

Web 2.0, Tourist Activated Networks and Sustainability in Destination Management

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Abstract

With the emergence of Web 2.0, the Internet has begun to realize its potential in supporting the tourism experience. This presentation will first identify a number of applications within Web 2.0 that are visitor oriented - from Expedia and Travelocity to YouTube, Flickr and Google Map - to support what Gnoth describes as the tourist activated network. Then, we will discuss the implications of these applications from the tourist industry perspective, arguing that such innovation is the foundation for sustainability, at least from the visitor experience and visitor management perspectives. It is concluded that we need to move more toward an experience design framework where IT is embedded in the environment and actively supports the experiential needs of the visitor.