

Chapter 7 Outline

Statistics on Travelers' Use of the Internet
Situation Analysis for Destination
Marketing Organizations on the Web:
The Threat of Disintermediation
Best Practices Adoption
Analyzing Existing Web Sites
Developing an Interactive Program Strategy:
Addressing the Web Site
Developing an Action Plan for
Web-Site Building
Planning Design for Online Branding
Targeting the Customer Online
Addressing Navigation
Building the Web Site: In-House or
Outsource
Choosing Vendors and Technology
Evaluation Tools
The Project Management Cycle
E-CRM Database
Back-End Database and Content
Management
The Strategic Internet Marketing Plan
Writing the Internet Marketing Plan
Ongoing Online Marketing,
Communications, and Research
E-Team and Staffing (Strategy and Tactical
Teams)

Competencies

1. Describe how the Internet has changed the way that travelers obtain travel destination information and services. (pp. 125–126)
2. Identify the threats to destination marketing organizations from online competitors and outline ways in which DMOs can position themselves to reach a greater share of online consumers. (pp. 126–128)
3. Describe features of effective CVB and DMO Web sites, including design, navigation, customer relationship management, search engine compliance, technical considerations, e-commerce, and performance tracking. (pp. 128–136)
4. Explain the factors to be considered when building a successful destination Web site. (pp. 136–138)
5. Describe the pros and cons of working with in-house staff or outsourcing Web design and management tasks to outside agencies. (pp. 138–141)
6. Describe components of a strategic Internet marketing plan, and identify ongoing online marketing, communication, and research tasks necessary to a successful Internet marketing plan. (pp. 141–144)
7. Identify possible new staff positions that could assist a CVB or DMO with managing Internet technologies and programs. (pp. 144–145)