

# Raziskava online komuniciranja turistične industrije v Sloveniji

Primož Žižek,  
Dnevi slovenske informatike  
17. 04. 2012



# Sedem prioritetnih turističnih produktov Slovenije

1. Aktivne počitnice in oddih
2. Mesta in kultura
3. Naravno okolje, ekoturizem in turizem v vaseh
4. Gastronomija
5. Zdravje in dobro počutje (oziroma zdravilišča & wellness)
6. Poslovni turizem
7. Zabaviščni turizem
7. Zaba

# Število nočitev in indeks rasti

Skupaj	8.906.399	
Domači	3.909.368	
Tuji	4.997.031	
Italija	987.268	98,3
Avstrija	619.259	96,4
Nemčija	578.262	100,1
Hrvaška	274.380	95,2
Združeno kralj.	238.468	
Nizozemska	208.654	89,3
Ruska fed.	208.341	127,1

## Nočitve po regijah 2010

Obalno-kraška	2.064.905	23,2
Gorenjska	1.584.895	17,8
Savinjska	1.319.037	14,8
Pomurska	896.844	10,1
Osrednjeslovenska	858.429	9,6
Spodnjeposavska	643.973	7,2
Goriška	542.032	6,1
Podravska	468.379	5,3
Jugovzhodna	381.204	4,3
Koroška	81.802	0,9
Notranjsko-kraška	58.980	0,7
Zasavska	5.919	0,17

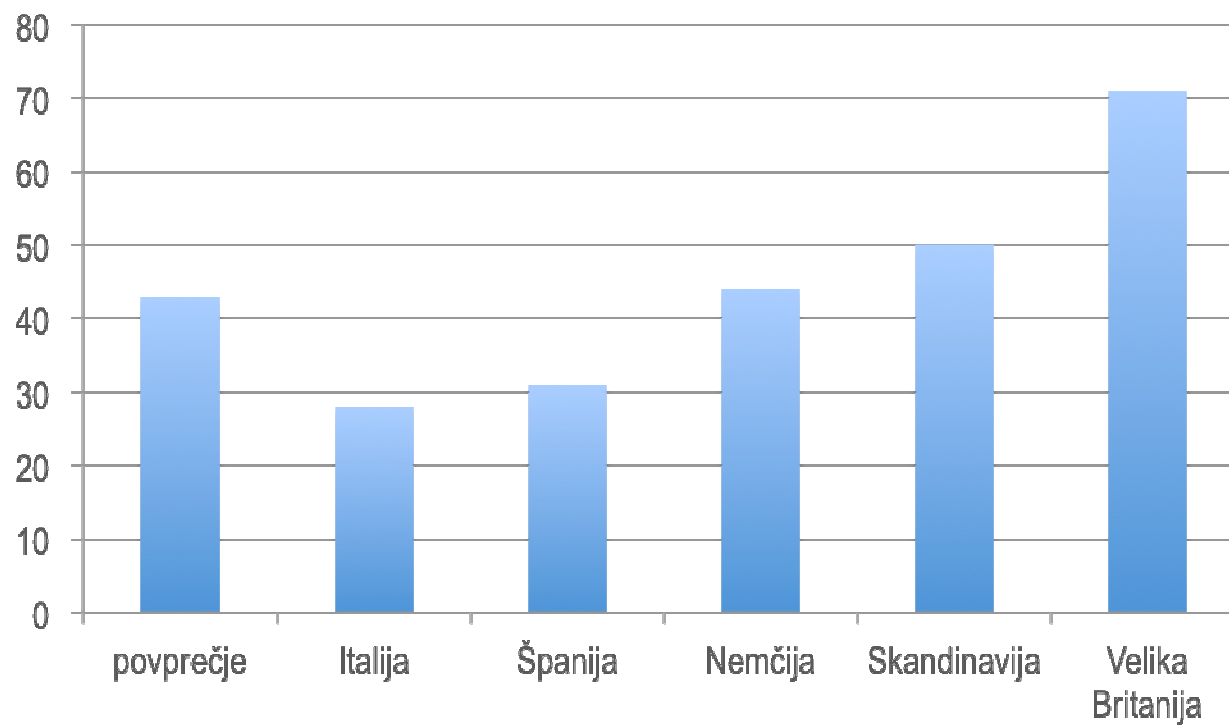
# Posel



Elaborat, Primož Žižek

# Nekateri segmenti absolutno spremenjeni

Prihodki letalskih družb kot % vseh prihodkov:

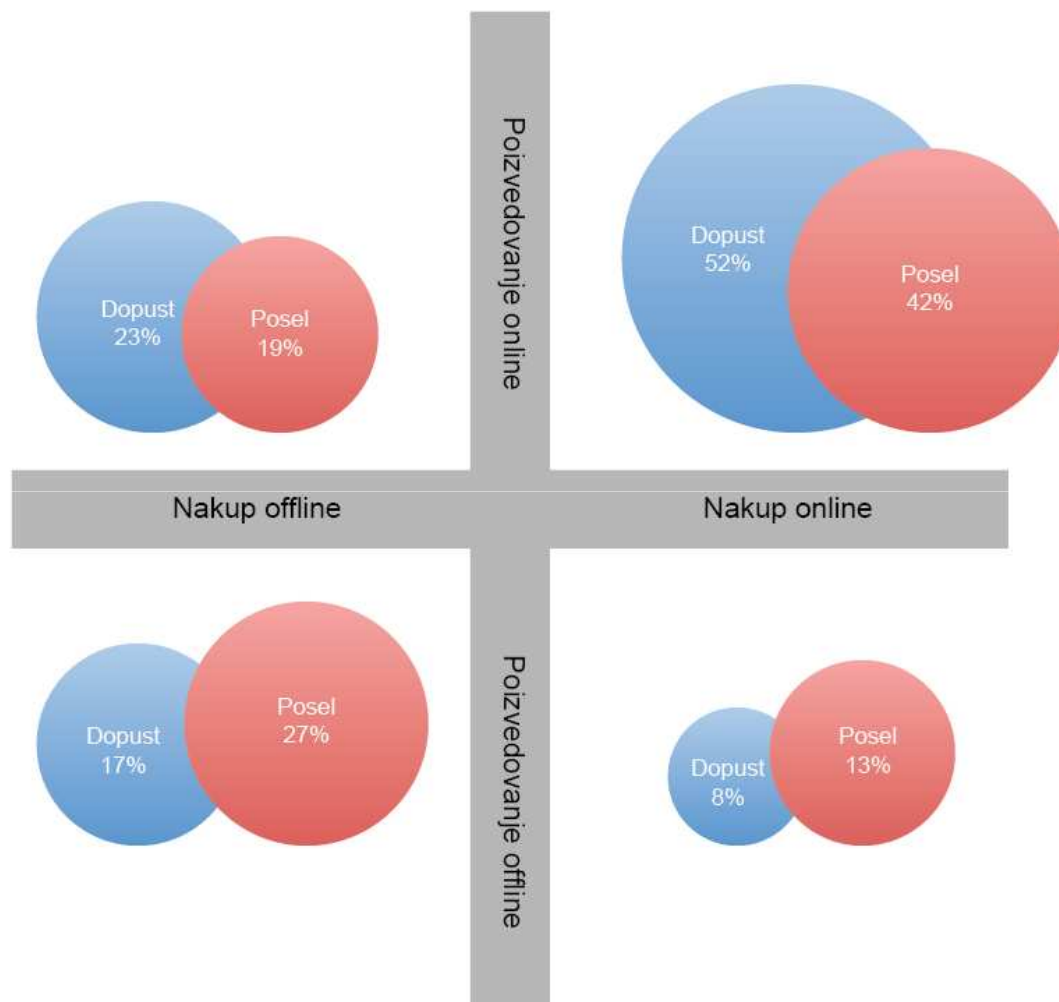


## Nekaj splošnih trendov v turizmu povezanih z omrežji

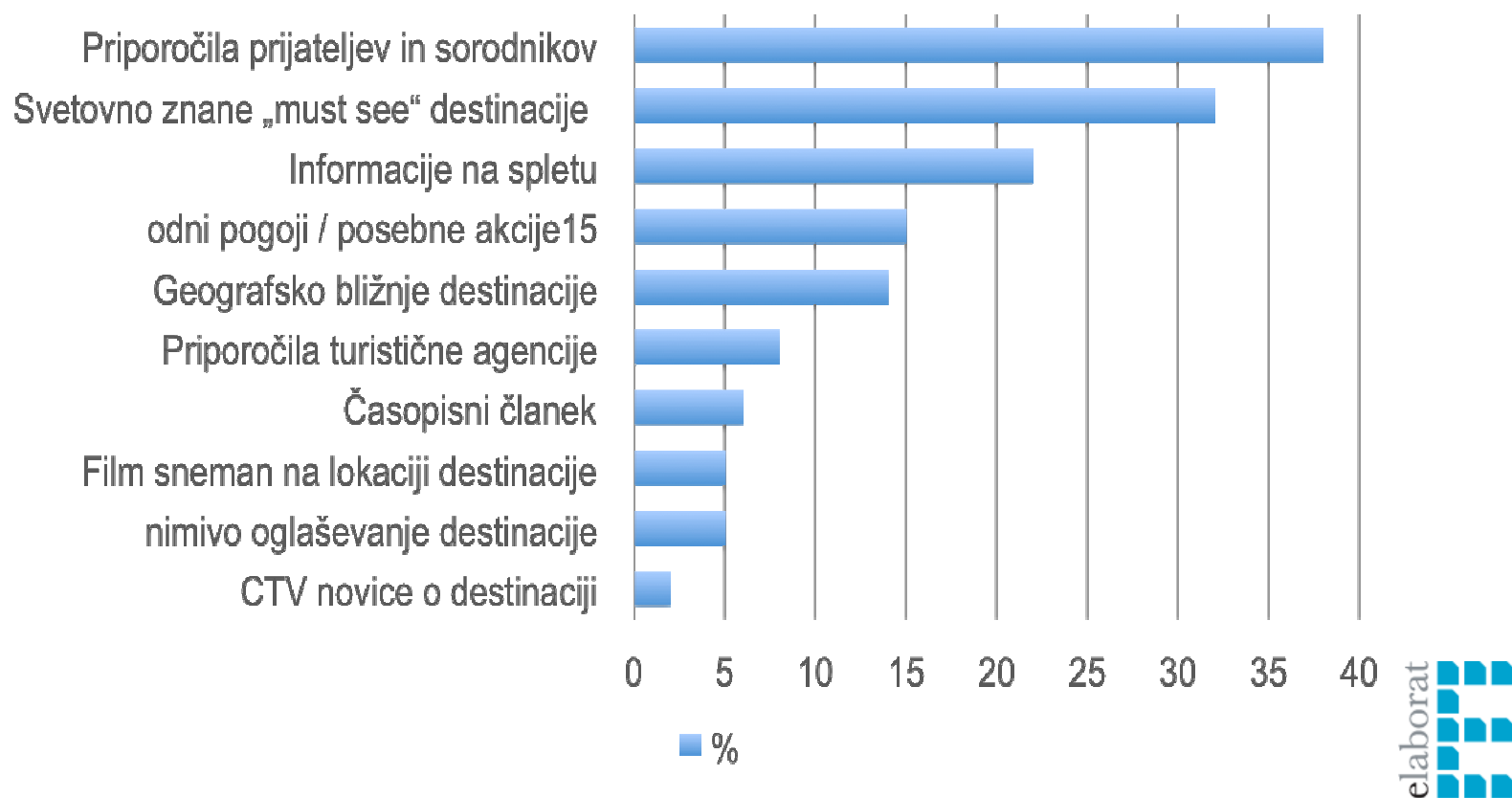
- Turizem in potovanja postajajo bolj družabna
- Turizem se spreminja zaradi mobilnega potenciala
- (obogatena realnost, integracija storitev, Kukunu Hotel Me...)
- Moč mnenj in ocen uporabnikov vse večja
- Zeleni in trajnostni turizem rasteta
- Skupinski nakupi
- Vse več posla ustvarjajo aplikacije (Bing, Groupon, Expedia...)



# Users Reality



# Kako se uporabniki odločajo za nakup

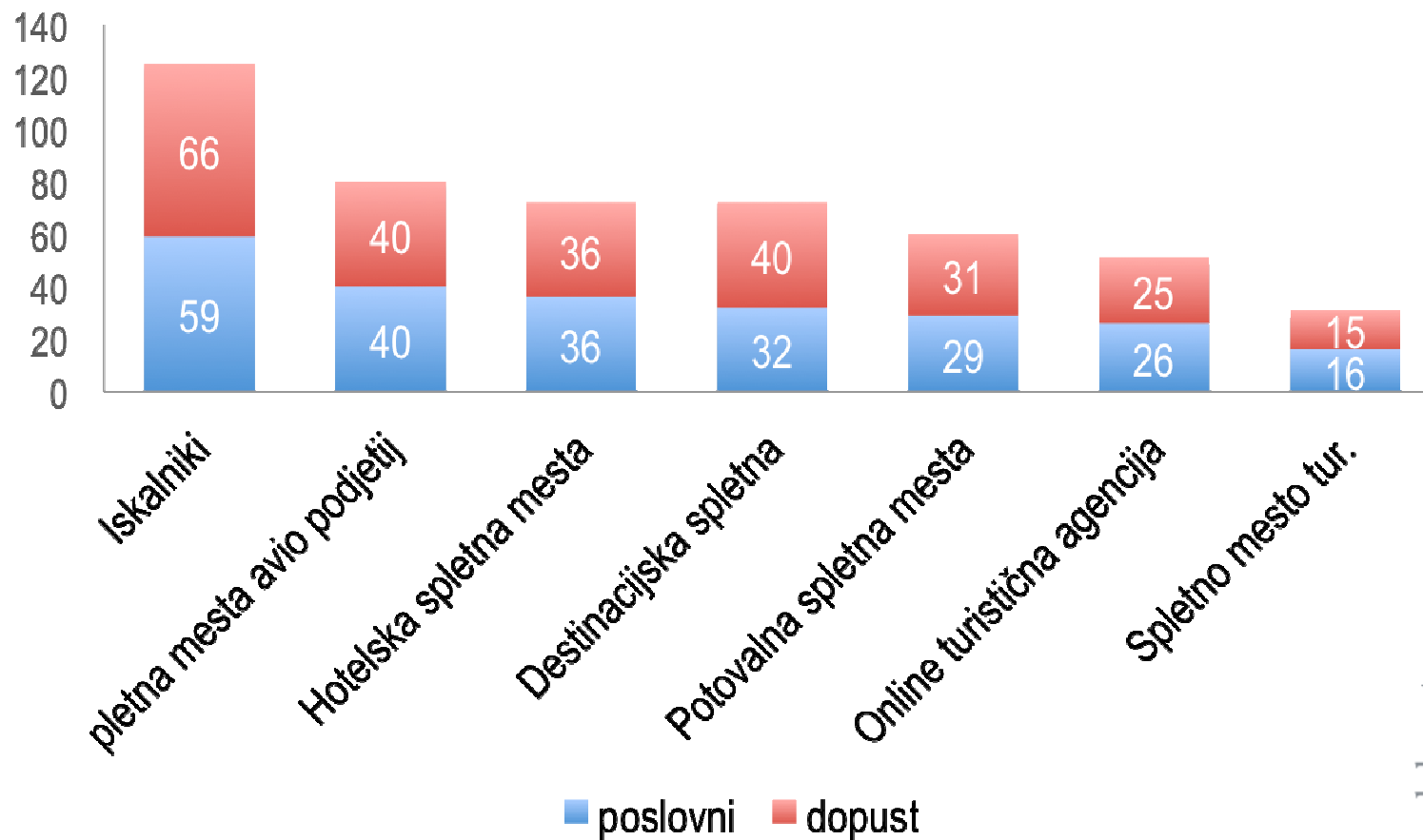


Vir: Aboutourism, <http://aboutourism.wordpress.com/2011/10/03/top-factors-influencing-destination-choice/>.

# Najpogostejše frustracije uporabnikov

- Čas, ki ga porabijo za iskanje možnosti
- Pomanjkanje kakovostnega nasveta
- Pomanjkanje razpoložljivih informacij
- Težavno preverjanje prostih mest
- Čas, ki je potreben za izvedbo nakupa
- Preveč neurejenih informacij
- Pomankljiva spletna prisotnost podjetja

# Kje uporabniki iščejo informacije?



# Primer: neodvisni popotnik

- Najhitreje rastoči segment v turizmu
- Navezuje se na ljudi, ki sami rezervirajo in kupijo svoje potovanje
- Uporabljajo splet, revije, vodiče za načrtovanje in nakup
- Zanimajo se za odgovoren turizem
- Želijo se povezati z destinacijo in doživeti avtentično izkušnjo

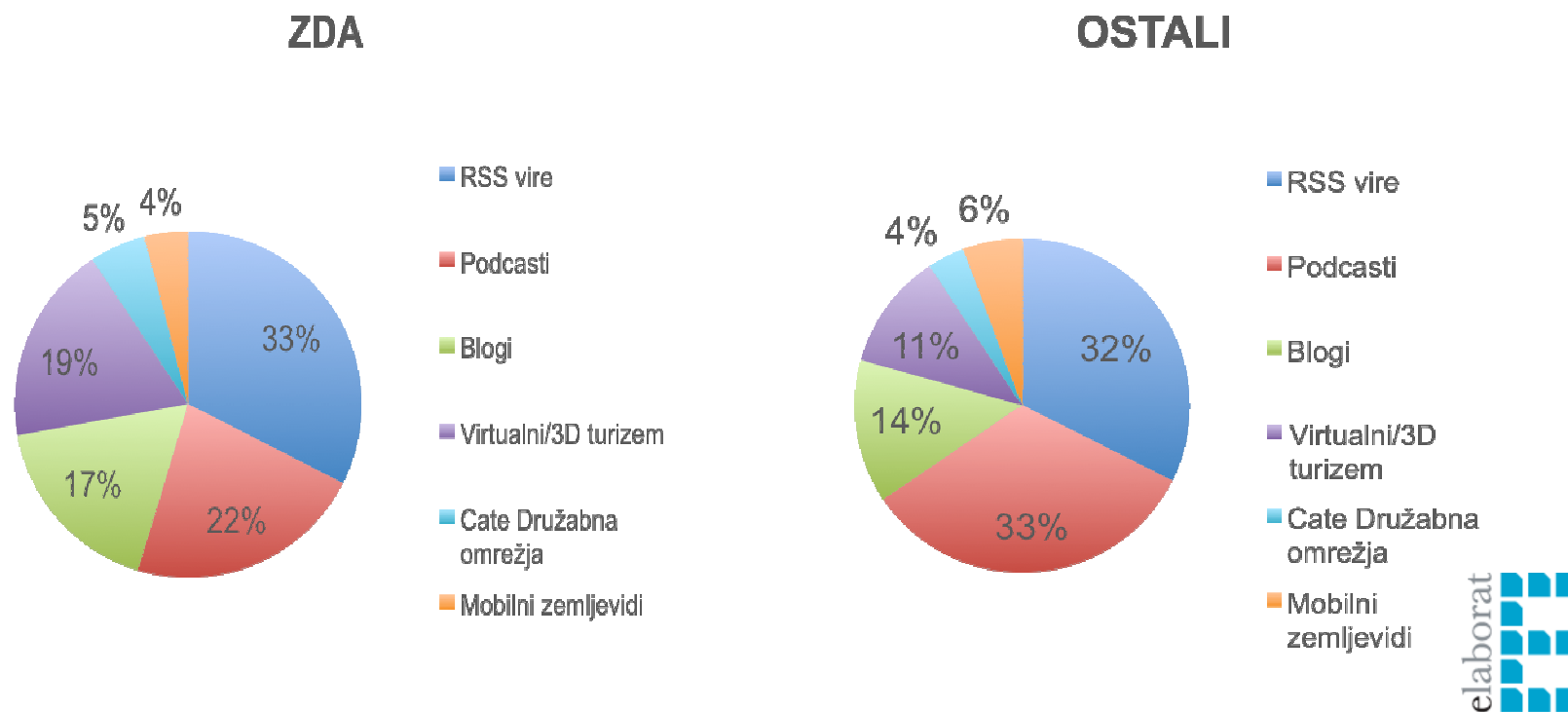
# Tehnologija

- Spletna mesta vse boljša
- Vsebine še zelo šepajo
- Sramežljivi pri predstavitvi
- Medijsko zadržani
- Slabši v komuniciranju (okrog 90 % podjetij uporablja Facebook in 40 % Twitter)
- Slabi v nujenju možnosti sodelovanja uporabnikov
- Kar posledično pomeni slabši rejtingi, slabše poziciniranje in slabše razširanje vsebin
- Možnosti za izboljšanje predstavitve ponudbe



# Tehnologija z očmi uporabnikov

Kaj od naštetega uporabljate, ko ste na potovanju?



Vir: WAYN World Travel and Tourism Council

# Vzorčenje

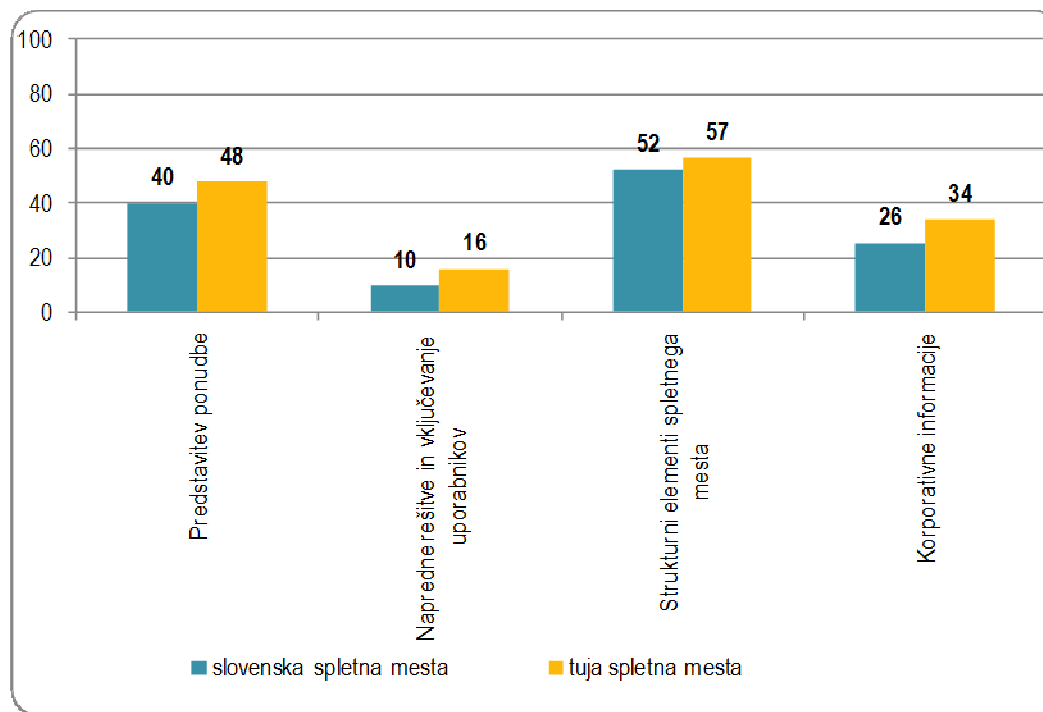
	slo. spletna mesta	tuja spletna mesta
Zdravilišča	19	10
Zeleni turizem	22	11
Turistične destinacije	19	11
Hoteli	21	9
Turistične agencije	21	11
Aktivni turizem	20	10
NTO	1	23
<b>Skupaj</b>	<b>123</b>	<b>85</b>



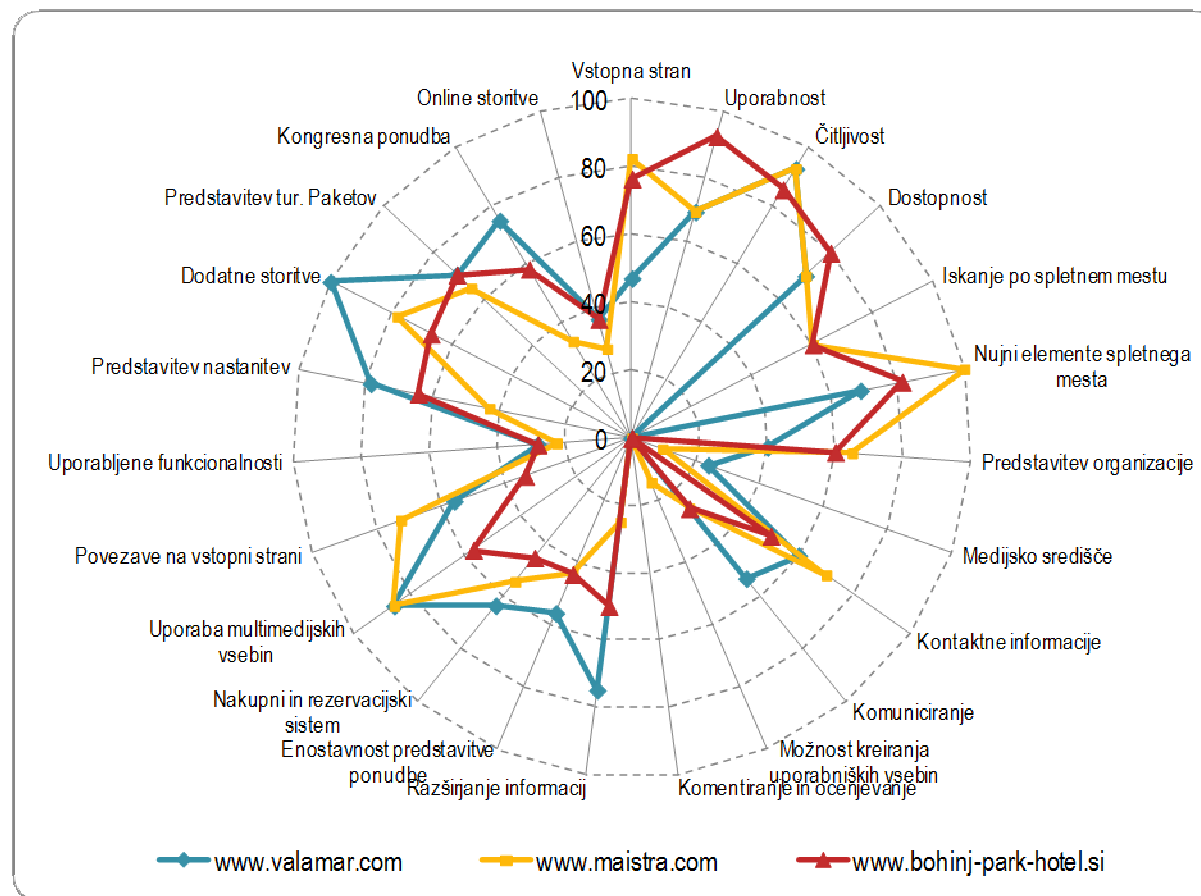
# Ocenjevalna lista

- enostavnost predstavitve ponudbe
- predstavitev regije
- uporaba grafičnih in video materialov
- nakupni in rezervacijski sistemi
- predstavitev turističnih paketov
- kongresne ponudbe
- predstavitev in iskalnik po nastanitvah
- uporaba kataloške predstavitve
- izpostavljene povezave na vstopni strani
- uporabljene funkcionalnosti
- uporaba družbenih omrežij za komuniciranje
- distribucija vsebine na splet 2.0 spletnih mestih
- možnost komentiranja in ocenjevanja
- možnost ustvarjanja uporabniških vsebin
- možnost razširjenja informacij
- Enostavnost in uporabnost spletnega mesta itd.

# Povprečje po kategorijah: hoteli



# Najbolje ocenjena spletna mesta: hoteli



# Namestive

Home > Netherlands > Amsterdam

### Search Hotels

Where?  
Amsterdam, Netherlands

Check-in  
Day Month

Check-out  
Day Month

Guests  
2 adults in 1 room

**Search**

Refine Your Search

Star ratings

- 116 hotels
- 123 hotels
- 200 hotels

### 545 Amsterdam Hotels

Sort: Popularity


PAGE: 1 / 22

**Hotel Amsterdam De Rooze Leeuw** ★★★★★

Damrak 93-94 0.4 km (city center) | Map

Very Good, 4.1  
Based on 975 reviews

**Show Prices**



**Grand Hotel**

Prins Hendrikkade

**Bilderberg G**

Dijsselhofplantsoen

Nastanitve

Iskanje: **Hitro iskanje**

Nazadnje obiskan(o): >> **Rezultat iskanja**

Filter Zemljevid Sortiranje

Sortiraj po: **Ni izbrano**

- Ni izbrano
- Ime kraja
- Ime nastanitve
- Dnevna cena
- Mož. rez.
- Kategorija
- Slučajno
- Zaželeno

Iskalni rezultati: 2, enote: 1, odrasli: 2, otroci: 0

751 Rezultati

Mož. rez. 2 3 4 5 6 ... naprej

EUR

**Ponudbe sob** Skupna cena

2 spalnici, SEVER 87,20 brez oskrbe

**Rezervacija**

**Apartmenti in Penzion Tubej** ★★★★★  
penzion, apartma

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Destinations & maps Things to do **Accommodation** Transport About Britain Travel tips Special Offers

Back to Search Results

English

AA ★★★★★ Hotel

## Show Nearby... Novotel London ExCel

7 Western Gateway, Royal Victoria Docks  
London, Greater London, E16 1AA, England (map)  
+44 20 7540 9700, e-mail

OVERVIEW PHOTOS VIDEOS FACILITIES ACCESSIBILITY

No description available

AA ★★★★★ Hotel

AA 4 star 'New Generation' Novotel in a peaceful setting overlooking Royal Victoria Dock just 30 minutes from central London and 10 minutes from historic Greenwich. Close by is London City Airport, Canary Wharf and the City, and ExCel Exhibition Centre is just 150m away. 257 stylish 'Novation' bedrooms, a lovely outdoor terrace and The Upper Deck Restaurant & Bar overlooking the Dock. There are 12 meeting rooms with natural light for up to 70 people, a gym, sauna and steam room and on site parking.

Opening  
Open all year (including Christmas and New Year)

Price Details  
Double (Double en suite)  
Price: No prices available  
Occupancy: 2:16  
Occupancy: 2

Suite en suite bathroom

Hotels, B&B  
Self Catering  
Events  
Attractions  
(View on map)

Custom House Hotel  
AA ★★★★★  
Hotel  
0.60 miles away

Premier Inn London Docklands (ExCel)  
Budget Hotel  
0.80 miles away

Travelodge London Docklands  
Budget Hotel  
0.80 miles away

Pilot Inn  
Inn  
0.80 miles away

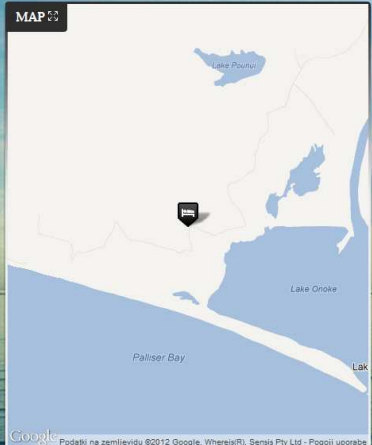
Radisson Edwardian New Providence Wharf London  
Hotel  
0.80 miles away

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## NEW ZEALAND 100% PURE

MAP



Podatki na zemljevidu ©2012 Google, Wherein(R), Sensis Pty Ltd - Dopolniloraba

**PLAN & BOOK** Accommodation

### Wharekauhau Lodge

Accommodation in Wairarapa

Wharekauhau provides exclusive resort accommodation, offer for guests to enjoy unique New Zealand country hospitality.

See pricing details

Exclusive Envoy Award Gold

TripAdvisor traveler rating  
Based on 18 reviews  
Read reviews

Like 2

**About**

Wharekauhau (pronounced "ferry-co-ho") is situated on a 5000 acre sheep station over 10 minutes by helicopter or a ninety minute drive from Wellington. Surrounded by native for lakes and wetlands, the Estate is a magical haven of peace and solitude from the outside world.

The main lodge recaptures the gracious lifestyle of a bygone era. Millioned windows look out over breathtaking beauty, with guest cottages located throughout the grounds offering solitude your stay make sure you experience some of the countless activities we offer.

**Physical address**

Wharekauhau Lodge, Western Lake Road, Palliser Bay, RD3, Featherston, Wairarapa, New Zealand

**Pricing and Conditions**

Adult \$1,035.00 - \$1,870.00

# Usvarjene vsebine, katalogi....

City Issue 4

## Stockholm – the city on fourteen islands

Stockholm has 14 islands, 300 lakes and 60,000 islands. The city is built on islands and connected by bridges and ferries. The city is known for its beautiful architecture, museums, and shopping. The city is also known for its high quality of life and its commitment to sustainability.

The most beautiful capital of Stockholm is frequently referred to as one of the world's most beautiful cities, which is not surprising, given its unique location. Stockholm was built over eight centuries on fourteen islands where Lake Malaren meets the Baltic Sea, alongside a unique archipelago. At its historic heart, the traditional Old Town and the Royal Palace.

As Stockholm the city represents the history and culture of several thousand years, from the Middle Ages to the present day. The city and 14th centuries, the emergence of Stockholm as an island city around the city of the bay. The city is built through the centuries and today many parts of the city are still in the original form. The city is known for its high quality of life and its commitment to sustainability. The city is also known for its high quality of life and its commitment to sustainability.

We often hear that Stockholm has all the advantages and assets of the modern international metropolis with its level of the beautiful and nature. The city is known for its high quality of life and its commitment to sustainability. The city is also known for its high quality of life and its commitment to sustainability.

With an excellent location and an international spirit it is an ideal destination for anyone who wants to experience the best of both worlds. The city is known for its high quality of life and its commitment to sustainability. The city is also known for its high quality of life and its commitment to sustainability.

www.visitstockholm.com

## JOIN the contest with your VIDEO

about Turkey for a chance to win

**UPLOAD NOW**

EXPLORE

✓ Things to do

On any trip to any country you'll have a list, the things that you can do, the things that you'd like to do, and the things that you absolutely must do. Time to make a list.

Go **hiking**. New Zealand is a country of spectacular and diverse beauty. You can walk through rainforest, along golden-sand beaches, at the foot of mountains and up mountains. You can walk for half an hour, half a day or for days at a time.

amazing THAILAND Always Amazes You

Travel Operator and Agent Site | Media Site | International - English

About Thailand | Travel and Transport | Where to Go | See & Do | Where to Stay | Food & Drink | Shopping | Travel Deals | Real Experiences

Travel Stories | Insider Tips | Photos | Videos

Home > Real Experiences > Photos

### Real Experiences

- Accommodation
- Activities
- Art & Culture
- Beaches & Islands
- City scapes
- Countryside
- Destinations & Attractions
- Events & Festivals
- History & Heritage
- Nature & Scenes
- Nightlife
- Restaurants/Food
- Shopping
- Sports & outdoors
- Wildlife
- Others

### Real Travelers' Photos

If you have a Thailand photo that captured an exceptional moment of your vacation in Thailand why not upload it to our Thailand Photo Gallery? Share Thailand images with friends, family, or other travelers like you by using the box to the right. Otherwise, browse our featured Thailand Photo Galleries below that include thousands of Thailand images or search by destination and activity in the box on the left.

#### Browse Photos by Categories

- Accommodation (110)
- Activities (134)
- Art & Culture (188)
- Beaches & Islands (60)
- City scapes (42)
- Countryside (91)
- Destinations & Attractions (298)
- Events & Festivals (12)
- History & Heritage (118)
- Nature & Scenes (463)
- Nightlife (19)
- Restaurants/Food (57)
- Shopping (25)
- Sports & outdoors (12)
- Wildlife (21)
- Others (133)

#### Featured Real Travelers' Photos

- Best of Best kbguy88
- Lamai Beach kbguy88
- Ka Chieng Thananan
- White Temples, Chiang Rating 4.07 / 3 votes

View All Real Travelers' Photos in Thailand

Search Photos

By Destination: All

By Category: \*\*

Newsletter: Up to date information

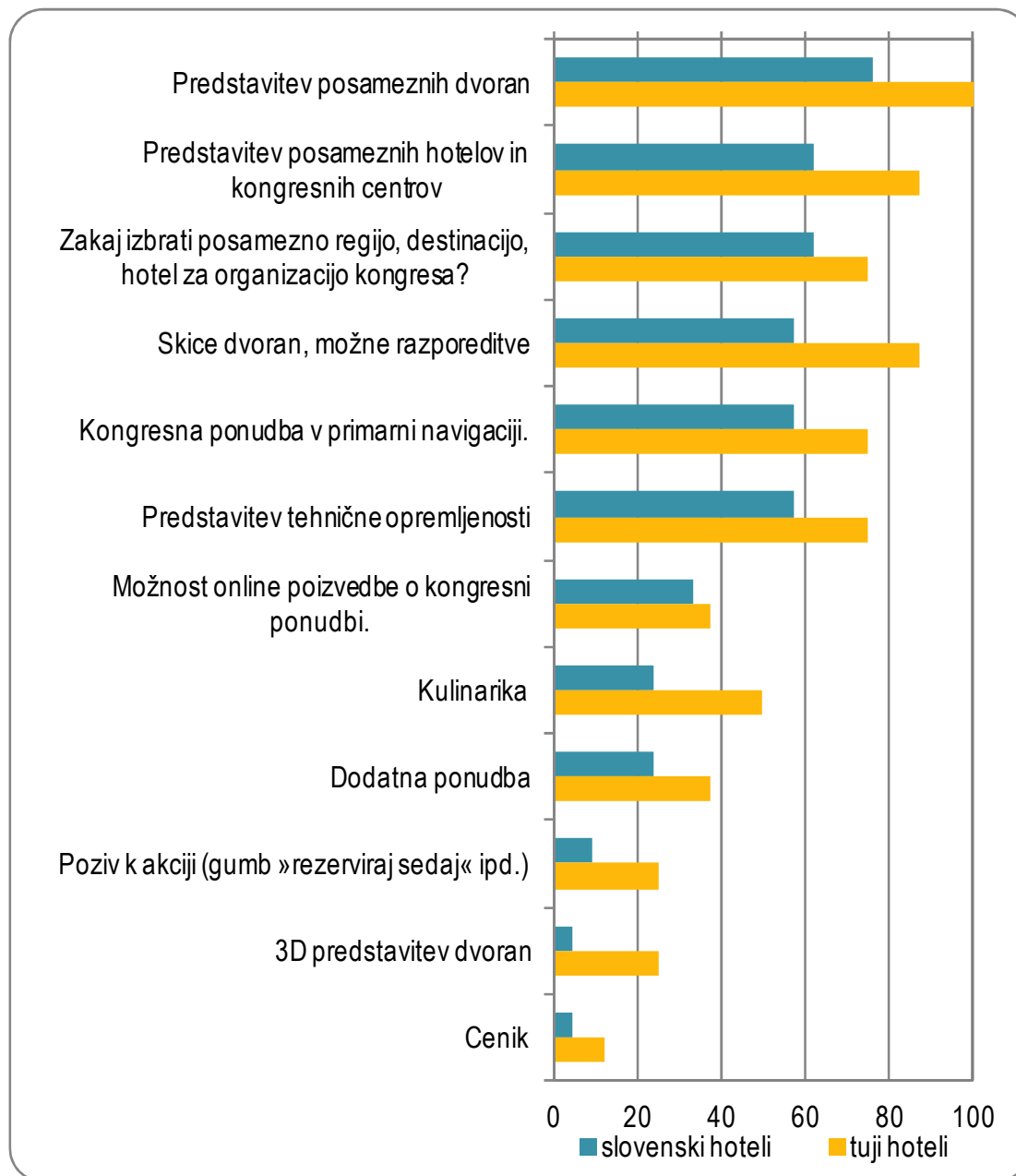
RSS Feed: Instant info delivered to you

Real Experiences: Shared experiences from travelers like you

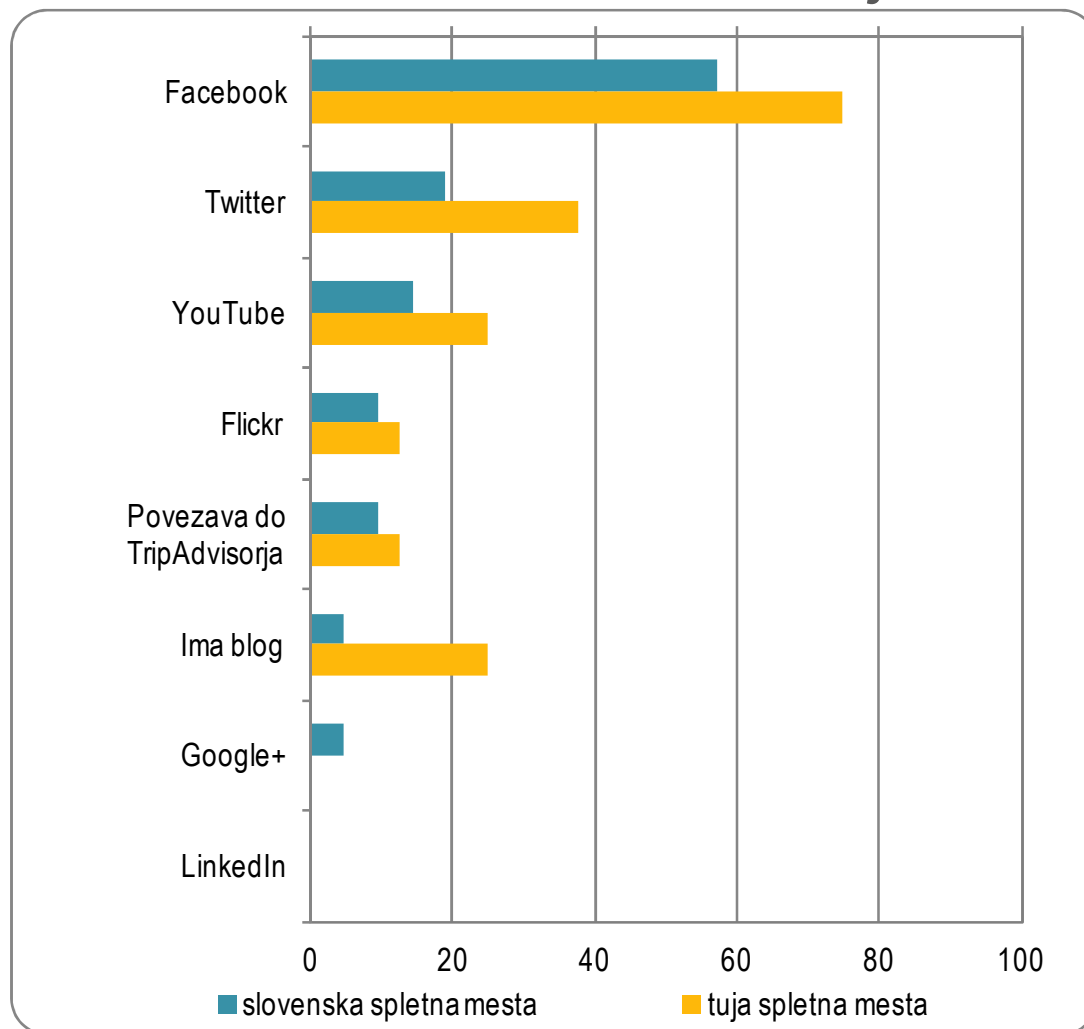
Multimedia: Download interactive media

Community: Discuss forum, blogs & polls

# Kongresna ponudba na spletnih mestih hotelov



# Distribucija vsebin na socialnih omrežjih. hoteli



# M turizem je relevanten

The screenshot shows the website for LifeClass Hotels & Spa. The main navigation includes 'HOTEL', 'WELLNESS STORITVE', 'Povpraševanje', 'Garancija najugodnejše cene', and 'Webcam'. A search bar is visible with fields for 'Hotel', 'Prejeto', 'Št. noč', 'Ostani', 'Drevo 0-14 let', and 'Kada se sprejema'. Below the search bar is a large image of a dish featuring salmon, broccoli, and other vegetables. The page also features a sidebar with categories like 'Hoteli', 'Plaži Meduna', 'Terme & Wellness', and 'Paketi 2011'.

## KONGRESNI CENTER HABAKUK



Kongresni center

### NAŠE PREDNOSTI

Kakovost storitev Kongresno - priredilnega centra Habakuk, večletna tradicija in sodobna tehnološka opremljenost. Zelo pestra ponudba doživetij.

Lahka dostopnost, lučaj od avtocestnega križa. Blizina treh mednarodnih letališč.

200 brezplačnih parkirnih mest v pokriti garaži hotela Habakuk, 300 brezplačnih parkirnih mest v neposredni bližini in urejen lokalni prevoz 100 m od prizoriča.

Zaradi prijaznih ljudi in prjetnega okolja, iz Maribora še nihče ni odšel ravnodušen.

- Dvorane
- Pogostitve
- Doživlja
- Reference
- Galerija
- Povpraševanje

Kongresni center Habakuk se razteza na 1.600 m<sup>2</sup>. Ima šest različnih dvoran in sprejme skupno do 630 udeležencev. Na razpolago sta tudi dva predprostrora, namenjena raznovrstnim pogostitvam, sprejemom, prireditvam, lahko pa služita tudi kot razstavni prostor.

Dodatno je na voljo **Diplomatski klub**, ki je namenjen diplomatskim srečanjem in tiskovnim konferencam na najvišjem nivoju.

Vse dvorane, ki smo jih imenovali po **znanih Mariborčanih**, so klimatizirane ter opremljene s sodobno tehnično opremo.

### Dvorana Turner



Nahaja se v pritlični etaži kongresnega centra in se razprostira na 404 m<sup>2</sup>. Parter dvorane sprejme v obliki kino postavitve do 400 udeležencev, skupaj z balkonom pa tudi do 500. V parlamentarni postavitvi sprejme do 180 oseb. Dvorana je opremljena s projekcijskim platnom, dimenzije 7x9 metrov in odrom, dimenzije 13x7 metrov.

### Dvorana Minařik



Nahaja se v prvi etaži kongresnega centra in meri 230 m<sup>2</sup>. V kino postavitvi sprejme do 220 udeležencev, v parlamentarni postavitvi sprejme do 140 udeležencev. Pred dvorano je na voljo foyer na 200 m<sup>2</sup>, ki ga lahko koristite kot prostor za pogostitev ali kot prostor za razstavo. Dvorano se da skupaj s predprostorom povezati v enoten prostor. Dvorana Minařik se lahko poljubno združuje s preddverjem. Preddverje Foyer 2 je idealen prostor za druženja med odmor ter pogostitev ali namestitvev hladno-toplega bifeja. Primeren je tudi za sprejeme, bankete in družabna srečanja s cocktail pogostitvami, v njem pa je mogoče organizirati tudi razstave in druge spremljajoče dogodke.

### Dvorana Priol



Razprostira se na 76 m<sup>2</sup>. V kino postavitvi sprejme do 80 udeležencev, v U-postavitvi do 32 udeležencev in 40 udeležencev v parlamentarni postavitvi.

### Dvorane Primožič, Vokač, Teplj

Dvorane se razprostirajo na 54 m<sup>2</sup> in sprejmejo v kino postavitvi do 50 udeležencev, v parlamentarni postavitvi do 28 udeležencev ali v U-postavitvi do 22 udeležencev.

Dvorana Primožič se lahko poljubno združuje s preddverjem. Preddverje Foyer 1 je idealen prostor za druženja med odmor ter pogostitev ali namestitvev hladno-toplega bifeja. Primeren je tudi za sprejeme, bankete in družabna srečanja s cocktail pogostitvami, v njem pa je mogoče organizirati tudi razstave in druge spremljajoče dogodke.



Diplomatski klub

## The Adventure Company Australia

287 Draper Street, Cairns 4870, Australia  
+61-7-4052-8300 Website E-mail

Ranked #36 of 50 tours in Cairns  
★★★★ 4 Reviews

### Reviews from our community



4 reviews sorted by Date Rating English first

**"Boring tour guides"**  
Reviewed 31 October 2011  
We did a one-day Daintree to Cape Tribulation tour through the Port Douglas Wildlife Sanctuary, Mossman Gorge, Cape Tribulation and capping off with a Daintree River Cruise. Technically, it sounds nice and some of the stops on the itinerary were indeed lovely. However, in my (fairly) extensive experience traveling around Australia and taking many tours, never have I had such...

**"Cape Tribulation Rainforest Tours"**  
Reviewed 29 September 2011  
The trip was wonderful. The scenery is beautiful, the bus was clean and airconditioned and the driver knowledgeable about local history, culture

### Browse nearby

Things to Do (84) Hotels (80) Restaurants (235)  
Map of The Adventure Company Australia

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http://www.statravel.co.uk

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ave you seen the STA Travel Blog yet? Grab a brew, take five, live in and be inspired. sta.travel/AM29x  
3 years ago

**TATravel\_UK** STA Travel UK  
fter our competition to WIN return flights to Asia for two people us a tour from Bangkok - Singapore sta.travel/1k1K25  
Dec

**TATravel\_UK** STA Travel UK  
hanks @PommieTravels! Good luck with your entry, and a very merry Christmas!  
Dec

**dnawatson** Fiona Watson  
nly 6 days until @einchy\_24 and I start our travels! Thanks to @STATravel\_UK  
Dec

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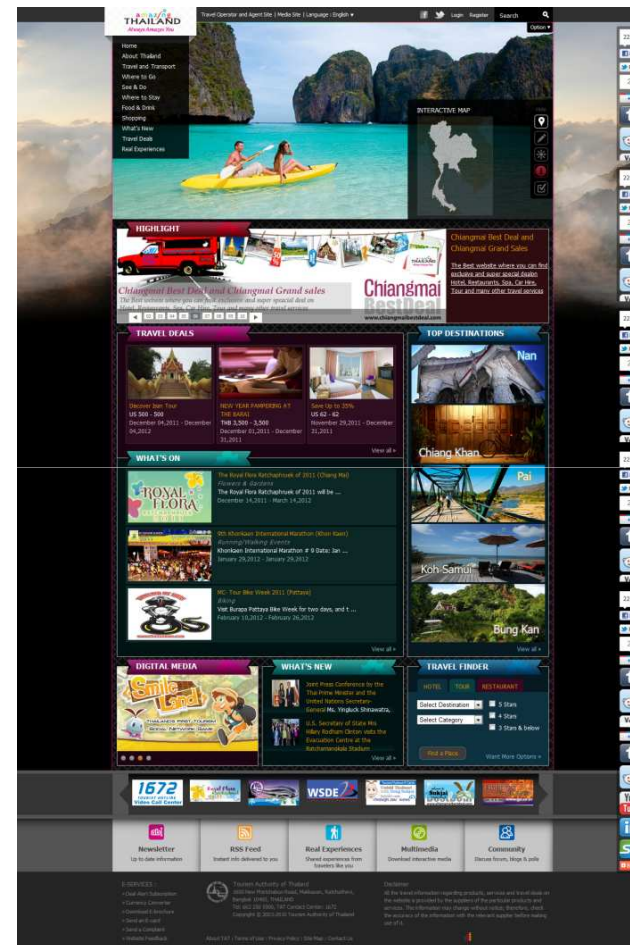
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About @STATravel\_UK  
1,296 Tweets 1,366 Following 6,592 Followers 169 Listed

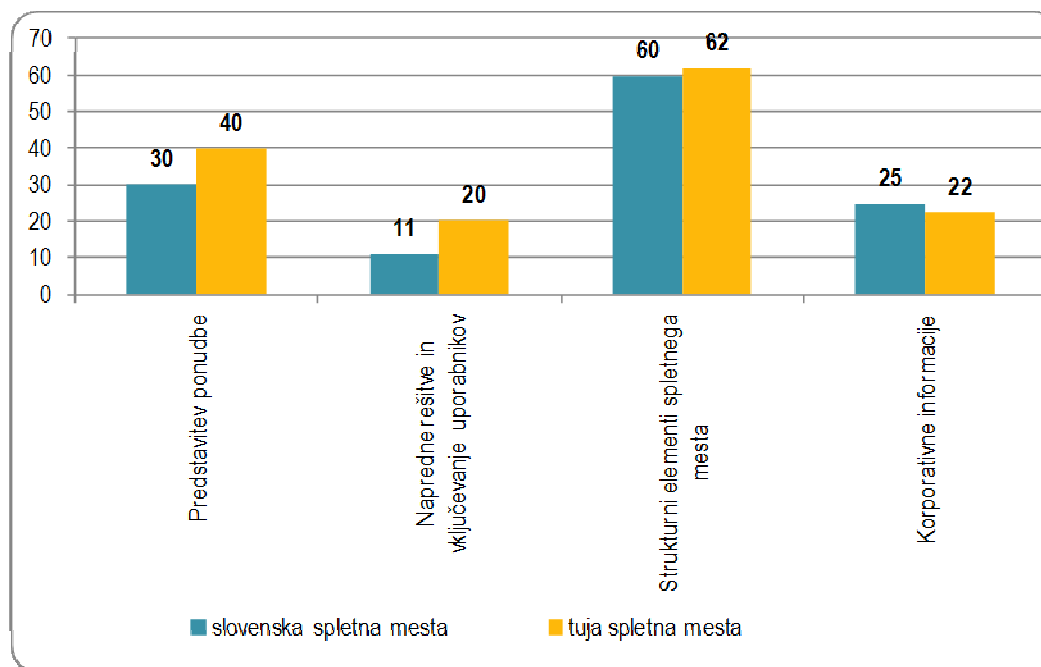
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STA Travel UK



# Destinacijski portali



# Primerjava kategorij: destinacije



# RDO in LTO

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**Discover Milford Sound**

Article in Queenstown  
 12 likes • 5 comments

**NEW ZEALAND 100% PURE**  
 GO TO: NEWZEALAND.COM

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Milford Sound  
 By Chris Jackson on Facebook  
 Images

Milford Sound's remarkable natural environment features dramatic fiords, spectacular waterfalls and snow-capped peaks.

Depart from Queenstown or Te Anau and enjoy an afternoon cruise or even sleep under the stars for an unforgettable boat ride. Pigeonising and sea kayaking are two other ways to immerse yourself in this "Eight Wonders of the World."

- [Book a Milford Sound cruise](#)
- [Find some Milford Sound activities](#)
- [See all Te Anau accommodations](#)

**MAP**

**PLAN & BOOK**

Travel things  
 Accommodation  
 Activities & Tours  
 Transport  
 Travel Agency  
 Visitor Information  
 See all things...

**Discover NZ**  
 as soon as you step on board!

**THAILAND**  
 Always Amazes You

Travel Operator and Agent Site | Media

About Thailand | Travel and Transport | **Where to Go** | See & Do

Northern Central Southern Eastern North-Eastern

Home > Where to Go > Southern > Phuket > Attractions > Beaches & Bay

**Where to Go**

Beaches & Bay  
**Hat Patong**

PHUKET

- Accommodation
- Transport
- Activities
- Special Offers
- Attractions
- Tours & Packages
- Food & Drink
- Events & Festivals
- Shopping
- Tourist Info Centres

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By Destination:  
 All

By Category:  
 All

By Sub-category:  
 All

Keywords:

Search

**Planning Tools**

- Travel Planner
- Interactive Maps
- Suggested Itineraries
- Travel Experiences
- FAQs
- Offers from Your Country

**LIVERPOOL FACTS**

- **Population**  
450,000
- **Region**  
England's North Country
- **Closest airport**  
Liverpool John Lennon Airport
- **Football clubs**  
Liverpool F.C, Everton F.C
- **Famous locals**  
The Beatles, Wayne Rooney
- **Local food**  
Scouse (meat stew)
- **Nearest towns / cities**  
Southport, Chester, Manchester,...

**Trough Falls**

View and enjoy a stay with food and entertainment.

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 Tel: 01524 754 222  
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This Beach is the most developed, most vibrant, most visited beach of Phuket that never fails to impress visitors. Located approximately 1.5 kilometers from the city, the beach has a wide range of accommodations and shopping arcades, and provides magnificent leisure activities and energetic night-time entertainment. It is a picture perfect postcard view of a 3-kilometer long white sandy beach that is perfect for swimming, lazing, and enjoying challenging water sports such as jet skiing, windsurfing, snorkeling, sailing, and parasailing.

The following places offer enjoyable activities:

- Phuket Water Ski Cableways: Tel: 0 7620 2529-7
- Simon Cabaret: Tel: 0 7634 2011-5
- Tarzans Jungle Bungy Jump: Tel: 0 7632 1351
- Tarzans Catapult Bungy: Tel: 0 1464 1581
- Patong Go-kart Speedway: Tel: 0 7632 1949
- Phuket Joyland: Tel: 0 7620 3005
- Horror House: Tel: 0 7629 3123

In addition, Patong offers gastronomic delights for seafood lovers. There are plenty of good restaurants located along the beach.

**Category:** Beaches & Bay  
**Language Support:** Thai, English

**Map**

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**Contact Details**

**Hat Patong**  
 Tambon Patong, Amphoe Kathu, Phuket

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**More Beaches & Bay Attractions...**

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**Grand Hotel Amrath Amsterdam** ★★★★★

Prins Hendrikkade 108 0.9 km (city center) | [Map](#)

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Based on **1,779** reviews

from €181

Room			Per Night
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Avg. pricenight

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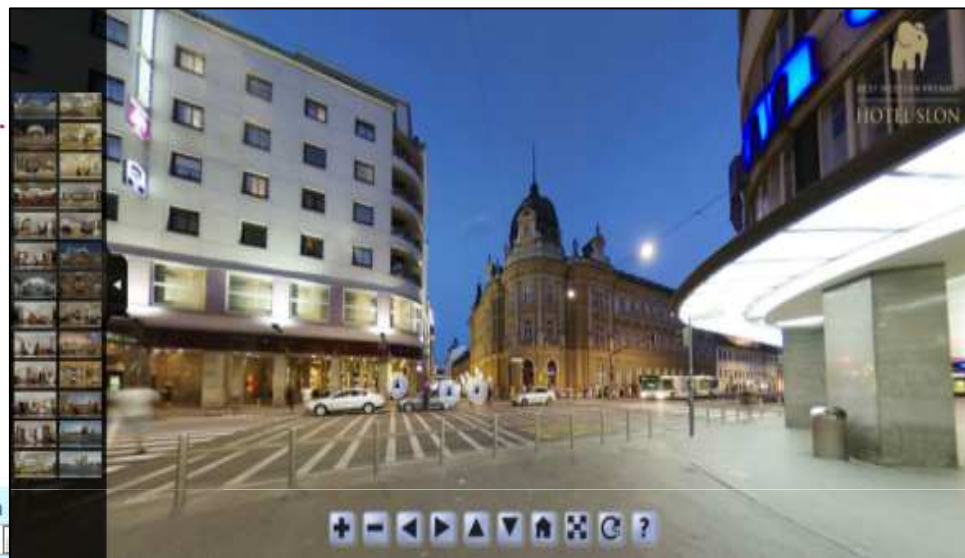
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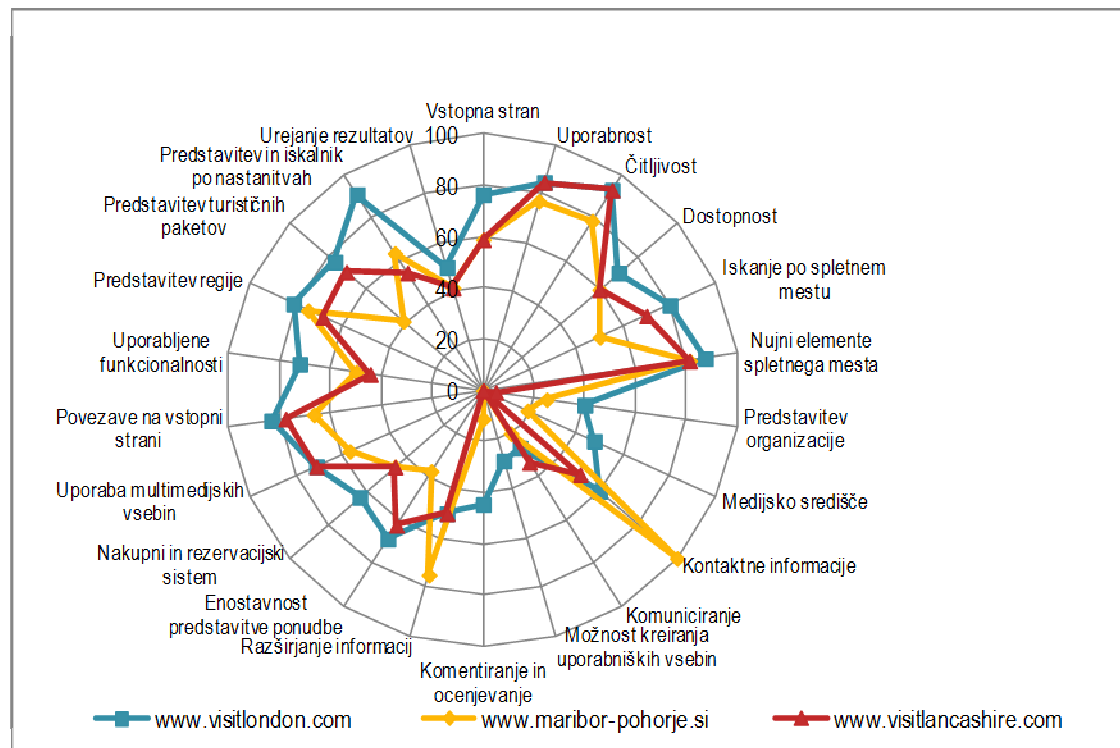
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# Blagovna znamka



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Jeff Bezos, CEO, Amazon.com

Hvala za pozornost!