



UNIVERSITÀ DEGLI STUDI
DI TRENTO

Dipartimento di Informatica
e Studi Aziendali



Seminario Gruppo eTourism

eFitness Benchmarking.

Improving the Use of Information Technology in Tourism Enterprises

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Abstract

Tourism enterprises and organizations are more and more solicited and the time and skills required for managing electronic business processes is rapidly increasing. Stakeholders and employees must constantly update their knowledge on the use of new media. Although the latter are no longer an innovation factor per se, tourism enterprises that lack to implement successfully these new media in their work process are exposed to competitive disadvantages. Furthermore, effective use of new media can have a direct impact on cost efficiency.

For these reasons, a continuous assessment of e-mail correspondence, website effectiveness, online bookings and guest internet access, the new media-based communication portfolio, represents nowadays a critical competitive factor. Many tourism service providers – including Small and Medium-sized Tourism Enterprises – have become semi-professional communication experts in search for ever increasing marketing effectiveness. To this end we propose eFitness®, an approach to deal successfully with the increasing requirements in eTourism. eFitness® Benchmarking – developed in the context of an EU-project - allows an objective evaluation and an anonymous comparison with other tourist players focussing on Internet, information technology and e-marketing. The approach permits the periodical comparison as well as the identification of competitiveness potentials regarding new information technologies for tourism enterprises and tourism organisations.

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