

Follow this and additional works at: <https://arrow.tudublin.ie/tfschmtcon>



Part of the [E-Commerce Commons](#), [Technology and Innovation Commons](#), and the [Tourism and Travel Commons](#)

Recommended Citation

Moving towards recovery: The National Tourism Conference 2010. National Convention Centre, Dublin, 2010, DOI: 10.21427/D7M46F

This Presentation is brought to you for free and open access by the School of Tourism & Hospitality Management at ARROW@TU Dublin. It has been accepted for inclusion in Conference papers by an authorized administrator of ARROW@TU Dublin. For more information, please contact arrow.admin@tudublin.ie, aisling.coyne@tudublin.ie, vera.kilshaw@tudublin.ie.

THE NATIONAL TOURISM CONFERENCE 2010

MOVING TOWARDS
RECOVERY

THE Convention Centre Dublin
Tuesday 23rd November 2010



Fáilte Ireland
National Tourism Development Authority

**A LITTLE LESS CONVERSATION
A LITTLE MORE ACTION PLEASE...**



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.



Prof. Andrew J Frew

School of Business, Enterprise & Mgmt
Queen Margaret University
Edinburgh
afrew@qmu.ac.uk



Dr. Patrick Horan

College of Arts & Tourism
Dublin Institute of Technology
Dublin
patrick.horan@dit.ie



The National Tourism Conference
November 2010



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.



eTourism Research Group, QMU, Edinburgh, Scotland.



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Business

- Management
- Marketing
- Finance
- HRM
- Procurement

IT / IS

- Systems
- ICT
- Telecommunications

eTourism

Tourism

- Transport
- Travel
- Hospitality
- Leisure
- Heritage



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

eTourism Group Rationale

The pivotal rationale is a desire to undertake ICT work which ultimately leads to better more-informed decision making and supports sustainable tourism development.

We welcome input so if you have any ideas.....





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

The Destination Dashboard

One of the long term aims of the eTourism research group is to build what we call a **destination dashboard**. The Dashboard is akin to an Expert System, we envisage it as a modular software tool supporting destination-driven tourism!

The screenshot displays the VMware Workstation interface with several panels open:

- VMware Guest Status:** A table listing the status of various virtual machines.
- Diagnostics:** A table showing disk usage for different virtual disks.
- Running VMware Guests:** A table listing active virtual machines and their resource usage.
- VMware Host CPU Resources:** A table showing CPU usage for the host and its virtual machines.
- VMware Hosts:** A table listing the physical hosts connected to the workstation.

| Name | IP address | State | Power | Host name |
|------------------|-------------|---------|-------|------------------------|
| Install (2003R4) | 10.10.20.40 | Running | On | win2003r4-1.net8 |
| voctmr | 10.10.20.41 | Running | On | voctmr.net8m.10 |
| update-server | 10.10.20.39 | Running | On | update-server.net8m.10 |
| Windows XP | | Stopped | Off | |
| Linux | | Stopped | Off | |
| Windows 2003 | 10.10.20.40 | Running | On | win2003r4-1.net8 |
| Windows 2003 | 10.10.20.38 | Running | On | adm-ec2745610.net8m |
| Cracker (164) | 10.10.20.44 | Running | On | adm-ec2745610.net8m |
| Cracker (164) | 10.10.20.44 | Running | On | adm-ec2745610.net8m |
| Windows XP | | Stopped | Off | |
| Net | | Stopped | Off | |
| Vista (18) | 10.10.20.47 | Running | On | vista |

| Disk name | VMware host | Free space |
|-------------|-------------|------------|
| datastore1 | host-8 | 6% |
| 10.10.20.10 | host-8 | 15% |
| vmx 1 | host-27 | 54% |
| 1506 | host-27 | 56% |
| datastore3 | host-27 | 51% |

| Name | IP | Host | Status | Config | Ctrl | Power |
|---------------|-------------|---------|---------|---------|---------|---------|
| Cracker (164) | 10.10.20.43 | host-27 | Running | Running | Running | Running |
| voctmr | 10.10.20.41 | host-27 | Running | Running | Running | Running |
| update-server | 10.10.20.39 | host-8 | Running | Running | Running | Running |
| Server (164) | 10.10.20.40 | host-27 | Running | Running | Running | Running |
| Cracker (164) | 10.10.20.44 | host-27 | Running | Running | Running | Running |
| Cracker (164) | 10.10.20.44 | host-27 | Running | Running | Running | Running |
| Cracker (164) | 10.10.20.50 | host-27 | Running | Running | Running | Running |

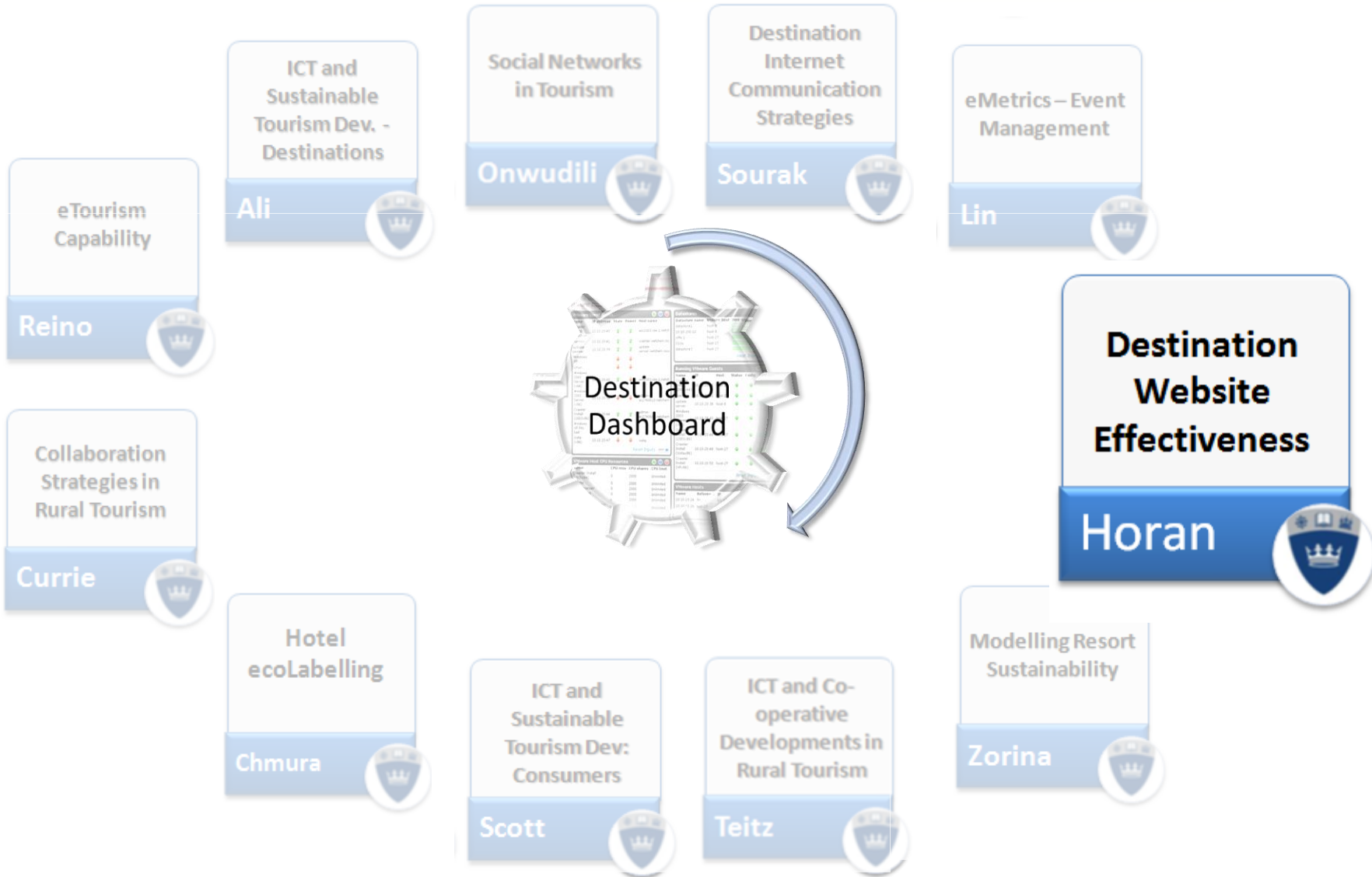
| Name | CPUs | CPU shares | CPUs limit |
|---------------------------|------|------------|------------|
| Cracker Install (2003R4) | 0 | 2000 | Unlimited |
| voctmr | 0 | 2000 | Unlimited |
| update-server | 0 | 2000 | Unlimited |
| Windows XP | 0 | 2000 | Unlimited |
| Linux | 0 | 2000 | Unlimited |
| Windows 2003 Server (164) | 0 | 2000 | Unlimited |
| Windows 2003 Server (164) | 0 | 2000 | Unlimited |
| Windows Install (164) | 0 | 2000 | Unlimited |

| Name | Reference | IP | Config | Status |
|-------------|-----------|-------------|---------|---------|
| 10.10.10.24 | host-8 | 10.10.10.24 | Running | Running |
| 10.10.10.26 | host-27 | 10.10.10.26 | Running | Running |



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

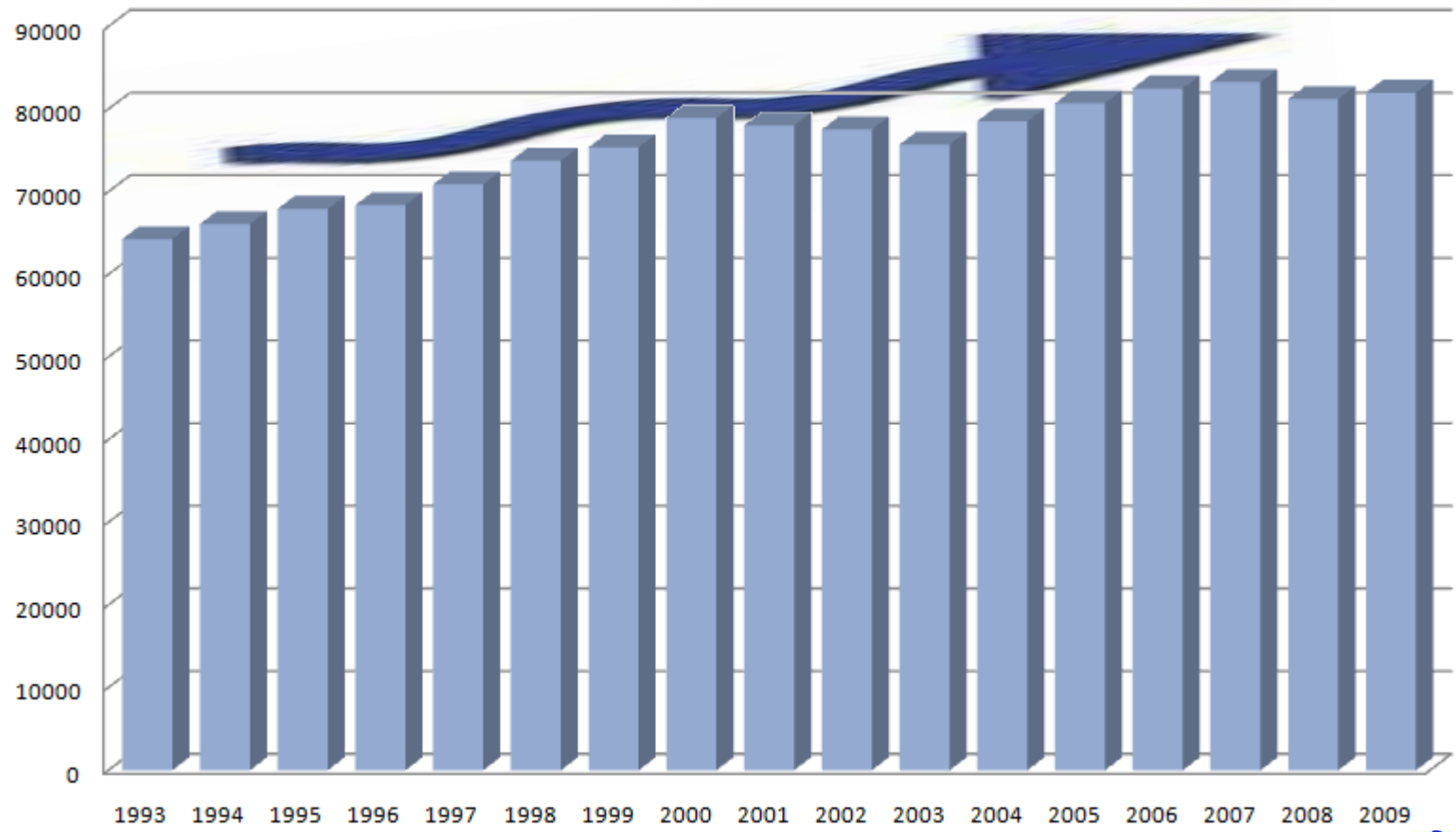




Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Worldwide Direct Tourism Employment ('000)

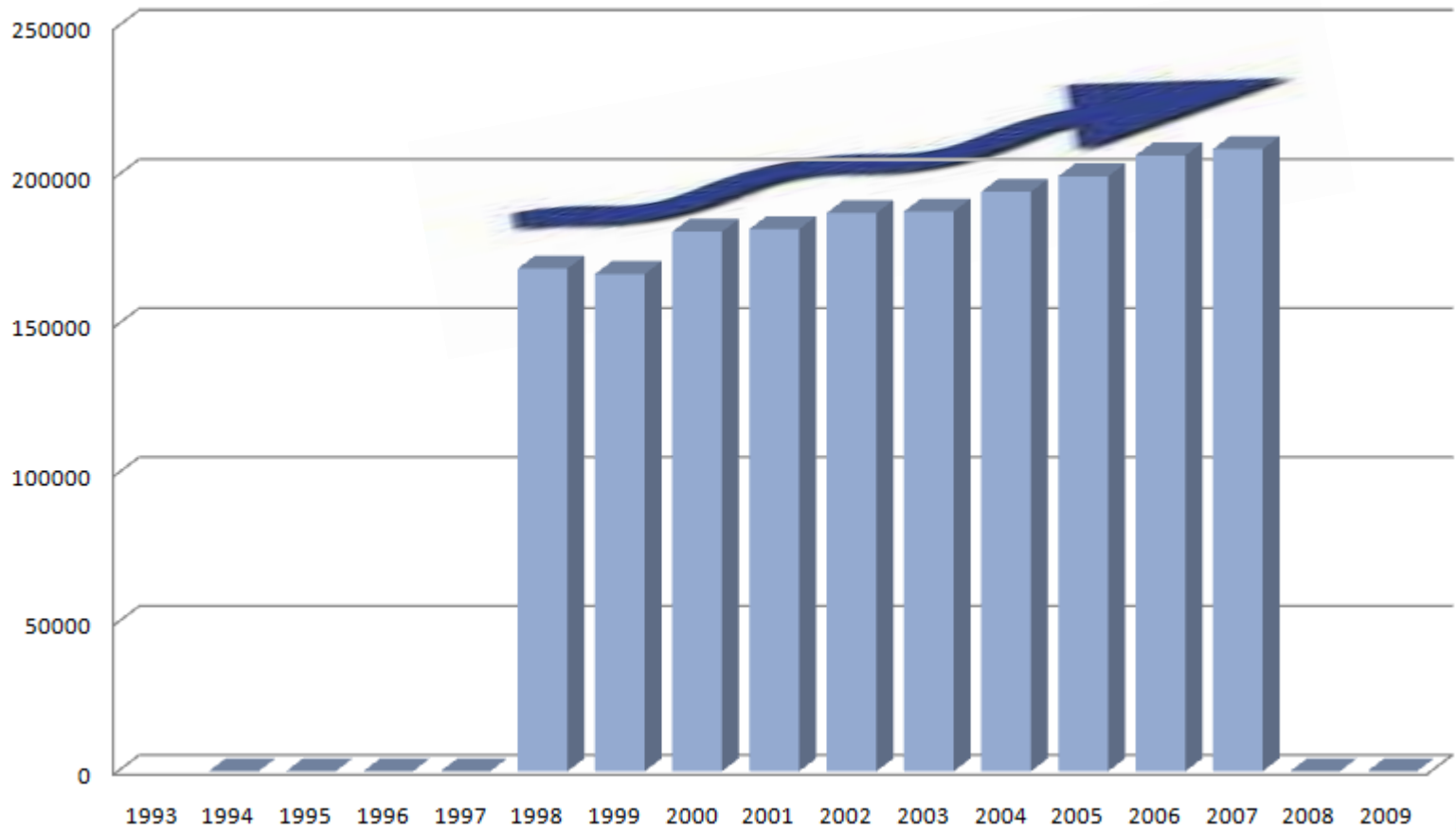




Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Tourism Employment in Scotland

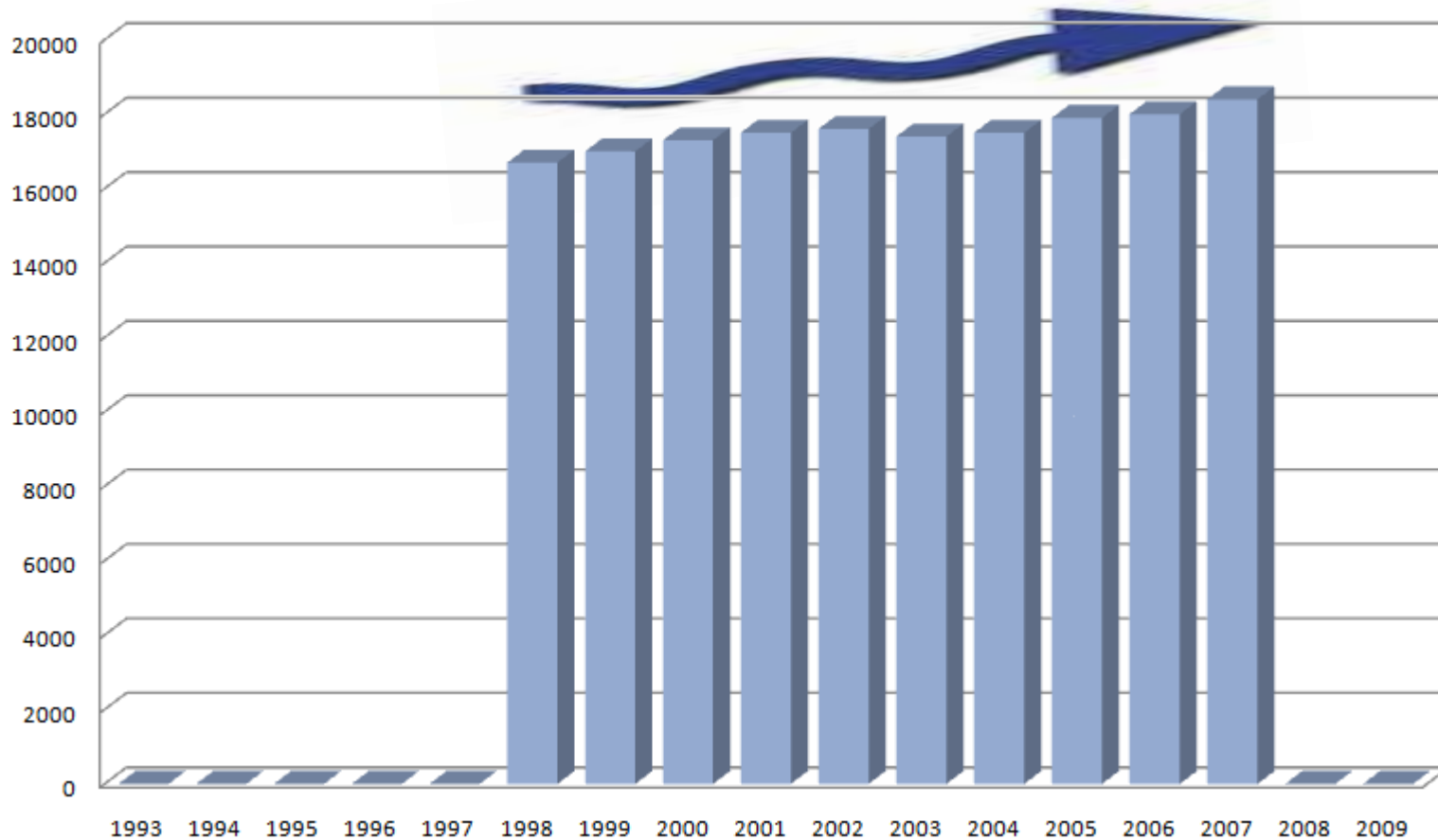




Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Tourism Businesses in Scotland





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

- @ What would it look like?
- @ What should it look like?
- @ How long might it last?
- @ Do we want stability?
- @ Do we want sustainability?
- @ Where does the power lie?





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, [QUEEN MARGARET UNIVERSITY](#) & Dr. PATRICK HORAN, [DUBLIN INSTITUTE OF TECHNOLOGY](#).

Power: Sustainable Destinations

Destination-agnostic intermediaries

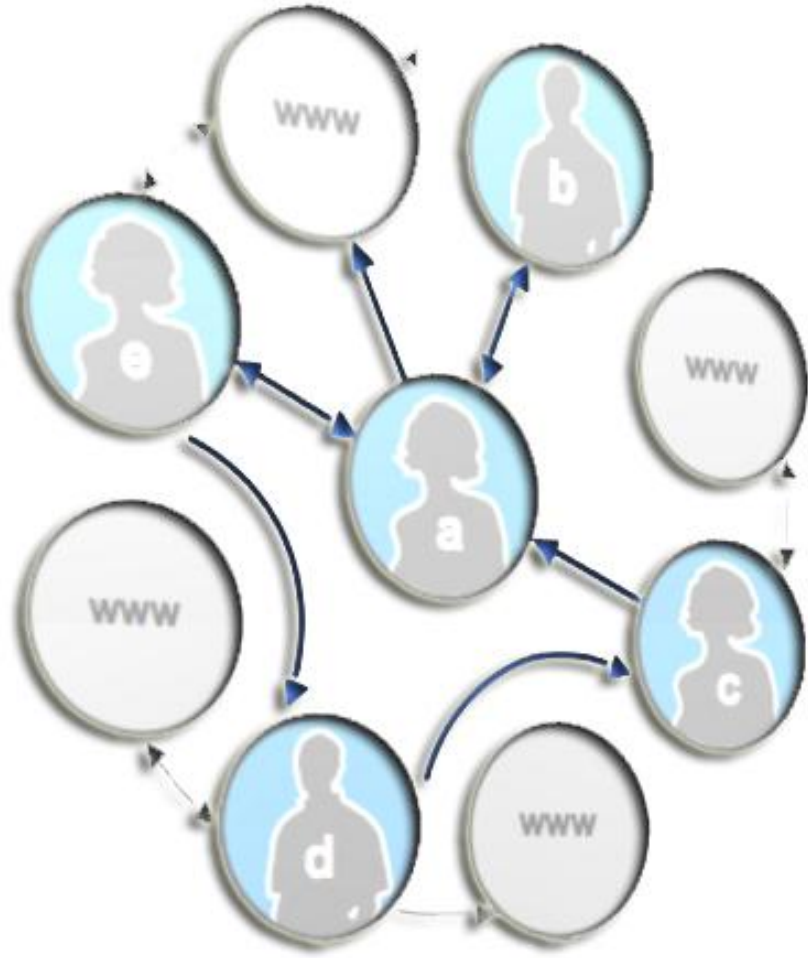
VS.

Destination Stewardship



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

"There is plenty of anecdotal evidence indicating that the Web is a successful channel of distribution"



"You cannot Manage what you do not Measure!!!"



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Conversion Rate is like taking your temperature when you are sick....

It indicates that there is something wrong

It doesn't tell you what is wrong nor how to fix it.

Website Traffic %

100%

0%

ims



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, [QUEEN MARGARET UNIVERSITY](#) & Dr. PATRICK HORAN, [DUBLIN INSTITUTE OF TECHNOLOGY](#).

Aim.

"To develop a comprehensive and holistic framework to evaluate the effectiveness of Destination Websites."





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

What needs to be measured?

How can we measure this?





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

"One of the most important steps in conducting a thorough investigation into website effectiveness is deciding on which aspects of the site are to be considered"

(Mich et al, 2005)





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, [QUEEN MARGARET UNIVERSITY](#) & Dr. PATRICK HORAN, [DUBLIN INSTITUTE OF TECHNOLOGY](#).

**Not everything that can be counted counts
And not everything that counts can be counted.**

(Einstein)



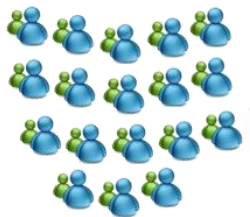


Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.



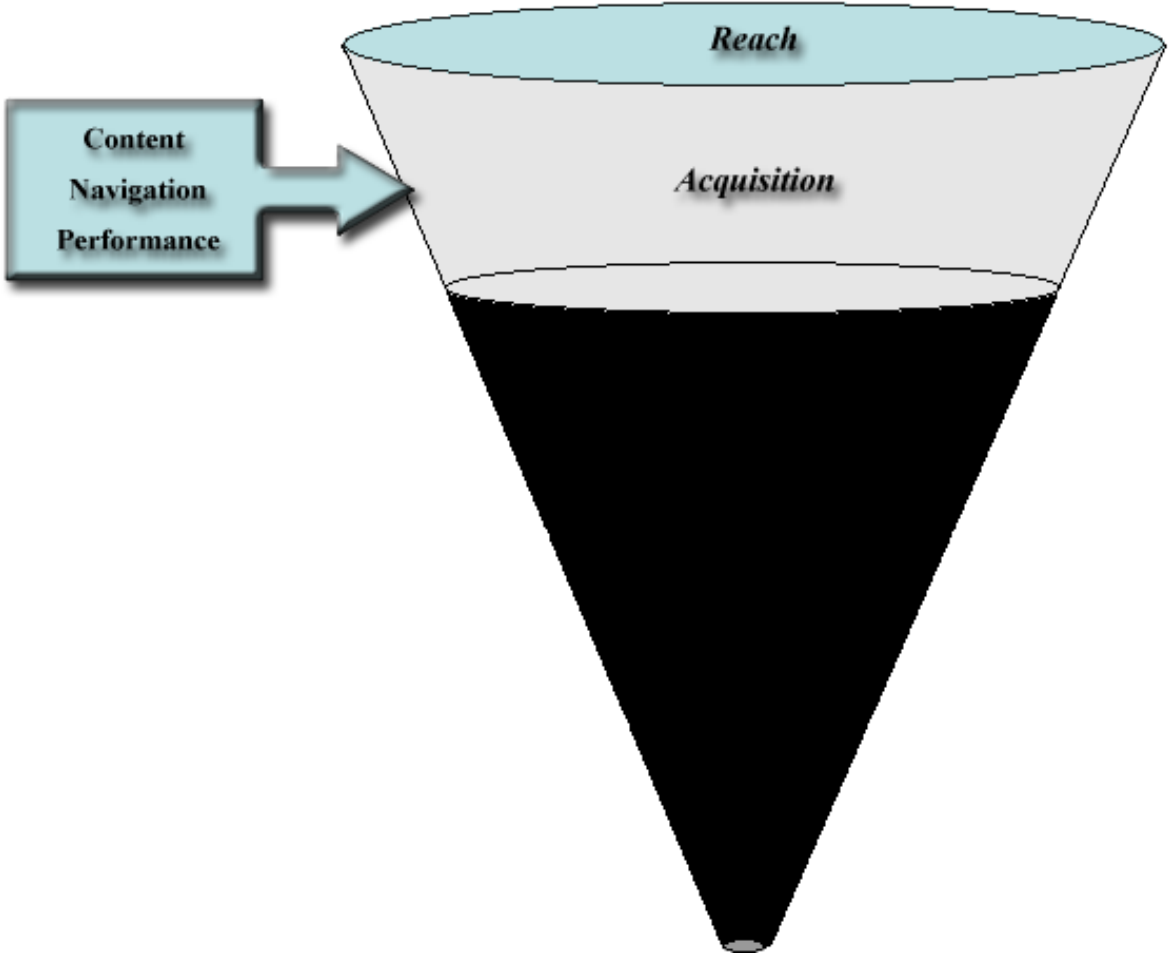
Reach is a measure of a site's overall ability to attract an audience.





Basic Insight: It's All About People - But Technology Gets You Closer.

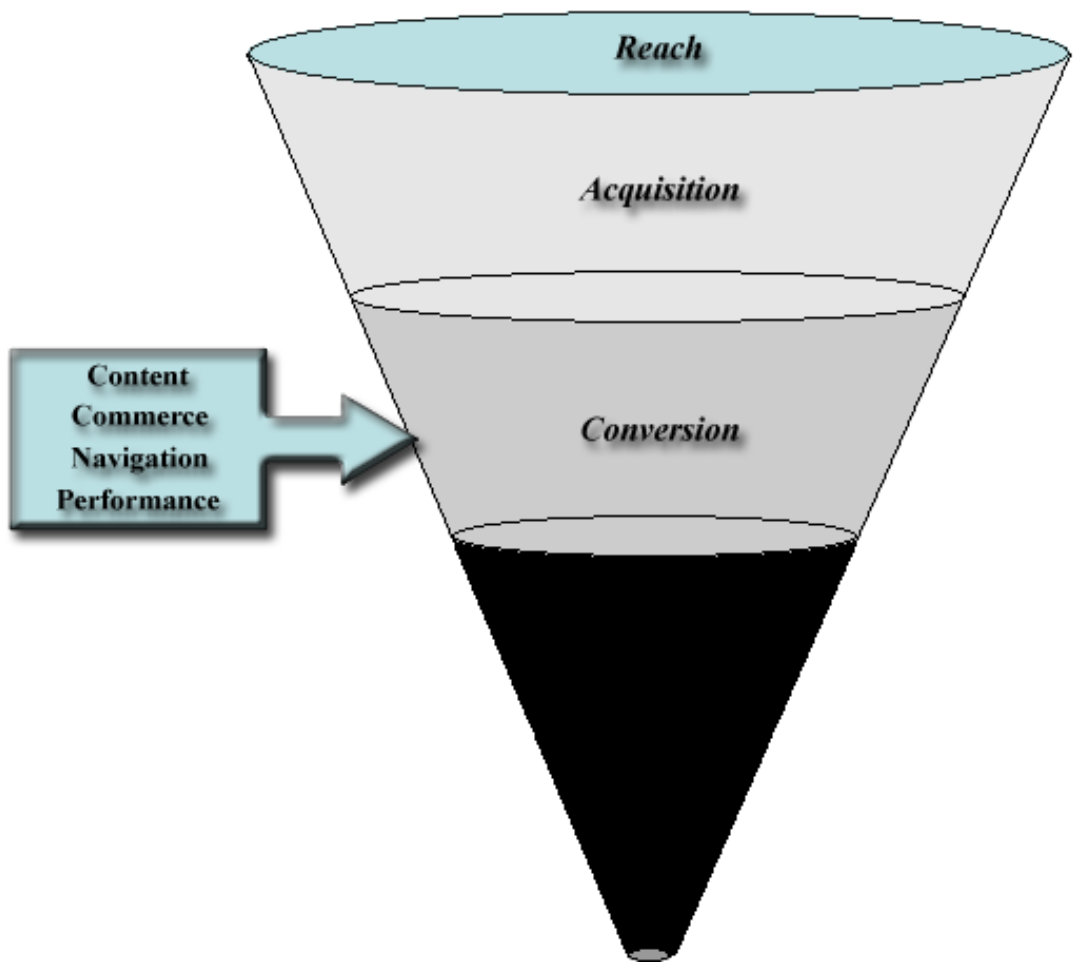
PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

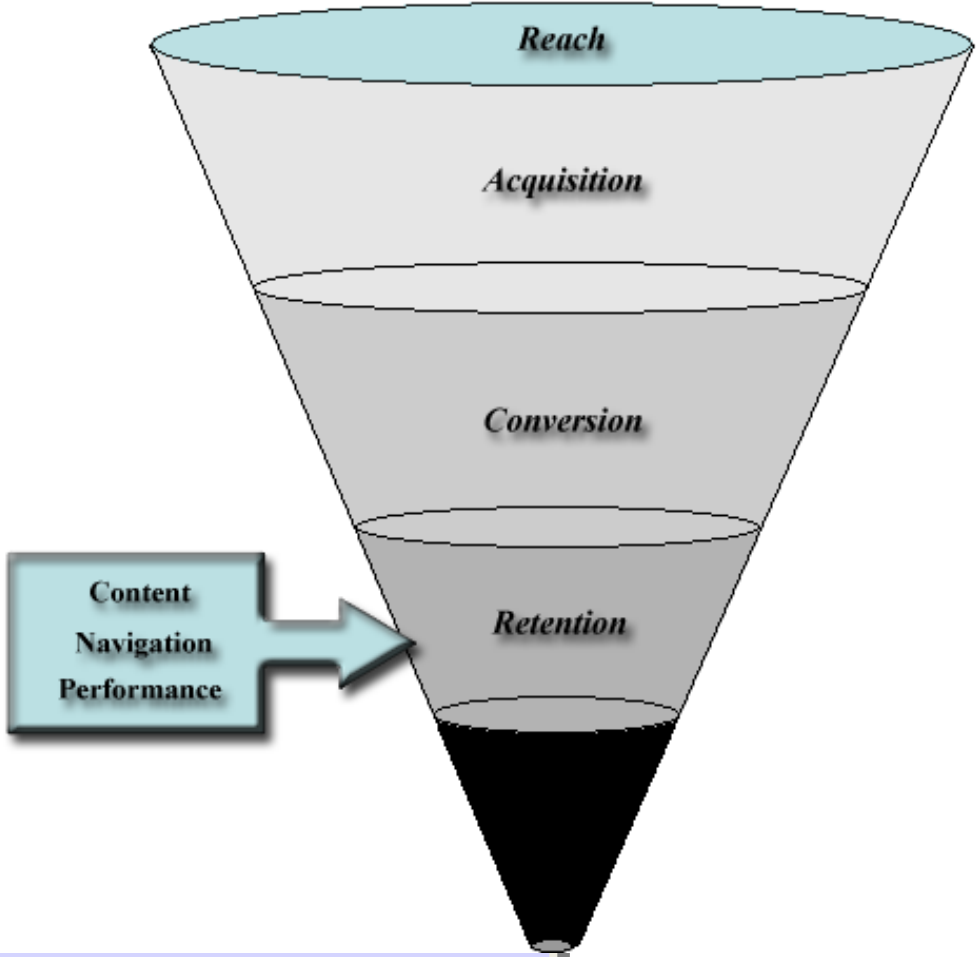


Conversion i
want them t



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.



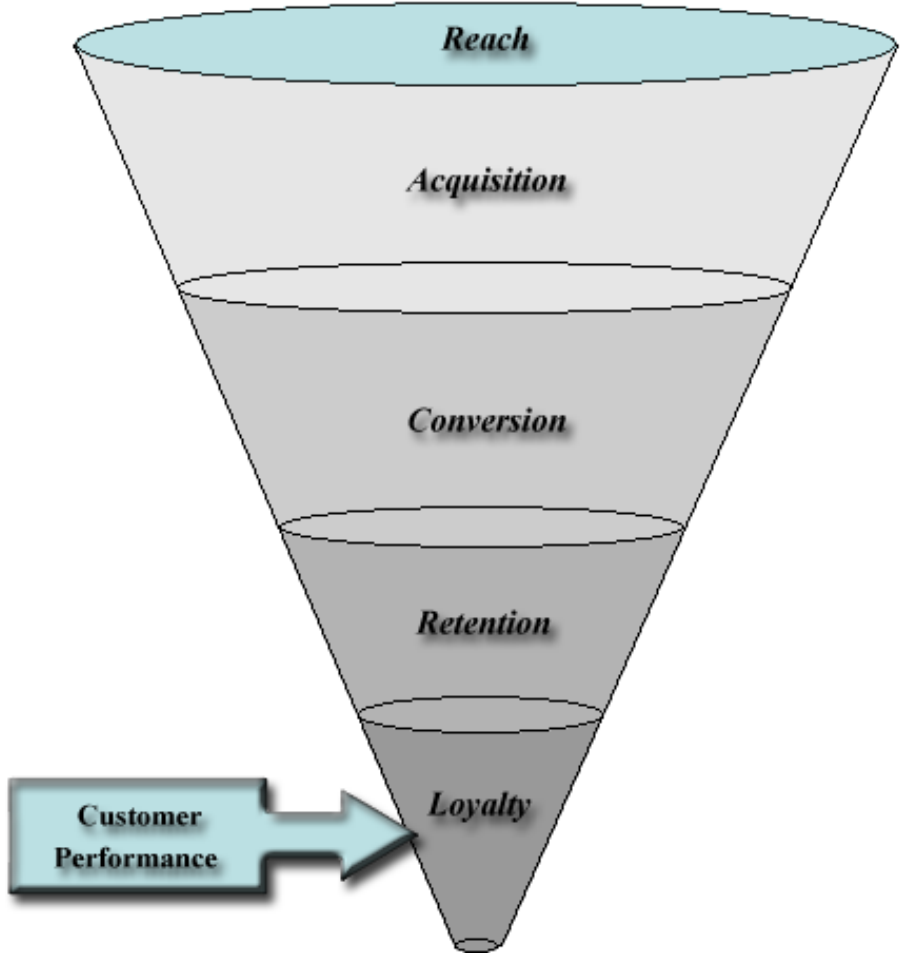
Consistent ret
ownership so
what gives on
another.



Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Loyal customers can recommend your new things.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

What needs to be measured?

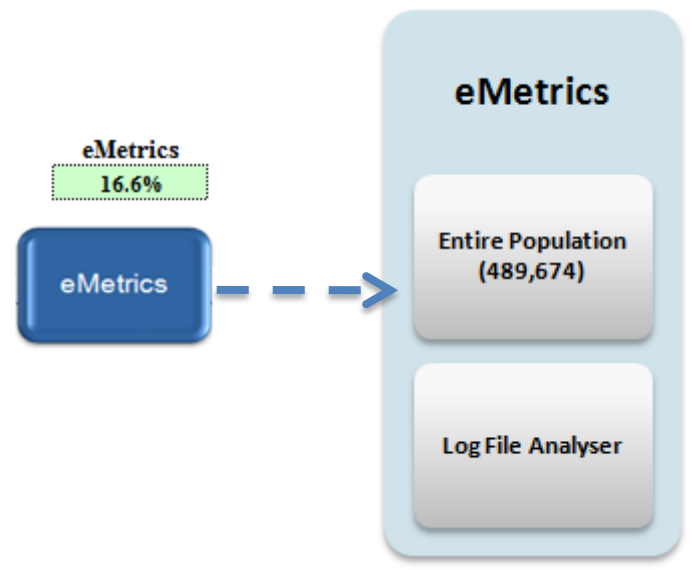
How can we measure this?





Basic Insight: It's All About People - But Technology Gets You Closer.

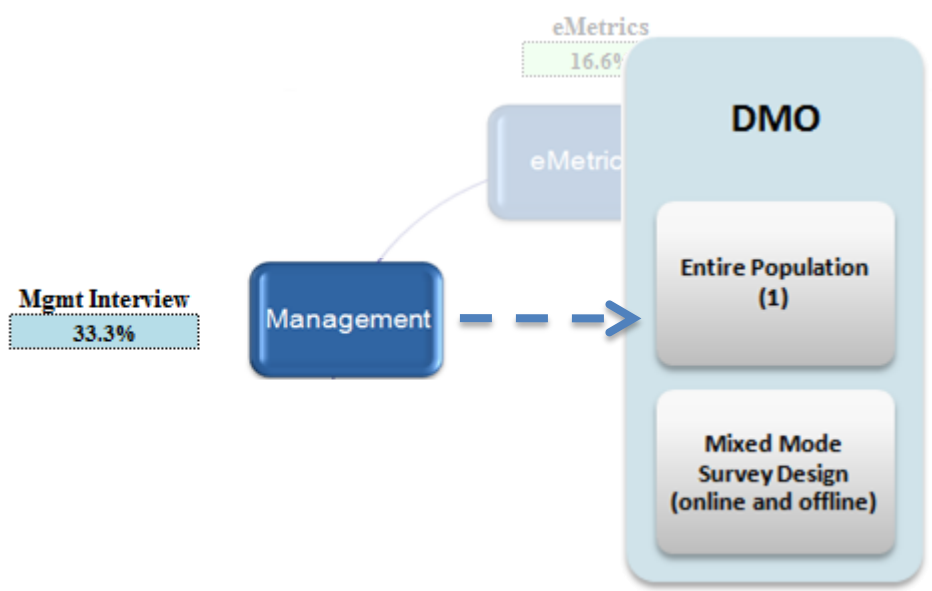
PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

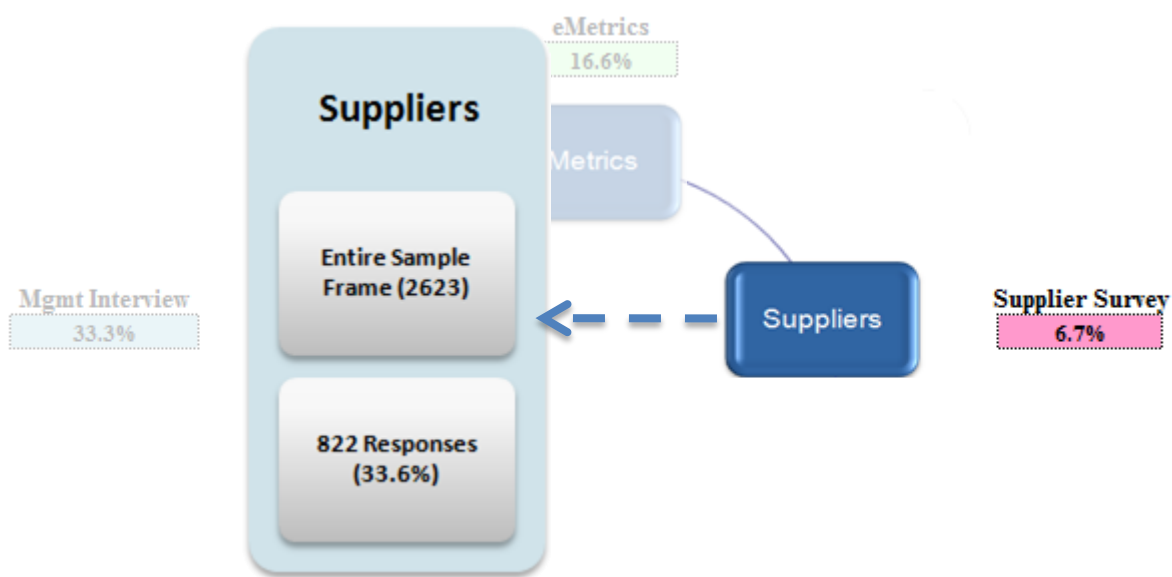
PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

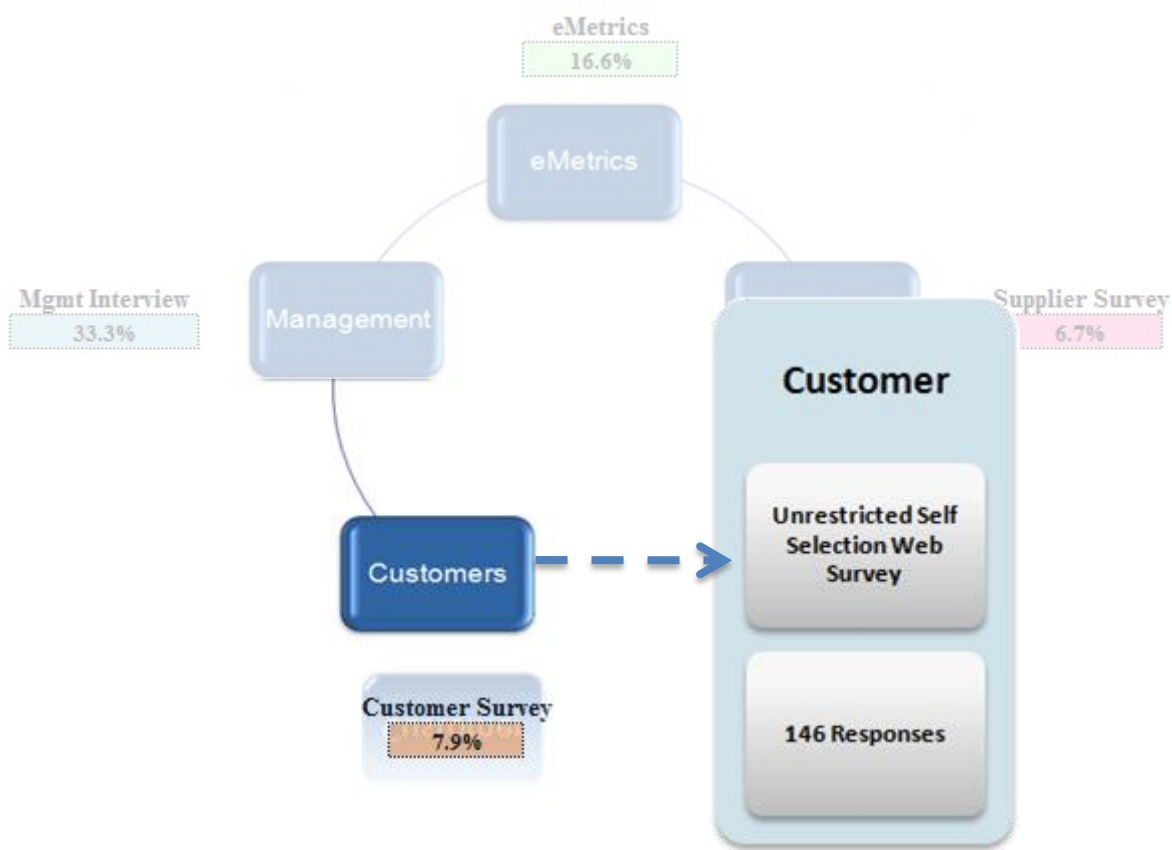
PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

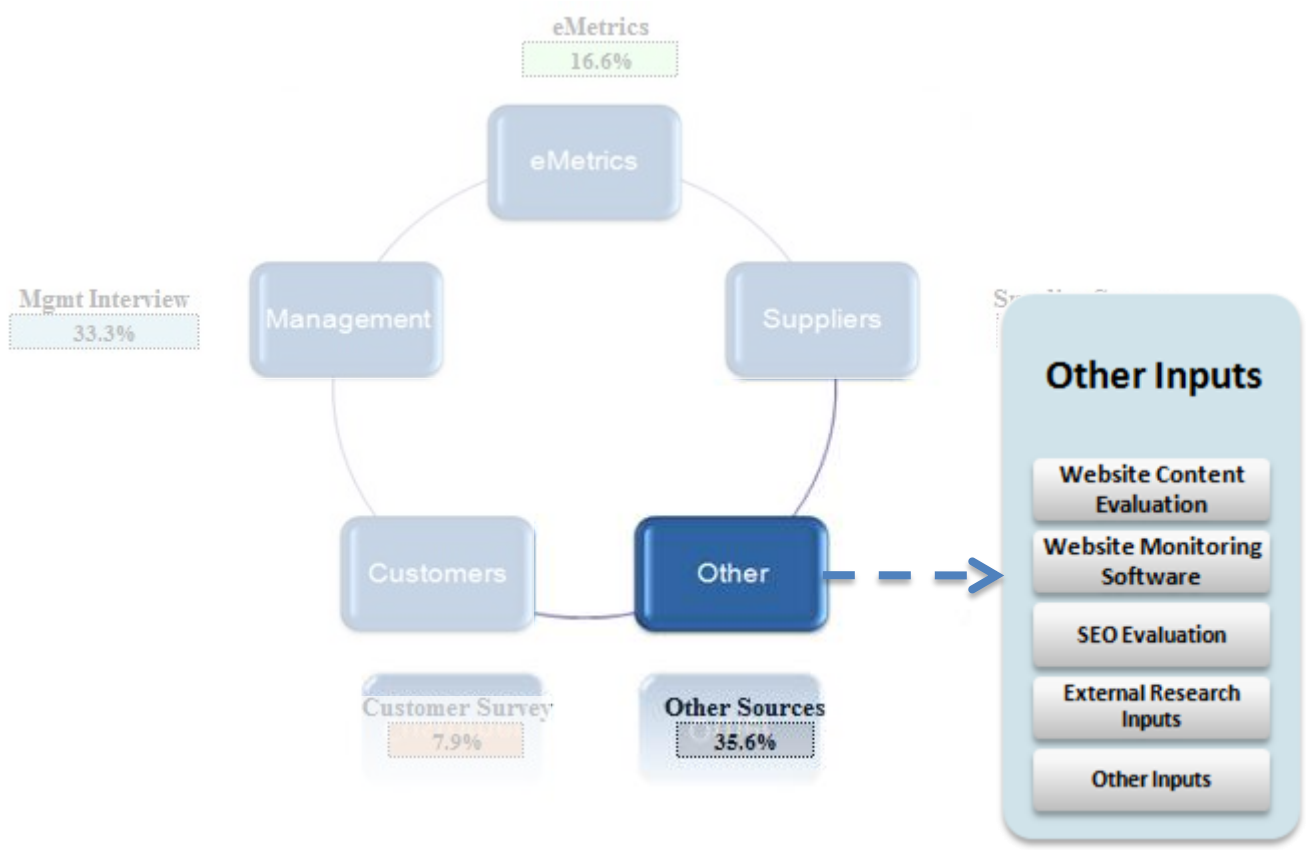
PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.

Conclusions:

- © The Destination is key,
- © eDistribution is central to the success of a destination,
- © eBusiness is like any other business - investment must be justified.
- © This research **eMetrics are about driving business** tool to evaluate Destination websites **not just measuring it.**
- © The outcomes of this research are actionable and accurately relate to the key goals of a Destination.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.





Basic Insight: It's All About People - But Technology Gets You Closer.

PROF. ANDREW J. FREW, QUEEN MARGARET UNIVERSITY & Dr. PATRICK HORAN, DUBLIN INSTITUTE OF TECHNOLOGY.



Prof. Andrew J Frew
School of Business, Enterprise & Mgmt
Queen Margaret University
Edinburgh
afrew@qmu.ac.uk



Dr. Patrick Horan
College of Arts & Tourism
Dublin Institute of Technology
Dublin
patrick.horan@dit.ie



The National Tourism Conference
November 2010