



SPANISH JOURNAL OF MARKETING - ESIC

www.elsevier.es/sjme



ARTICLE

Implementation of Web 2.0 in the snow tourism industry: Analysis of the online presence and e-commerce of ski resorts

E. Cristobal-Fransi*, N. Daries-Ramon, E. Mariné-Roig, E. Martin-Fuentes

Dept. Business Management, Faculty of Law, Economics and Tourism, University of Lleida, C/ Jaume II, 73, CP 25001, Lleida, Spain

Received 19 October 2016; accepted 16 June 2017

KEYWORDS

e-commerce;
Ski resort;
Web content analysis;
eMICA model;
Web 2.0;
Tourism 2.0

Abstract This study sought to determine whether ski resort websites facilitate effective communication with their target audience and whether they are adapted to electronic commerce (e-commerce). To this end, first, a content analysis model was developed and applied to ski resort websites, considering four dimensions: Information, Communication, e-Commerce and Additional Features. Second, the extended Model of Internet Commerce Adoption (eMICA) methodology was used to identify the opportunities arising from the use of Web 2.0 tools and suggest improvements for the detected shortcomings to enable these businesses to achieve more competitive management. The findings show that alpine ski resorts are better prepared than Nordic ones, although they still have a long way to go in facilitating effective communication and interaction with their target audience.

© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

PALABRAS CLAVE

Comercio electrónico;
Estación de esquí;
Análisis contenido web;
Modelo eMICA;
Web 2.0;
Turismo 2.0

Implementación de la web 2.0 en el turismo de nieve: análisis de la presencia online y del e-commerce de las estaciones de esquí

Resumen La presente investigación busca conocer si los sitios Web de las estaciones de esquí facilitan una comunicación eficaz con sus públicos objetivo y están adaptadas al comercio electrónico. Para ello, se propone y aplica en primer lugar un modelo para el análisis de las páginas Web de las estaciones de esquí, basado en la técnica de análisis de contenido, considerando las dimensiones de Información, Comunicación, Comercio electrónico y Funciones Adicionales. En segundo lugar se aplica la metodología eMICA (Extended Model of Internet Commerce Adoption), para identificar las oportunidades derivadas del uso de las herramientas Web 2.0 y mejorar las

* Corresponding author at: Dept. Business Management, Faculty of Law, Economics and Tourism, University of Lleida, C/ Jaume II, 73, CP 25001, Lleida, Spain.

E-mail address: ecristobal@aegeun.udl.cat (E. Cristobal-Fransi).

<http://dx.doi.org/10.1016/j.sjme.2017.06.002>

2444-9695/© 2017 ESIC & AEMARK. Published by Elsevier España, S.L.U. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Please cite this article in press as: Cristobal-Fransi, E., et al. Implementation of Web 2.0 in the snow tourism industry: Analysis of the online presence and e-commerce of ski resorts. *Spanish Journal of Marketing - ESIC* (2017), <http://dx.doi.org/10.1016/j.sjme.2017.06.002>

carencias detectadas para conseguir una gestión más competitiva. Los resultados indican que las estaciones de esquí alpino están mejor preparadas que las de esquí nórdico a pesar de que todavía tienen mucho recorrido por hacer a la hora de facilitar una efectiva comunicación e interacción con su público objetivo.

© 2017 ESIC & AEMARK. Publicado por Elsevier España, S.L.U. Este es un artículo Open Access bajo la licencia CC BY-NC-ND (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Introduction

The emergence of new technologies in general and of the Internet in particular has influenced the way companies are managed and compete. Tourism is one of the most heavily affected industries, in which the adoption process has been most widespread (Dijkmans, Kerkhof, & Beukeboom, 2015). One aspect impacted by new information and communication technologies (ICTs) has been how tourism companies distribute their products on the market (Buhalis, 2000a; O'Connor & Frew, 2000). ICTs therefore contribute not only to economic change but also to social and cultural change (Chang & Chuang, 2011; Jacobsen & Munar, 2012), as observed in recent years with the use of new devices such as smartphones or digital tablets. Logically, they have also influenced the rise of e-commerce (DiPietro & Wang, 2010).

Consequently, consumers increasingly use the Internet as a source of information on tourism products and services, such as hotel reservations, car rentals, flights, tourism packages, etc. (Cristóbal-Fransi, Daries-Ramón, & Martín-Fuentes, 2013). The share of accommodation and travel purchased online is also on the rise (Litvin, Goldsmith, & Pan, 2008; Pérez-Pérez, Martínez Sánchez, & Abella, 2002). The use of ICTs has had a special impact on innovation in the tourism sector, leading to the research and development of new products (Hjalager, 2010). However, innovation is achieved not only by incorporating technology, but also by effectively managing it. In terms of tourism service user behaviour, ICTs have also influenced individual buying and consumption habits (Filieri & McLeay, 2014; Kim & Fesenmaier, 2008). In fact, the Internet enables consumers to be more demanding and better informed and, therefore, increasingly allows them to manage their own travel arrangements (Law & Bai, 2008).

SME and large tourism companies mainly use social media as part of their marketing strategies and to contact and exchange information with customers (Hofacker & Belanche, 2016). Chung and Buhalis (2008) examined the importance of social media and online communities in tourism consumption and found that companies that cultivate online communities generate higher profits, more business opportunities, and greater customer loyalty. They moreover found that most of the users of these communities perceive them as useful and feel that the reviews, recommendations and comparisons they include meet their information needs. Likewise, in a study of the hotel industry, Herrero, San Martín, and Hernández Mogollón (2015) found that the content published by users on social media has a significant influence on the behaviour of users of those media. The degree of influence

depends on the value of the information, the credibility of the source and the interaction between those variables, but not on the similarities between the social networks' users and content creators.

In light of the significant influence of ICTs on tourism company management and the behaviour of tourism product and service consumers, this paper sought to assess the presence and use of the Internet in an industry that is as territorially and economically important as it is strategic, namely, snow tourism, through an analysis of the content of ski resort websites. Specifically, the main objective of this study was to analyse the websites of ski resorts in Spain and Andorra in order to determine whether they are taking advantage of the full potential of the Internet and Web 2.0. This will make it possible to identify in detail the status of the websites of these types of snow tourism facilities. In Spain, few studies have examined these aspects in relation to the snow and mountain tourism industry from a marketing perspective or with this level of detail.

To this end, the present study aimed to:

- Propose a comprehensive model to evaluate the online presence of ski resorts based on four content categories (Information, Communication, e-Commerce, and Additional Features) and the level of maturity of their e-commerce development based on the eMICA model.
- Use the proposed model to analyse the websites of all ski resorts in Spain and Andorra (52).
- Determine the extent to which ski resorts are harnessing the full potential of ICTs for marketing and communication with their target audience via their websites, and to make practical recommendations and suggestions for improvement to enable more efficient management of the ski resorts' online presence.

Snow tourism

Snow tourism can be considered a type of sport tourism or nature tourism, as it is generally the result of a desire to engage in sport in a natural environment, specifically, in snow and mountains (Esteban, 1995). However, Saz and Carús (2008) revised the concept of the high-mountain recreational segment (HMRS), defining it as 'high-mountain recreational tourism centres (HMRTCs) or destinations that, through a prior investment in human resources, equipment and infrastructure, operate recreational or leisure centres in high-mountain locations, including outside the winter season'.

Download English Version:

<https://daneshyari.com/en/article/7434244>

Download Persian Version:

<https://daneshyari.com/article/7434244>

[Daneshyari.com](https://daneshyari.com)