
Interactive Television and Tourism

Marketing WA to the UK Pleasure Travel Market
through Interactive Television Applications

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BCom (Honours)

This thesis is presented for the degree of Doctor of Philosophy,
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Declaration

I declare that this thesis is my own account of my research and contains as its main content work which has not previously been submitted for a degree at any tertiary education institution.

Anika Schweda
6th August 2004

Abstract

As an information intensive industry and as one of the most progressive industries in information technology adoption, travel and tourism provides an ideal context in which to investigate how new technologies such as interactive television challenge our understanding of media and media use. This research looks at how interactive television can be used by consumers and how it may be best applied by marketers in international holiday travel.

Using the UK international traveller market to Western Australia as case in point, this research had three main research goals: 1) to understand how travellers use information sources with a focus on interactive television; 2) how an individual's previous interactive media and travel experiences may pre-dispose them to using interactive television; and 3) to better understand why individuals interact and what impact the interaction has on the promotional effort. A travel ad and a travel show segment were used to explore these with impulse (brochure request) and telescopic (destination video) interactive opportunities. The treatments were deployed over a video-on-demand platform in greater London and participants took part in their homes via their televisions and a self administered questionnaire.

This research has furthered the use of the multi-dimensional grid in understanding information sources in relationship to one another and updated the landscape with

modern information sources such as television, teletext, the Internet and interactive television. Findings from this area of investigation suggest that current interactive television offerings cater better to short-haul destinations and although it currently plays a minor role, interactive television has the potential to significantly contribute to travellers' long-haul holiday planning process.

The finding that individuals understand interactive television through their experience with teletext rather than the Internet and are more likely to use interactive television if they are thorough and experienced planners supports the theory of knowledge transference. However, most importantly, if an individual has a positive experience with interactive television they will interact again in the future. Contributions were also made to a better understanding of the interactive television user and the use of interactive television applications to the travel and tourism industry in particular. Exploration of the differences between the Impulse and Telescopic approaches to interactivity highlighted that while interactivity generally enhances the promotional effort each approach has its own strategic applications.

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While PhDs are personal journeys of knowledge and growth, this PhD was a journey in even more ways. It began with an email to fly me home in 52 hours. It saw me travel to libraries far and wide, to numerous interstate and international conferences, and to London for my fieldwork. Challenges were met and overcome. But the best thing about the journey were the people that accompanied me; that guided, supported and brought me back to the outside world. Thank you.

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Part #1

The Study, Background and Method

Part #1 Overview

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Chapter #1

Tourism, Destination Marketing and New Technology

Chapter Overview

This chapter introduces the research by presenting the background for undertaking this research and the objectives that it aims to satisfy. It then goes on to outline the framework from which the research is approached and the process or method that was employed. The chapter then concludes with a preview of the thesis chapters.

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