



business intelligence system for tourism
sustav poslovne inteligencije za turizam



THE USE OF BIST AS A BASIS FOR DECISION SUPPORT IN TOURISM

**Blaženka Vrdoljak-Šalamon,
Damir Krešić and Petra Gatti**

Institute for Tourism, Vrhovec 5, 10 000 Zagreb, Croatia
{blazenka.salamon, damir.kresic, petra.gatti}@iztzg.hr

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- Institute for Tourism
- BIST – main features
- BIST - demo



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CARNet

TRC – Tourist Research Center

ESOMAR – World Association of Research Professional

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institut za turizam
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BIST ?

BIST is an online accessible information system for tourist destination managers, i.e. professionals speaking Croatian or English.

www.iztztg.hr/bist/

BIST – System architecture

- × **Data source – CBoFS**
- × **MS Windows 2003 Server**
- × **MS SQL Server 2000 Integration Services (ETL), MS SQL Server 2000 (DW), MS SQL Server 2000 Analysis Services (OLAP)**
- × **E-BI Panorama 4.0 Server**
- × **E-BI Panorama 4.0 NovaView (Analytic Client)**
- × **Four access levels**

BIST contains:

- **DW related to tourist arrivals, overnight stays, accommodation capacity in croatian tourism destinations and organisation of travel**
- **250 tourism destinations**
- **32 accommodations types**
- **43 countries of origine**

BIST offers:

- **Information on tourism development (2001-2005)**
- **Market trends in countries of origin (43)**
- **Information on accommodations features (32)**
- **Destination competitiveness analysis**
- **Trends regarding the average length of stay**
-

BIST - *monitoring on different levels:*

- **Market shares**
- **Guest-mix structure**
- **Occupancy rate**
- **Development of accommodation facilities**
- **Seasonality**

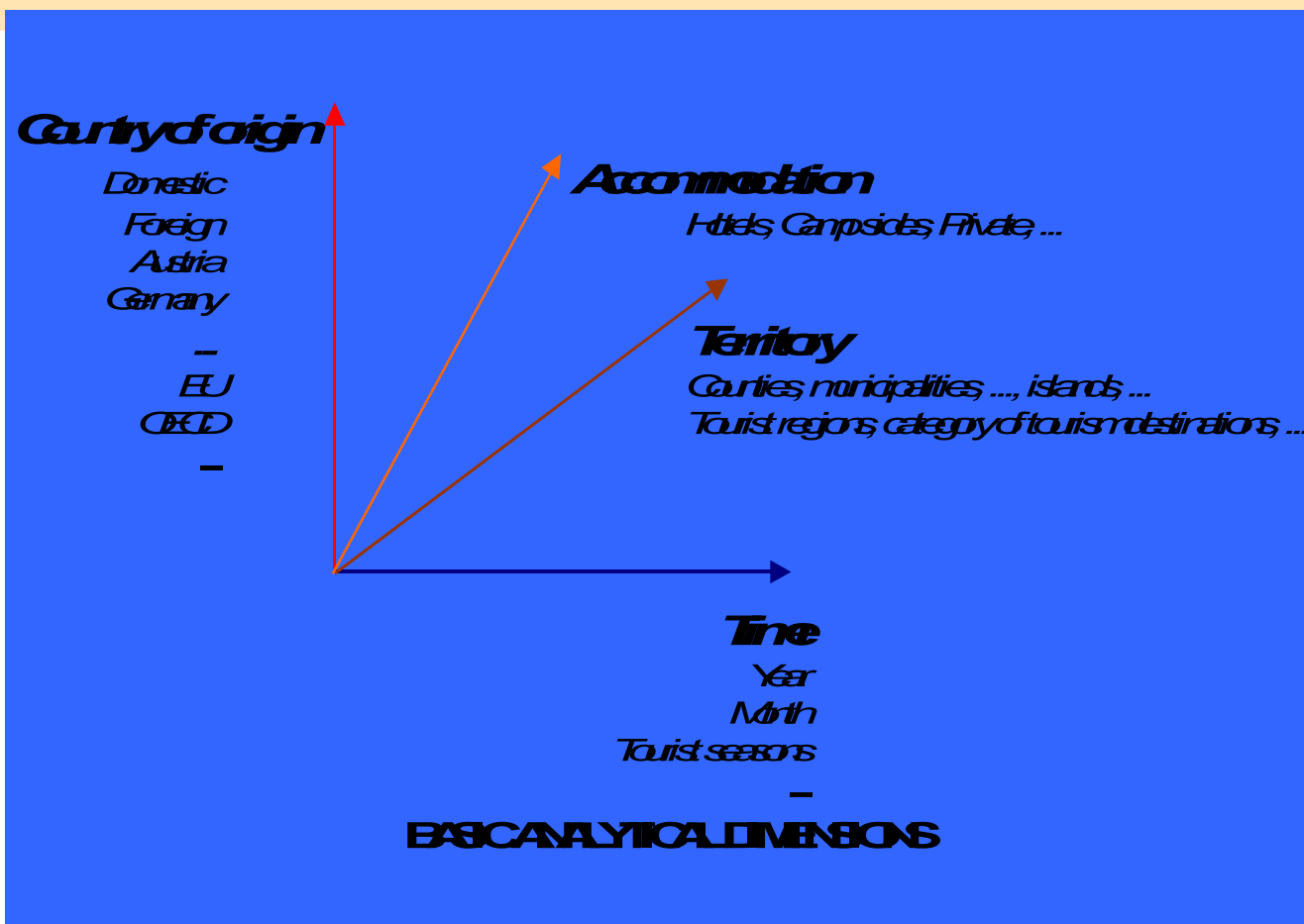
BIST – data categories

MEASURES:

- Overnights
- Arrivals
- Number of beds
- Number of accommodation facilities in particular type

DIMENSIONS

- Territorial organisation: administrative, geographical, tourism regions
- Country of origin – primary market, ...; geographical regions, membership in association etc.
- Time periods – month, year, tourism season
- Type of accommodation – hotels, camp sides, ...
- Organisation of travel – individual, organised by T

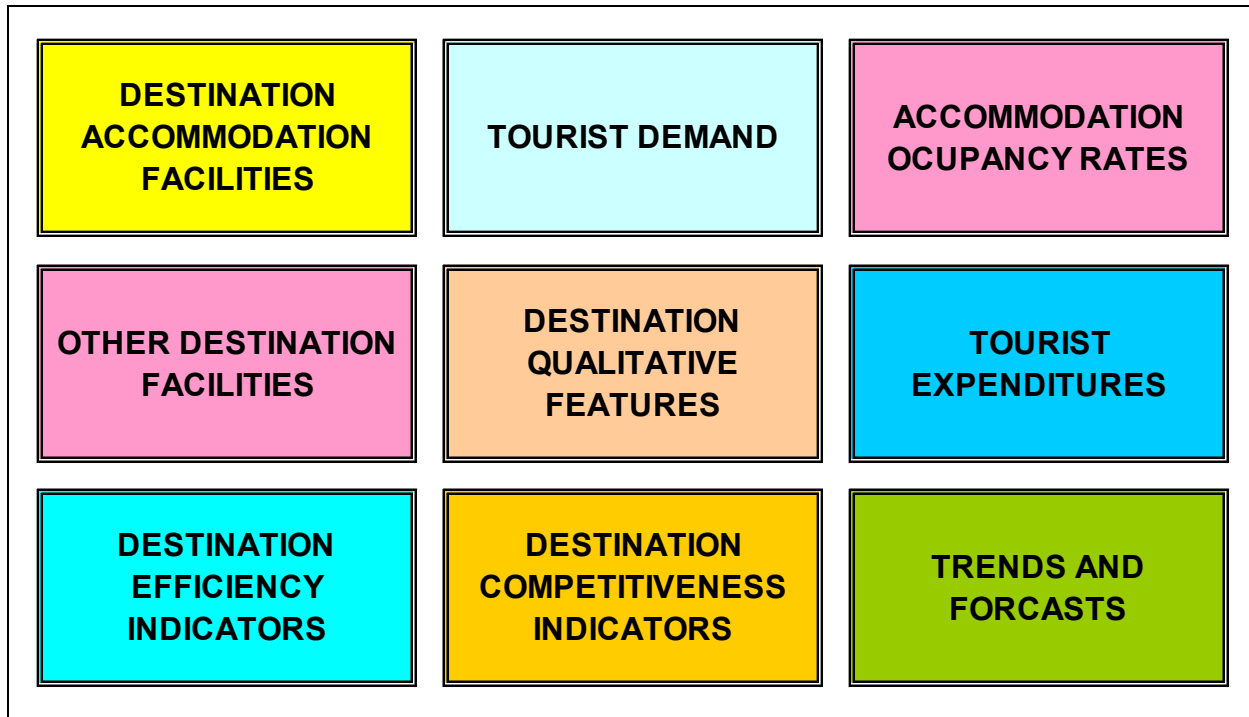


BIST *supports*:

- Decision making on local, regional and national level
- Increase of effectiveness
- Adaption to dynamic business requirements
- Anticipation of events
- Optimization of queries

BIST – next phases

- **Competitiveness of the Croatian tourism industry**
- **Attitudes and expenditures of tourists in Croatia (TOMAS Market Studies Series)**
- **Tourism activity of the domestic population**
- **Tourism demand and market segmentations trends**
- **Expenditures of foreign tourists in Croatia**
- **Expenditures of Croatians abroad**



**Different Data, Information and Indicators needed by
Destination manager - examples**

USERS

- Ministry of Tourism
- CNTB (system of regional/local tourist boards)
- Other governmental institutions
- Croatian Chamber of Commerce
- Professional associations
- Private sector
- Congress centres
- Educational institutions
- Media
- International associations



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DEMO