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Webonomics: Better Business Through the Web


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IMHI

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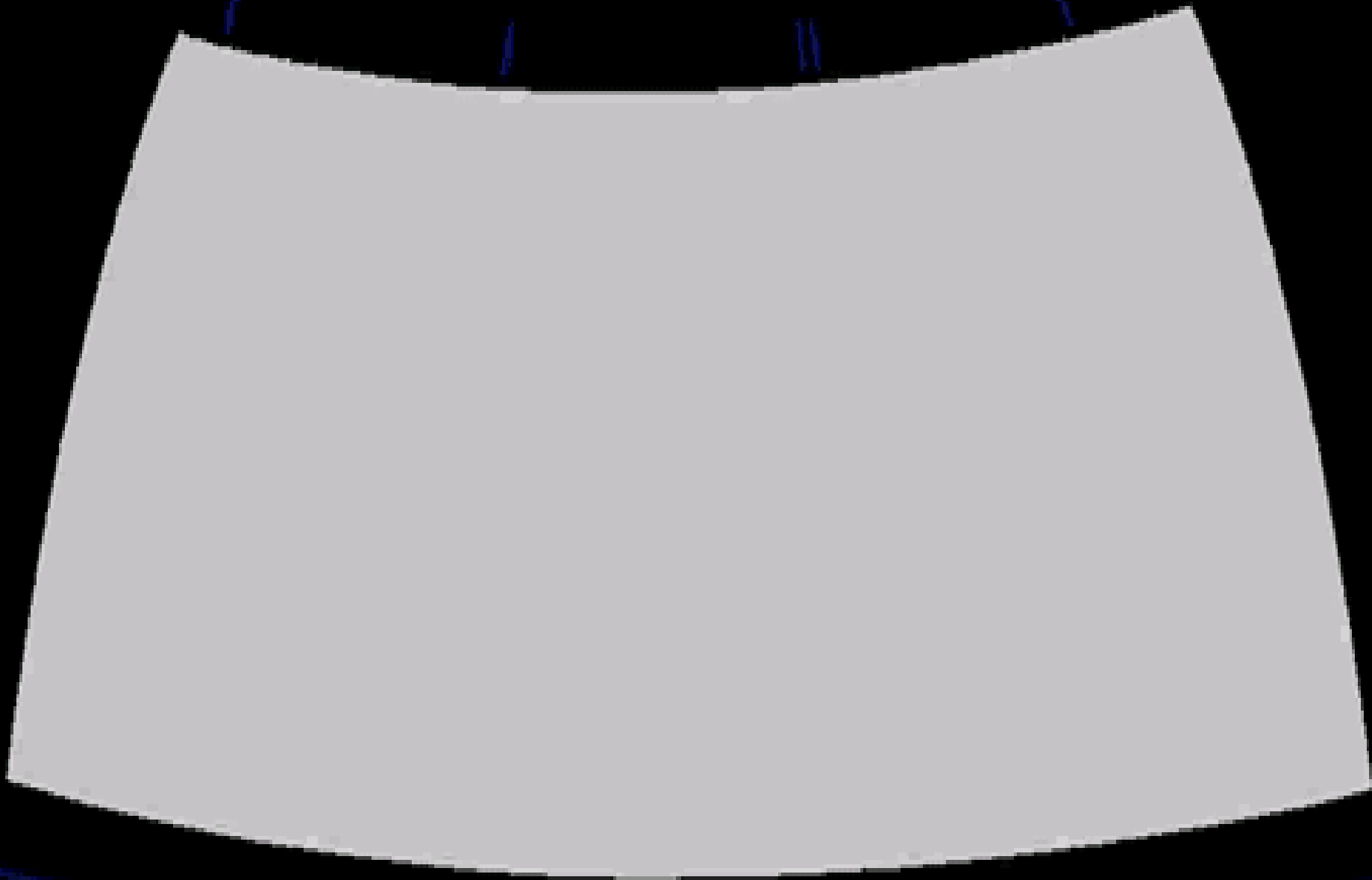
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Webonomics



Webonomics : Better Business Through The Web.

ihra

36th Annual Congress.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

 [contact us](#)

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Webonomics



Making the World
a Smaller Place!!

Presentation Content.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

This section introduces the
aims and objectives of this
presentation and its
accompanying Web Site.

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Presentation Content.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

This section introduces the
the characteristics of the
Tourism Industry and more
importantly its relationships
to IT.

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Presentation Content.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

This section introduces the concepts of the Internet and its services including their advantages & disadvantages.

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Presentation Content.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

This section introduces the concepts & components of the Web Marketing & their implications to the Tourism Industry.

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Making the World
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Presentation Content.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

This section describes the
techniques involved in
planning, designing and
maintaining a Web Site.

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Aims & Objectives.

Main Menu

[Webonomics](#)[Tourism / Hospitality](#)[The Internet](#)[Web Marketing](#)[Development Process](#)[contact us](#)

This session will endeavour to explore how hospitality and tourism enterprises can harness the rapidly developing marketing potential of the Internet. This interactive presentation will focus on the needs of a tourism enterprise from a marketing perspective and the capabilities of the Internet to fulfil these needs. This will be achieved by outlining the processes involved in planning, developing, publishing, promoting and maintaining a successful hospitality/tourism Web site. The session will concluded by exploring the strategies for attracting customers and promoting electronic commerce, and assessing the potential of new and developing interactive Web technologies as marketing tools of the future.

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Tourism Definition.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

The consumption, production and distribution of services for travelers who dwell in some place other than their domiciles or workplaces for at least twenty four hours. Shorter sojourns are regarded as mere excursions.

(Schmid, 1995)

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Two Words that Describe The Hospitality / Tourism Industry.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)



Growth.



Change.

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Growth

- ★ **Tourism is the largest contributor to the Global Economy.**
- 🕒 **Despite the recession in other industries Tourism is growing faster than international economic growth.**
- 🕒 **Estimated to sustain a 5% growth over the next decade.**
- 🕒 **Tourism Employs 255 million worldwide (11% of the Global Workforce).**
- 🕒 **Tourism produces 10.7% of the World's GNP.**

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Change.

- ★ **Tourists are becoming more discerning in their choice of Holiday destination - Requiring better Value for Money.**
- 🕒 **Tourist are travelling more frequently and greater distances.**
- 🕒 **Tourists are becoming more knowledgeable and adventurous.**
- 🕒 **Tourists are demanding a more individualised service.**

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Characteristics of Tourism.

- ★ **Heterogeneous.**
- 🕒 **Volatile.**
- 🕒 **Fragmented.**
- 🕒 **Perishable.**
- 🕒 **Largely Intangible.**

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

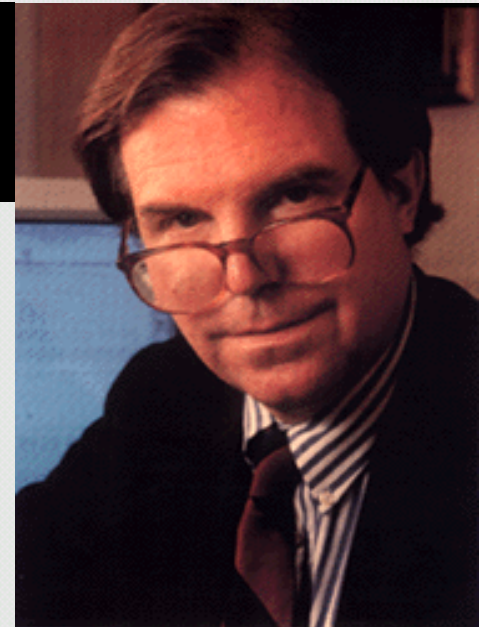
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Information Intensive.

b e i n g
d i g i t a l

**The fundamental particle
of our time is not the atom
but the bit - the binary
digit, a unit of data
usually represented as a 0
or 1.**



**Nicholas Negroponte,
MIT Media Lab**

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Information Intensive.

d i g i t a l

“Services are not physically inspected or displayed at the point of sale. Information is the only guide to product quality and availability. As such, the provision and distribution of information becomes as important as the actual provision of the services”.

Poon, 1988

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

An Introduction to Internet.



What is The Internet?



What Services Does it Have.



What is the World-Wide Web



How Does it Work.

Graphics

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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What is the Internet.

*The Internet is a network of networks,
connected by wires and wireless communication
in order to share common information.*

Graphics

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Internet Services Available.



The World Wide Web (WWW, W3)



Electronic Mail (Email),



Telnet,



Gopher,



File Transfer Protocol (FTP).

Graphics

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Main Menu

Webonomics

Tourism / Hospitality

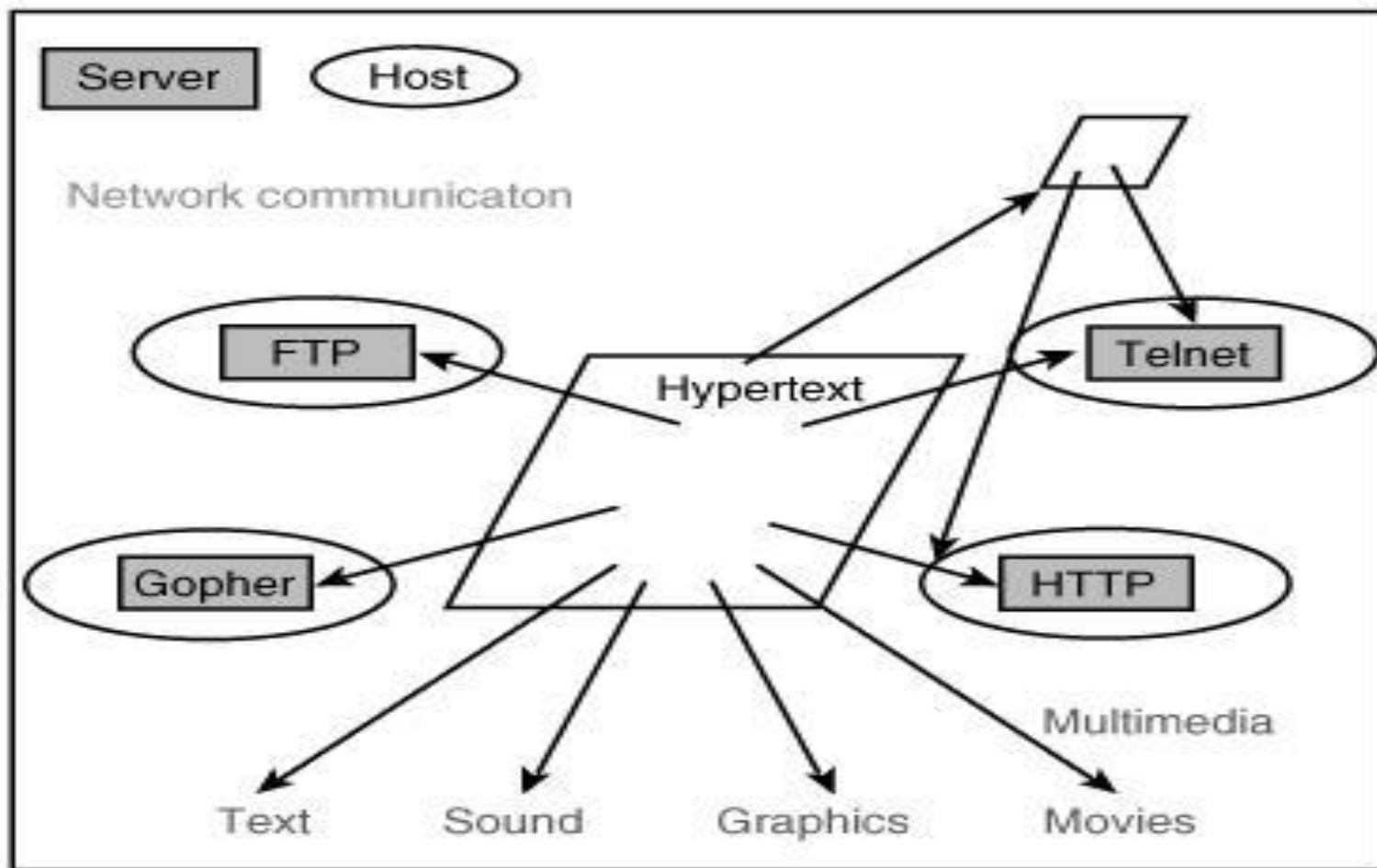
The Internet

Web Marketing

Development Process

contact us

Internet Services Available.



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

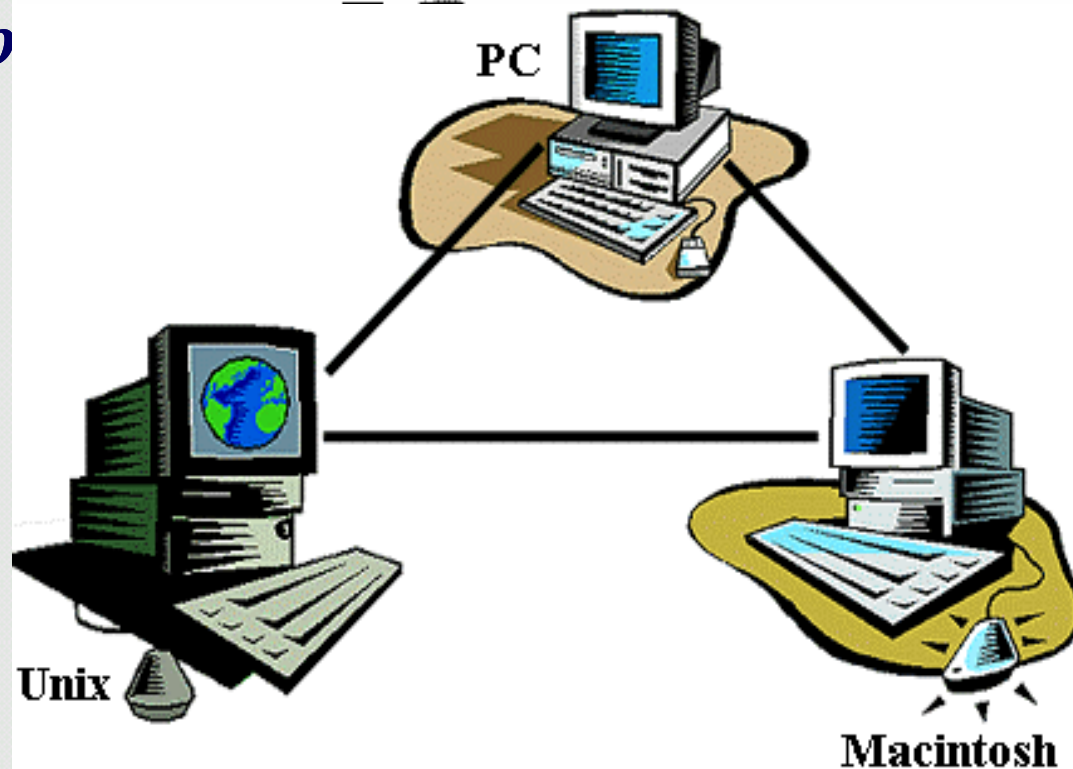
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Development Process

contact us

What is the WWW.

*The WWW is a Global, Interactive, Dynamic,
Cross-platform, Distributed, Graphical Hypertext
Internet.*



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

How Does the WWW Work?

Step 1



Get a computer

Step 2



Get Connected

Step 3



Get a Web Client/Browser

Step 4



<http://www.dmc.dit.ie/guests/eirenet/padman/framepage.htm>

Protocol

Server

Directories

File



Macintosh



Windows

Microsoft Internet Explorer

File Edit View Go Favorites Tools Help

Back Forward Stop

Address www.dmc.dit.ie/guests/eirenet/padman/framepage.htm

<http://www.microsoft.com/msoffice/> - Netscape

File Edit View Go Window Help

St

St

St

http:// - Web Page

mailto: - Email Address

telnet:// - Telnet Address

ftp:// - FTP Address

gopher:// - Gopher Address

news: - Newsgroup Address

file:/// - Local File Location

Other media sent but...



www.dmc.dit.ie



www.dmc.dit.ie



www.dmc.dit.ie

Security Stop

[/padman/framepage.htm](http://www.dmc.dit.ie/guests/eirenet/padman/framepage.htm)



My Computer

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Main Menu

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Tourism / Hospitality










The Internet

Web Marketing

Development Process

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Factors Affecting Speed ?

-  ***The computer's CPU.***
-  ***Web software running on the client or the server.***
-  ***Line Traffic (Internal & External)***
-  ***The size and design (applets) of the HTML.***
-  ***The Speed of the lines between the server and client.***
 -  ***T3 line - 45MB per second (MBS)***
 -  ***T1 line - 1.5MBS***
 -  ***Ethernet line - 10MBS***
 -  ***Modems - 14, 28 & 56 Kilobits per second (KBS)***

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Web Demographics

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

 **contact us**

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Advantages & Disadvantages

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Web Marketing?

- Marketing
- Point 2 **Marketing Stuff???**
- Point 3
- Point 4

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

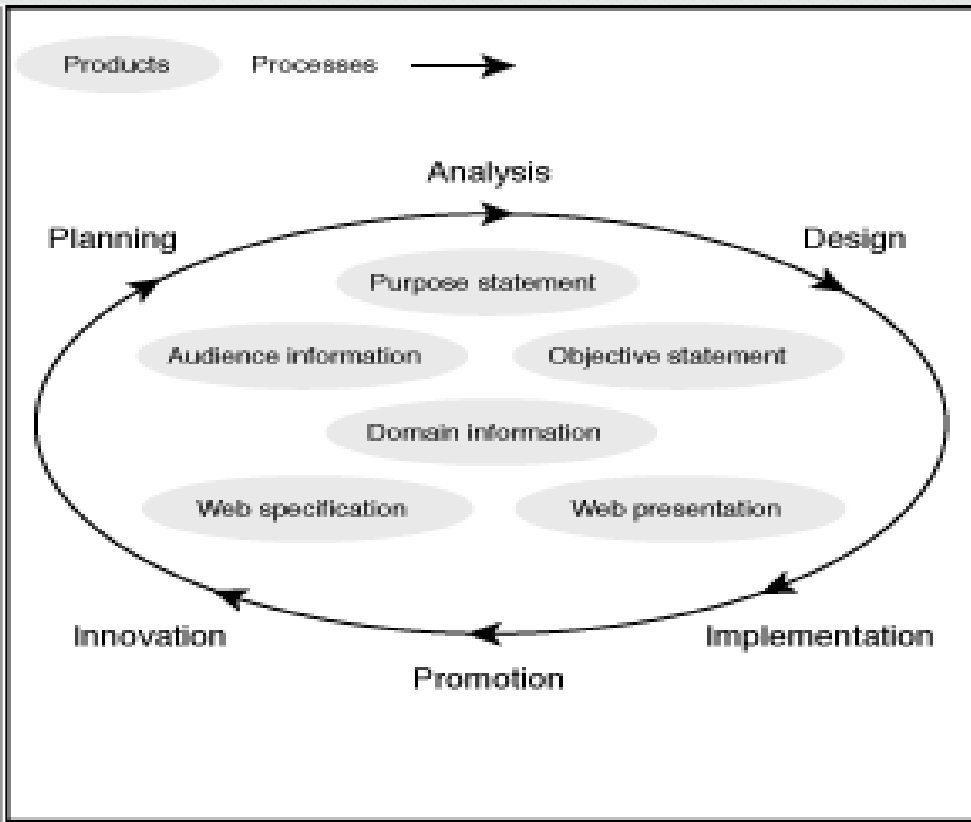
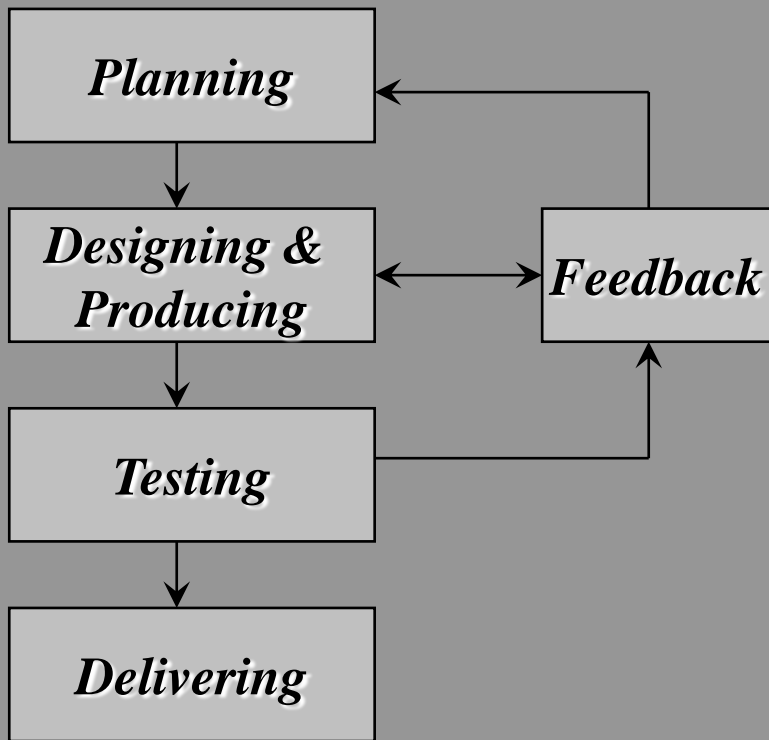
Web Marketing

Development Process

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Web Development Process.

- Dev Process
- Point 2
- Point 3
- Point 4



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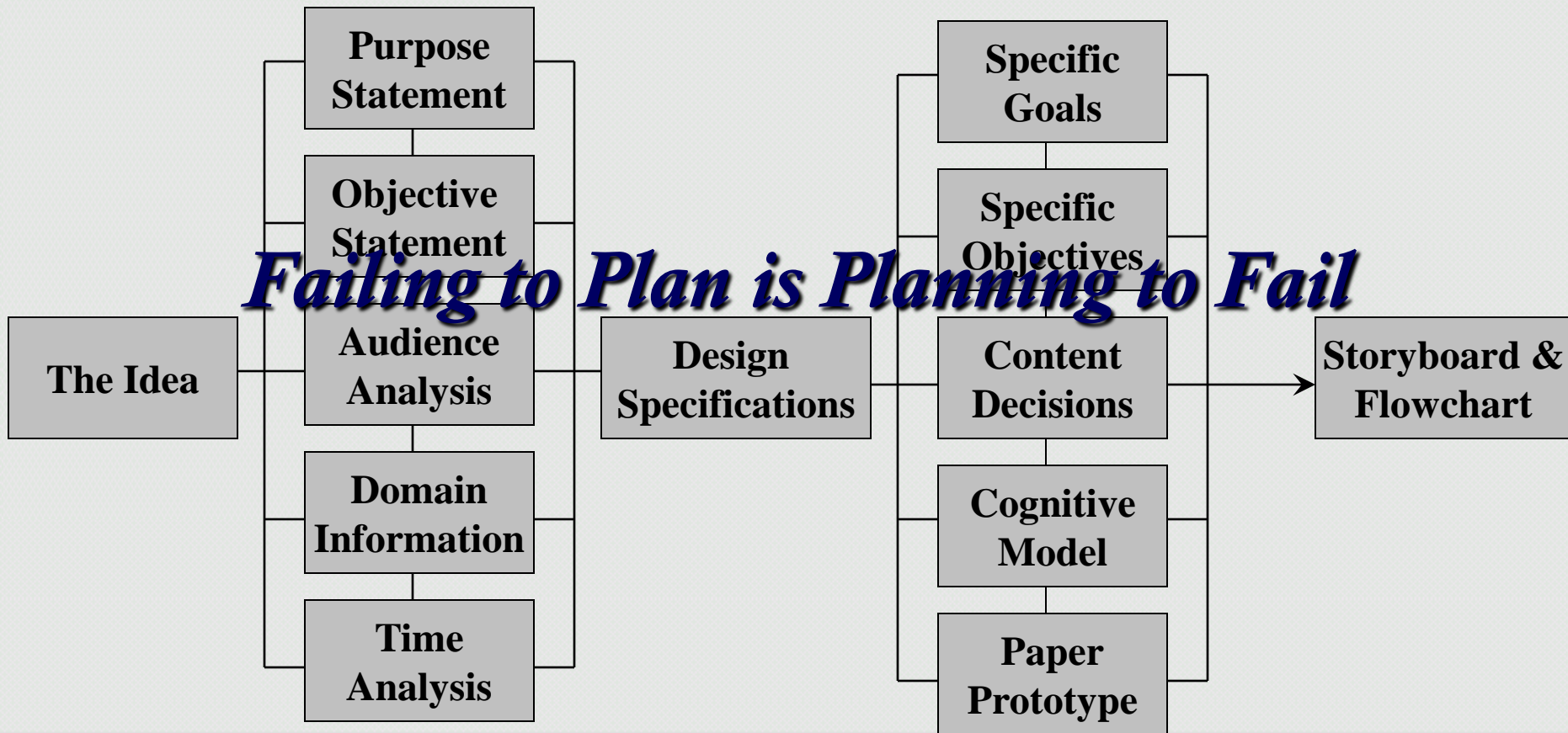


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The Planning Process Setting the Scene.

The Idea + Analysis = Design Specifications + Instructional Design = Final Plans

Failing to Plan is Planning to Fail



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The Principles of Planning.

Elements a Developer Cannot Control

☆ User Behaviour,,

⌚ User's Browsers & Displays,,

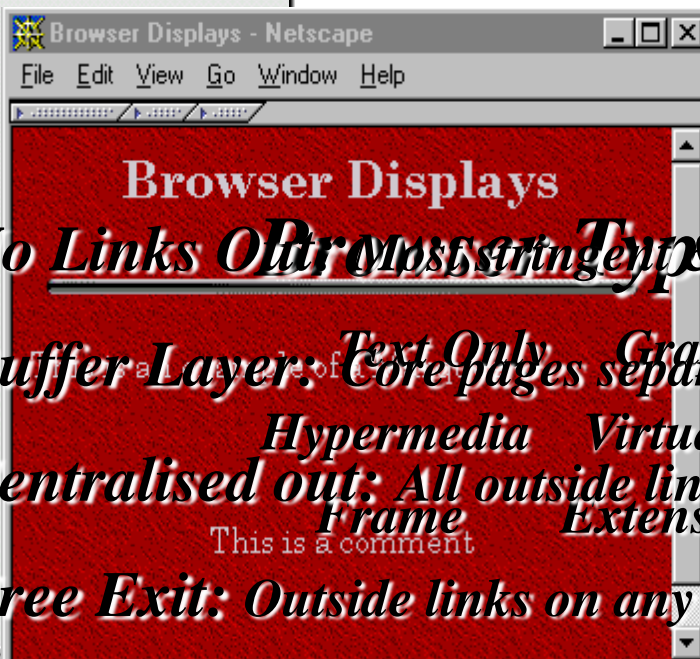
⌚ External Links.

Elements a Developer Can Control

☆ Multiple User Roles

↓ POWOW, Chat, VRML.

⌚ Porous Quality



on.

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& Techs.

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The Specifications of a WWW Project.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



Purpose Statement,



Objective Statement,



Audience Information,



Domain Information.



Time Analysis

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Purpose Statement.



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Main Menu

Webonomics

Tourism / Hospitality





The Internet

Web Marketing

Development Process

[contact us](#)

To develop a Purpose Statement the designer must consider the following issues:

-  The Subject area (The Message the web will convey)
-  The Audience identification,
-  The level of detail of the information presented,
-  The user's expected benefit or response.

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Objective Statement.



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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*A specific statement of the Webs objectives should include the steps
required in order to achieve the Purpose Statement.*

Webonomics *Audience.*



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1. Describe the Target Audience (as specific as possible).

Main Menu

“Everyone interested in Tourism” - Too Broad.

“Someone seriously considering a Holiday in Ireland this summer” - Better

2. Define Critical Information about the Audience.



- Gender
- Location
- Income Bracket
- Social Standing
- (And Sometimes) Religious Beliefs

3. Create lists of the their characteristics, concerns and activities.

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Skill & Knowledge Level.



Novice,



Moderate,



Working Knowledge,



Expert.

Novice Normally never heard of the subject matter before or if they have heard of it, they have no understanding of it.

In this case rudimentary concepts and simple delivery

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Do not judge your audience but be aware of their differences and use them to your advantage.

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What happens when demographic groups are mixed?

Main Menu

Home

Tourism

Travel

Web Marketing

Development Process

contact us

Sometimes different presentations are prepared or
sometimes the largest or most important demographic
group is chosen.

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Domain Information.




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Main Menu

[Webonomics](#)[Tourism / Hospitality](#)[The Internet](#)[Web Marketing](#)[Development Process](#)[contact us](#)

Domain Information refers to not only the information that will be available on the web but also any background information necessary to create a good web. The steps included are:

-  *Define what information is necessary*
-  *Acquire the information*
-  *Plan for updating and maintaining the information.*

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Communicate The Message Effectively.

- Step 1. Get the Audience's Attention - Use Appropriate Techniques (**Anything Goes**)
- Step 2. Set the atmosphere (**Good Background**)
- Step 3. Deliver the message.

***Tell Them You Are Going To Tell Them.
Tell Them.
Tell Them You Told Them.***

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

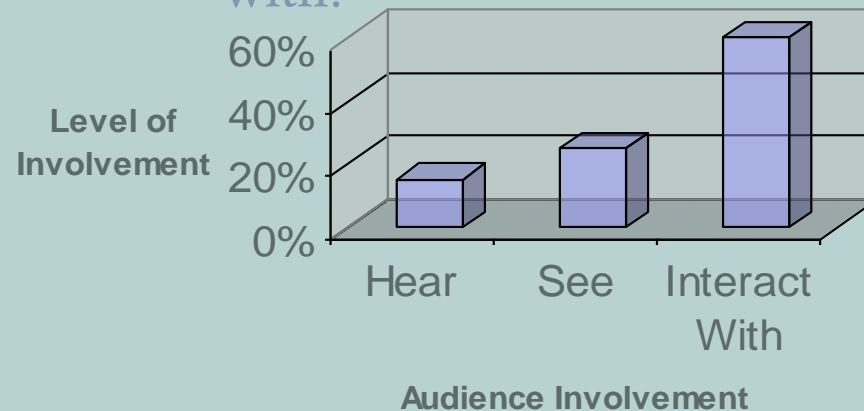
Message Retention.

People Remember:

15% of what the Hear

25% of what the See

60% of what they Interact
with.



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Time Frame Analysis..

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	Task Name	06 Apr '98							13 Apr '98							20 Apr '98							27 Apr '98							04 May						
		S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T		
1	Content Analysis																																			
2	Audience Analysis																																			
3	System Analysis																																			
4	Time Analysis																																			
5	Design Specifications																																			
6	Overall Goals																																			
7	Overall Objectives																																			
8	Content decisions																																			
9	Cognitive Model																																			
10	Paper Prototype																																			
11	Storyboard																																			
12	Flowchart																																			
13	Planning Stage Finished																																			
14																																				

Task Usage as of 06/04/98

	06/04/98	13/04/98	20/04/98	27/04/98	04/05/98
Content Analysis	64h				
Project Manager	32h				
Project Team	32h				
Audience Analysis	64h				
Project Manager	32h				
Project Team	32h				
System Analysis	72h				
Project Manager	24h				
Computer Specialist	24h				
Project Team	24h				
Time Analysis		32h			

ID Ta

Task Usage as of 06/04/98

	06/04/98	13/04/98	20/04/98	27/04/98	04/05/98	Total
Content Analysis	64h					64h
Project Manager	32h					32h
Project Team	32h					32h
Audience Analysis	64h					64h
Project Manager	32h					32h
Project Team	32h					32h
System Analysis	72h					72h
Project Manager	24h					24h
Computer Specialist	24h					24h
Project Team	24h					24h
Time Analysis		32h				32h
Project Manager		16h				16h
Project Team		16h				16h
Design Specifications						
Project Manager						
Project Team						
Overall Goals		48h				48h
Project Manager		24h				24h
Project Team		24h				24h

Budget Report as of 06/04/98

ID	Task Name	Total Cost
8	Content decisions	IR£7,200.00
11	Storyboard	IR£6,880.00
1	Content Analysis	IR£4,800.00
2	Audience Analysis	IR£4,800.00
3	System Analysis	IR£4,200.00
6	Overall Goals	IR£3,600.00
9	Cognitive Model	IR£3,600.00
4	Time Analysis	IR£2,400.00
7	Overall Objectives	IR£2,400.00
10	Paper Prototype	IR£1,520.00
12	Flowchart	IR£1,400.00
5	Design Specifications	IR£0.00
13	Planning Stage Finished	IR£0.00
		IR£42,800.00

Honour Commitments Vs. Rushing the Job?

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Planning.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us☆ *Storyboard.*

⌚ *This is a very important part of the planning process and if this section is conducted correctly then the production will be far less of an effort. One must choose the correct storyboard for the application taking all the parameters already considered into account.*

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Project Definition.



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Main Menu

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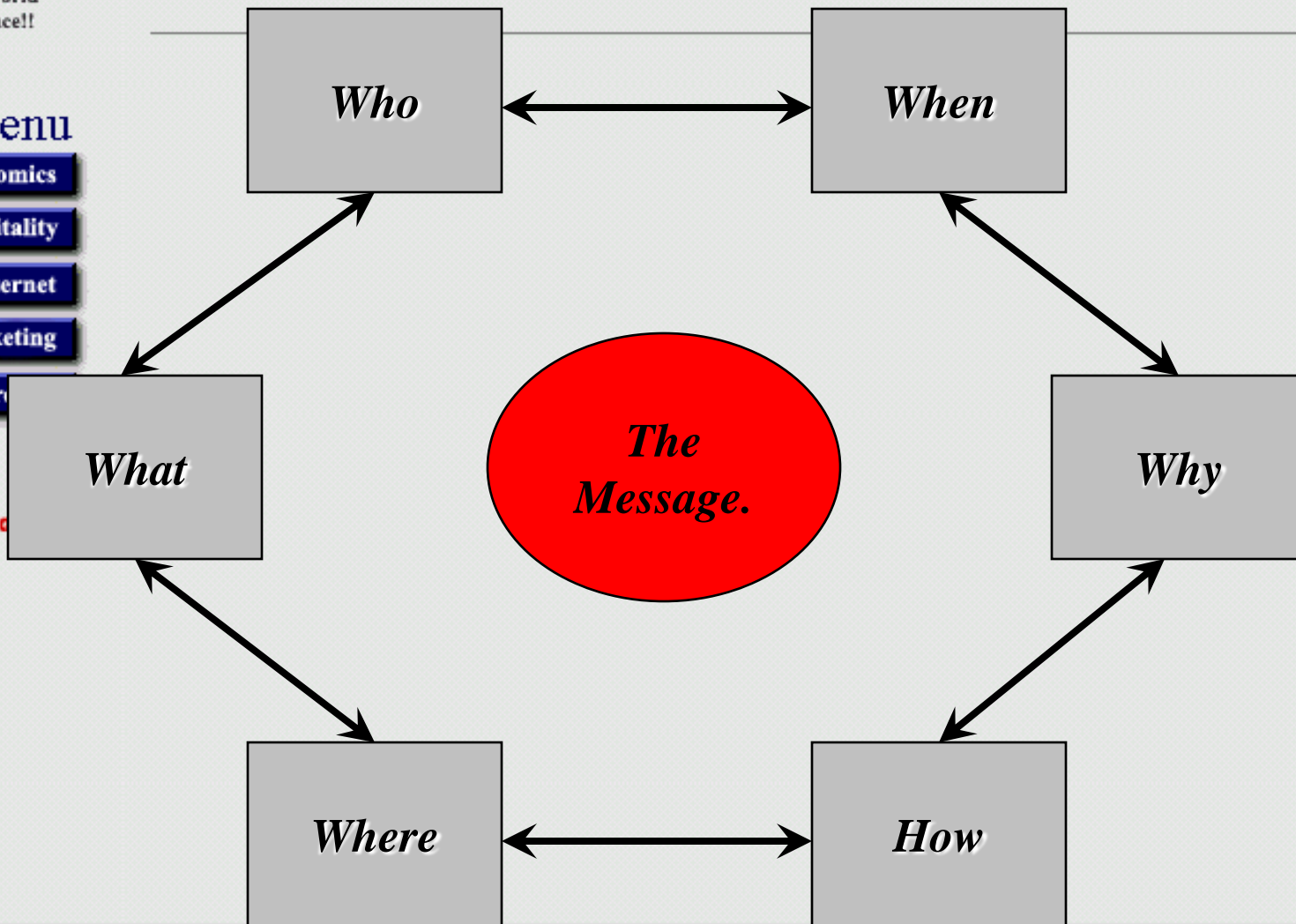
Tourism / Hospitality

The Internet

Web Marketing

Development Pro

contact



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Message Issues.



Try to keep the number and complexity of messages low.



If multiple messages must be delivered then try to keep them in order of importance.



The most important message must get the most attention.



Always end with the most prominent message getting the most exposure.



It is always a good idea to group message that logically go together.

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Electronic Delivery.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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 *Do you have rights to offer it on the Internet?*

 *What is the finished file size?*

 *Will down-loaders tolerate this file size?*

 *How will the application be promoted?*

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Main Menu

Webonomics

Tourism / Hospitality

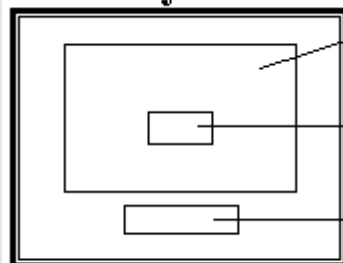
The Internet

Web Marketing

Development Process

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Storyboard

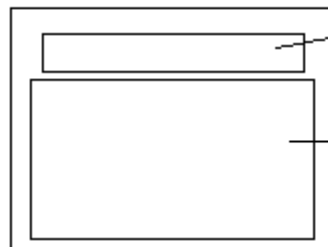


*Project Title (WordArt)
(Animated)*

*Sub-Title (WordArt)
(Animated)*

*Date (WordArt)
(Animated)*

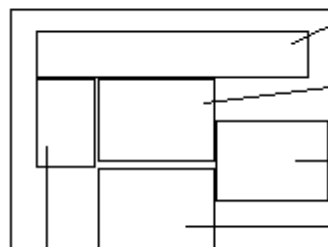
1



Slide Title (TNR 44)

*Project Menu (Animated)
describing the main
elements of the project*

2



Slide Title (TNR 44)

*Video Clip in .mpg Forma
(Terminator Clip)*

*Video Clip in .avi Format
(MM Class '97)*

*Video Clip in .mov Forma
(Room 48)*

3

Slide Menu (Animated)

Final Product



1



2



3

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Anatomy of a Web Presentation.

Main Menu

★ **The Web Presentation, - a collection of 1 or more web pages**

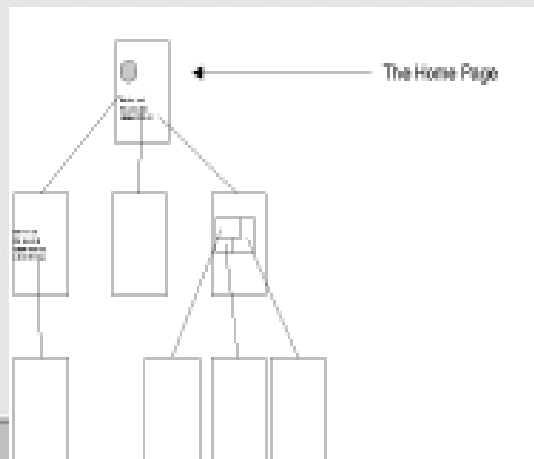
Tourism / Hospitality

★ **The Web Site, - a system on the Net with one or more Presentations**

Web Marketing

⌚ **Web Pages, - a single element of a presentation (a single html file)**

⌚ **Home Page. - is the entry point for a Web Presentation.**



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Web Navigational Structures.

☆ *A Hierarchical Structure,*
Main Menu



⌚ *A Combination of a Linear & a Hierarchical Structure.*

⌚ *A Web Structure.*

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Main Menu

Webonomics

Tourism / Hospitality

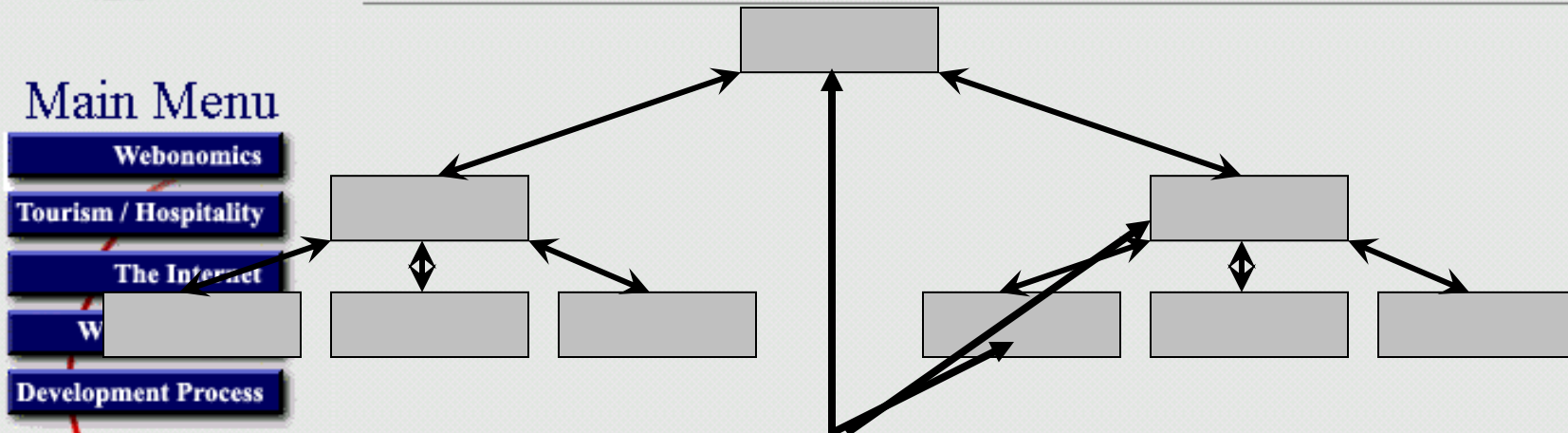
The Internet

W

Development Process

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Hierarchical Navigation.



Netscape: Encyclopedia of Gardening: Fruits

Back Forward Home Reload Images Open Print Find Stop

Soft Fruits

Soft fruits includes the herbaceous strawberries, cane fruits such as blackberries and raspberries, and bush fruits such as blueberries.

Please choose a subtopic:

- [Strawberries](#)
- Cane Fruits:
 - [Blackberries](#)
 - [Raspberries](#)
 - [Loganberries](#)
- Bush Fruits:
 - [Blueberries](#)
 - [Blackcurrants](#)
 - [Gooseberries](#)

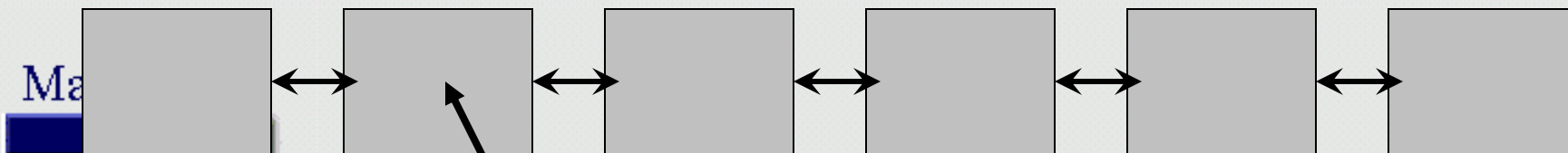
Up to Fruits Up To Main Gardening Page

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Linear Navigation.



Ma

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The Internet

Web Marketing

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Browser Displays - Netscape

File Edit View Go Window Help

Browser Displays

This is an example of a Marquee

This is a comment

Home Page Next Page

Linear Navigation with Alternatives.



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Main Menu

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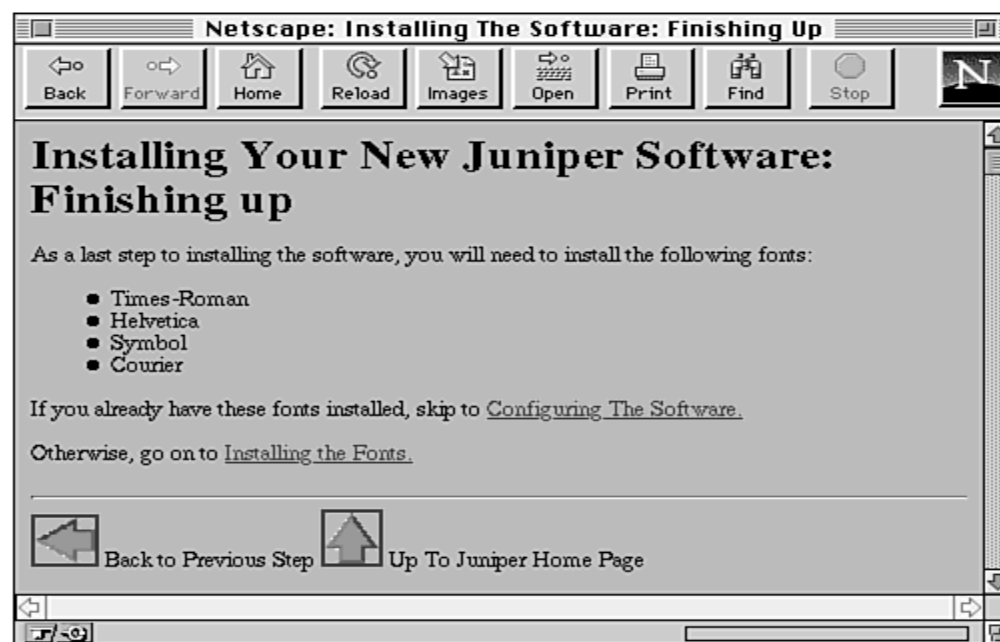
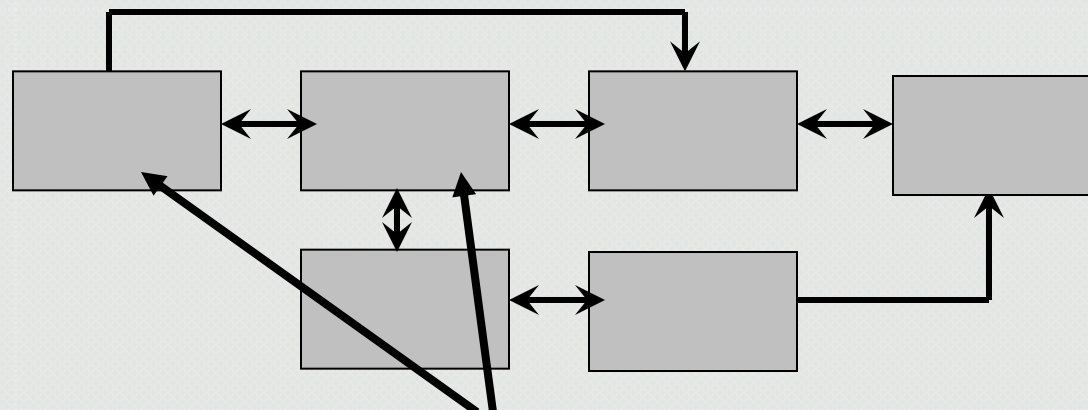
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The Internet

Web Marketing

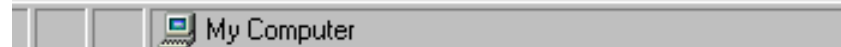
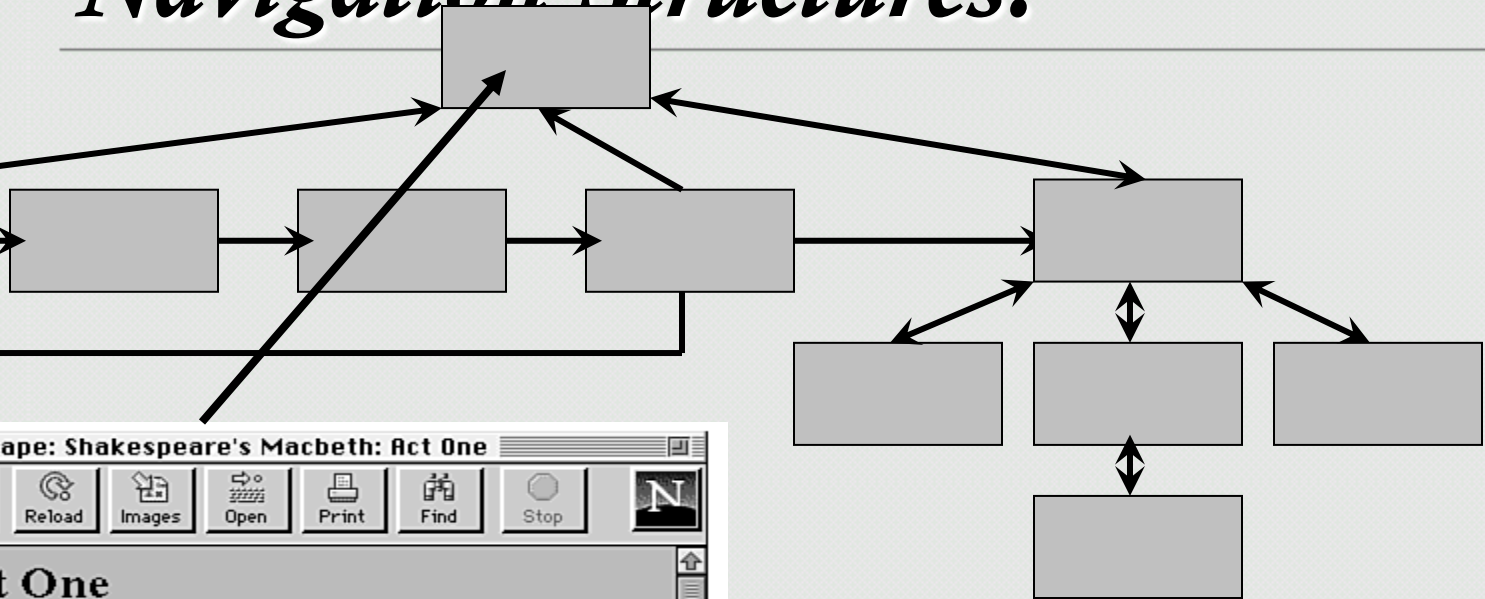
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Combination of Linear & Navigation Structures.



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Web Structures.

Main Menu

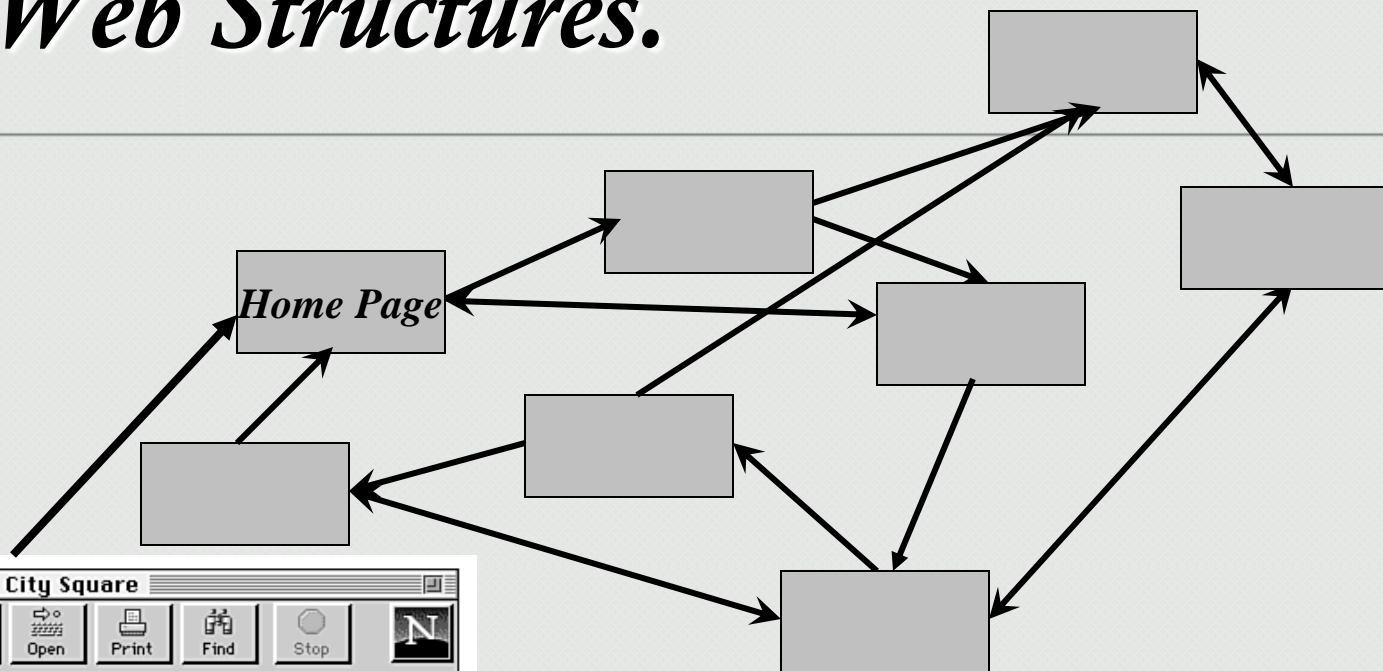
Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process



Netscape: City Square



City Square

You are standing in the city square, outside the Greed, Inc. industrial skyscraper. It is a bright sunny fall day. The road goes north and south here. To the north is the open air market; to the south the Concrete Mall. On the corner, a t-shirt vendor is selling, well, t-shirts.

You are wearing a leather jacket, jeans, and hightop sneakers. There is a strange goo in your left pocket, and a bundle of keys in the right.

There is an alpaca in front of you. It is drooling on your shoes.

Do you:

- [Go North](#)
- [Go South](#)
- [Go into the Building](#)
- [Kick the alpaca](#)
- [Examine the goo](#)
- [Examine the keys](#)

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Flowchart Example.

Main Menu

Webonomics

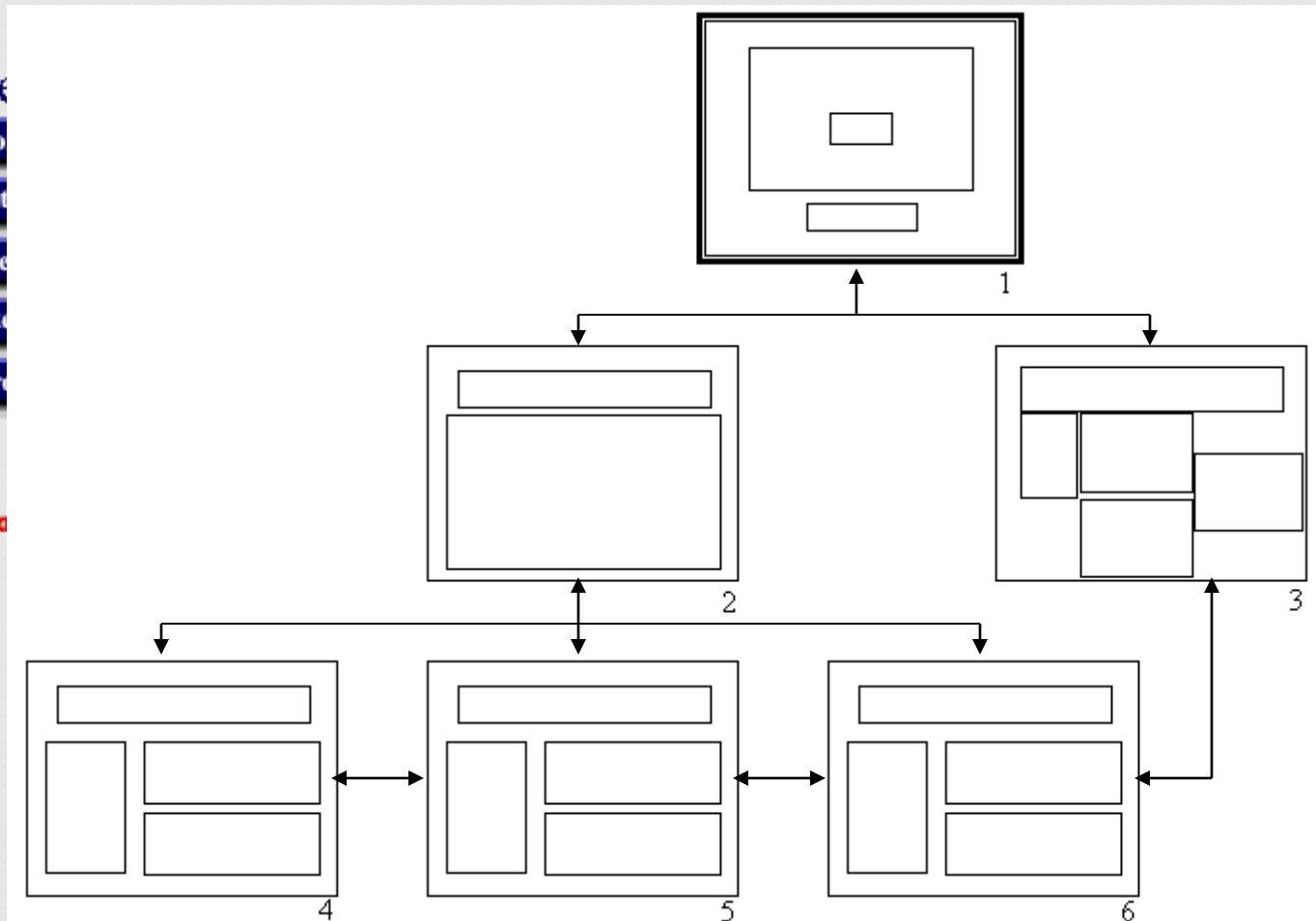
Tourism / Hospitality

The Internet

Web Marketing

Development Projects

contact



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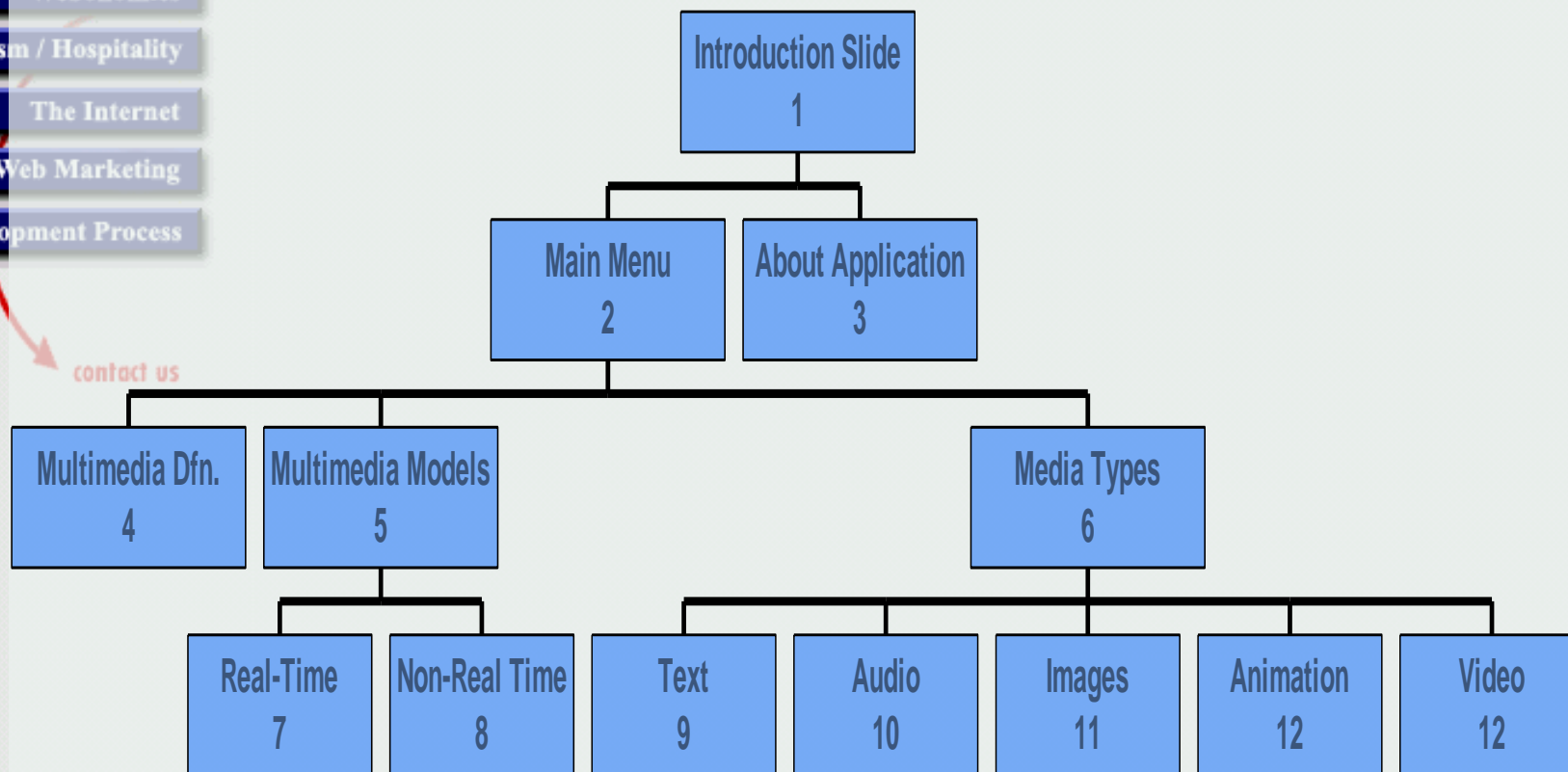
Flowchart Example.

Main Menu

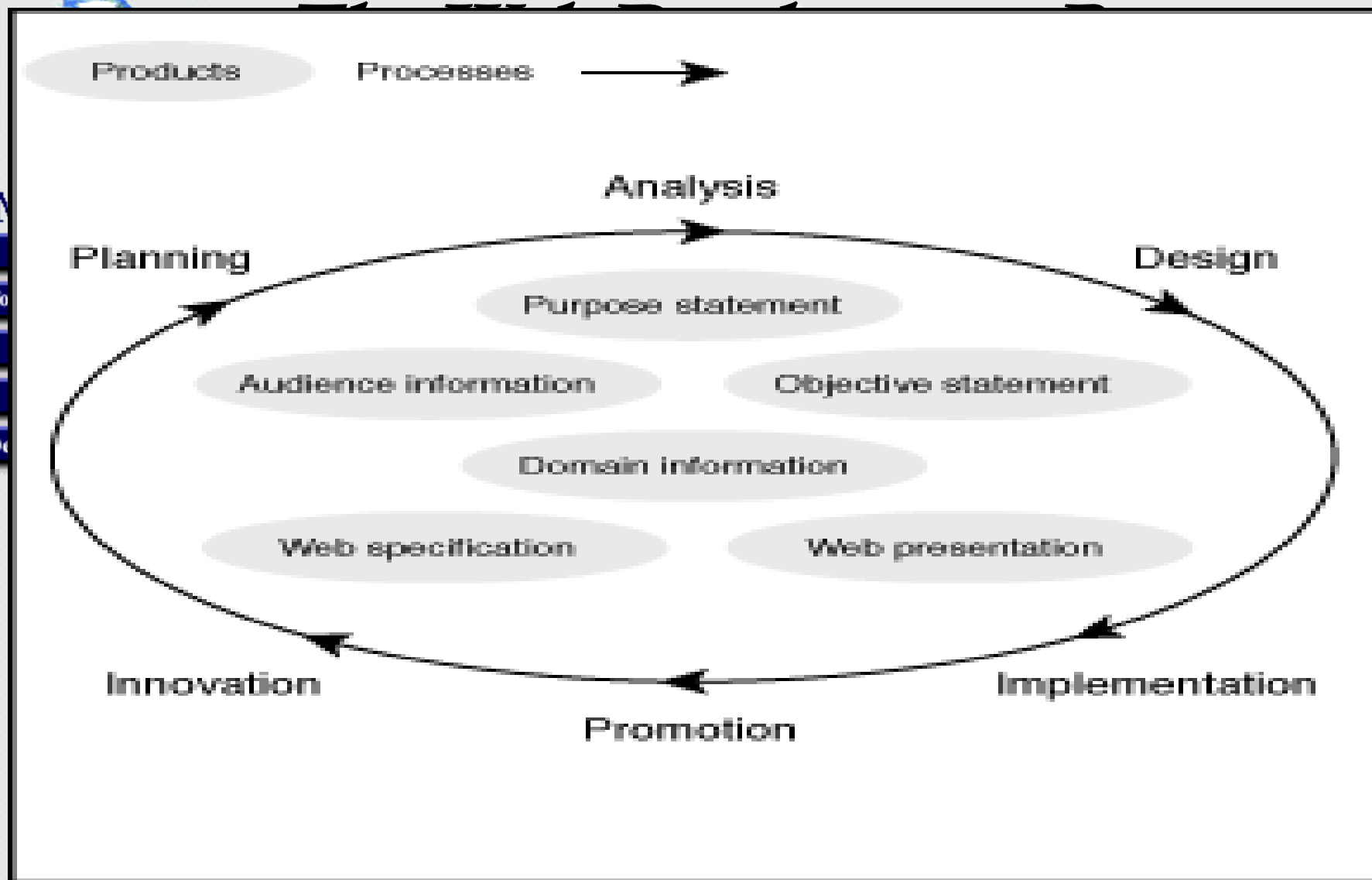
- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

contact us

Web Flowchart



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Web Page Design - Dos & Don'ts.

Rule 1: Using HTML Extentions: Main Menu

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

HTML 3.2 tags are supported by some (not all) browsers.

User-specific tags (marquee and comment effects earlier)

Conservative

Experimental

HTML

HTML Extentions

Widest Audience

More Layout Control

Most Browser

Narrower Audience

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Web Page Design - Dos & Don'ts.

Rule 2: Write Clearly and be Brief:

Main Menu

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Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Use point form when possible.

Don't waffle.

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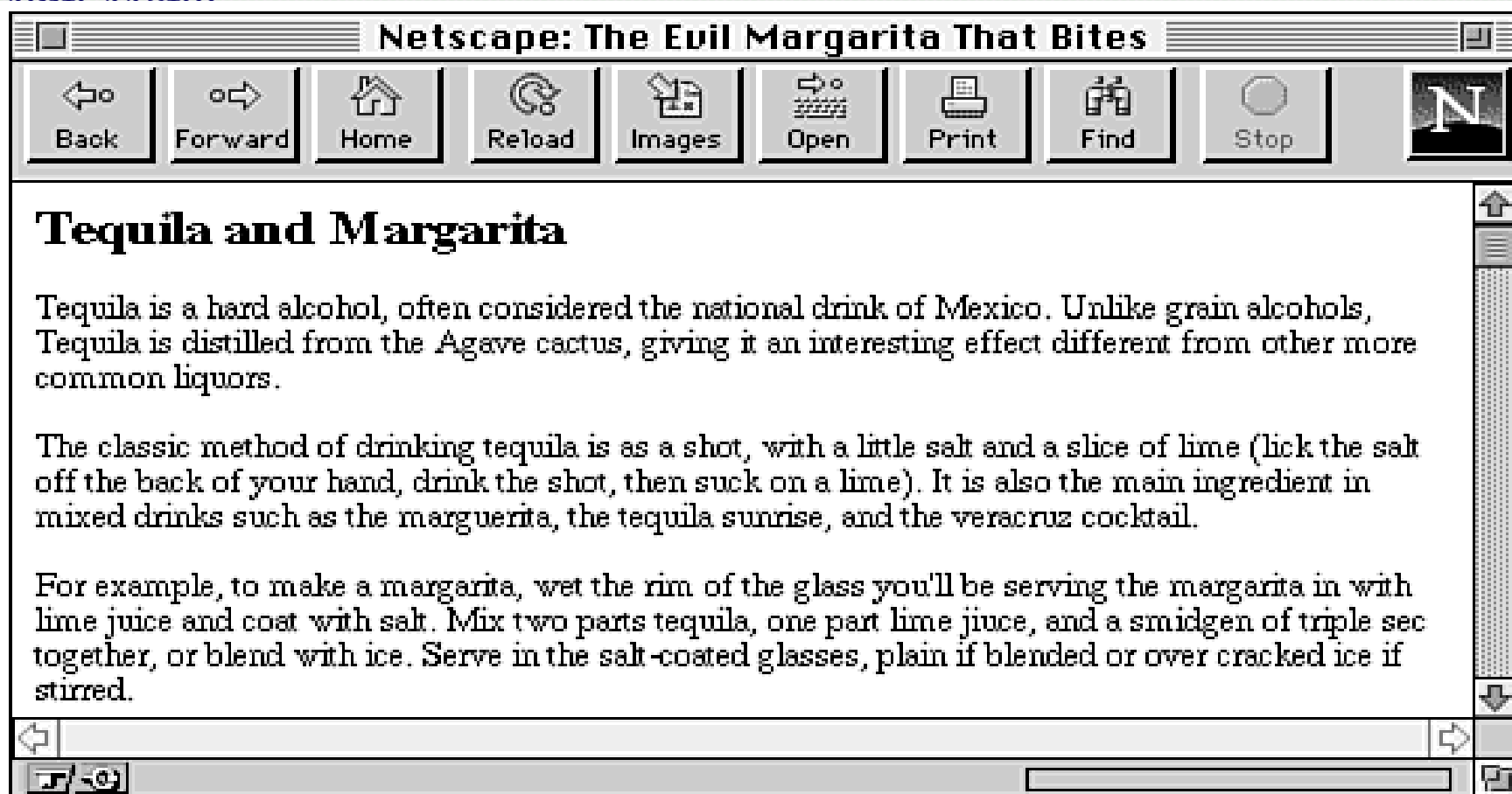
Web Page Design - Dos & Don'ts.

Rule 3: Organise Your Pages for Quick Scan:

Main Menu

To

De



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Web Page Design - Dos & Don'ts.

Rule 4: Make Each Page Stand On Its Own: Main Menu

Webonomics

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The Internet

Web Marketing

Development Process

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Remember each page is Porous.

descriptive and comprehensive Titles.

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Web Page Design - Dos & Don'ts.

Rule 5: Use Emphasis Carefully:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Use Emphasis sparingly (otherwise what is emphasised).

words or short phrases as links (type of emphasis).

Netscape: Too Much Emphasis



Back



Forward



Home



Reload



Images



Open



Print



Find



Stop



N

The Web is a Hypertext Information System

If you've used any sort of basic on-line help system, you're already familiar with the primary concept behind that of the World Wide Web: that of hypertext. On-line help systems or help stacks such as those provided by Microsoft Windows Help, Sun Microsystems' AnswerBook or HyperCard on the Macintosh use hypertext to present information. To get more information on a topic, just click on that topic. A new screen appears with that new information. Figure 1 shows a simple example of how a hypertext system works.

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Web Page Design - Dos & Don'ts.

Rule 6: Don't Use Browser-Specific Technology:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Like "Click Here" - Not every computer has a mouse.

Like the save option in the file menu" - not every browser has the same command line menu.

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Web Page Design - Dos & Don'ts.

Rule 7: Spell Check & Proof Read Each Page:

Main Menu

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Tourism / Hospitality

The Internet

Web Marketing

Development Process

Mr. Spinks hovered there raged carpet.

[contact us](#)

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Rule 8: Use Headings as Headings:

Main Menu

Netscape: Installing the Flamingo Board into the 57-inch Chassis

Back

Forward

Home

Reload

Images

Open

Print

Find

Stop



After preparing the system, you can install the board.

1. slide the board into place, guiding the interface through the slot in the back of the chassis.
2. Mate the pins on the board with the socket on the chassis wall.
3. Press down firmly to seat.
4. Install the anchoring screws to avoid the board coming loose.



NOTE: Do not install the board with the plastic wrapping still covering it. Your board may not operate properly given these conditions.

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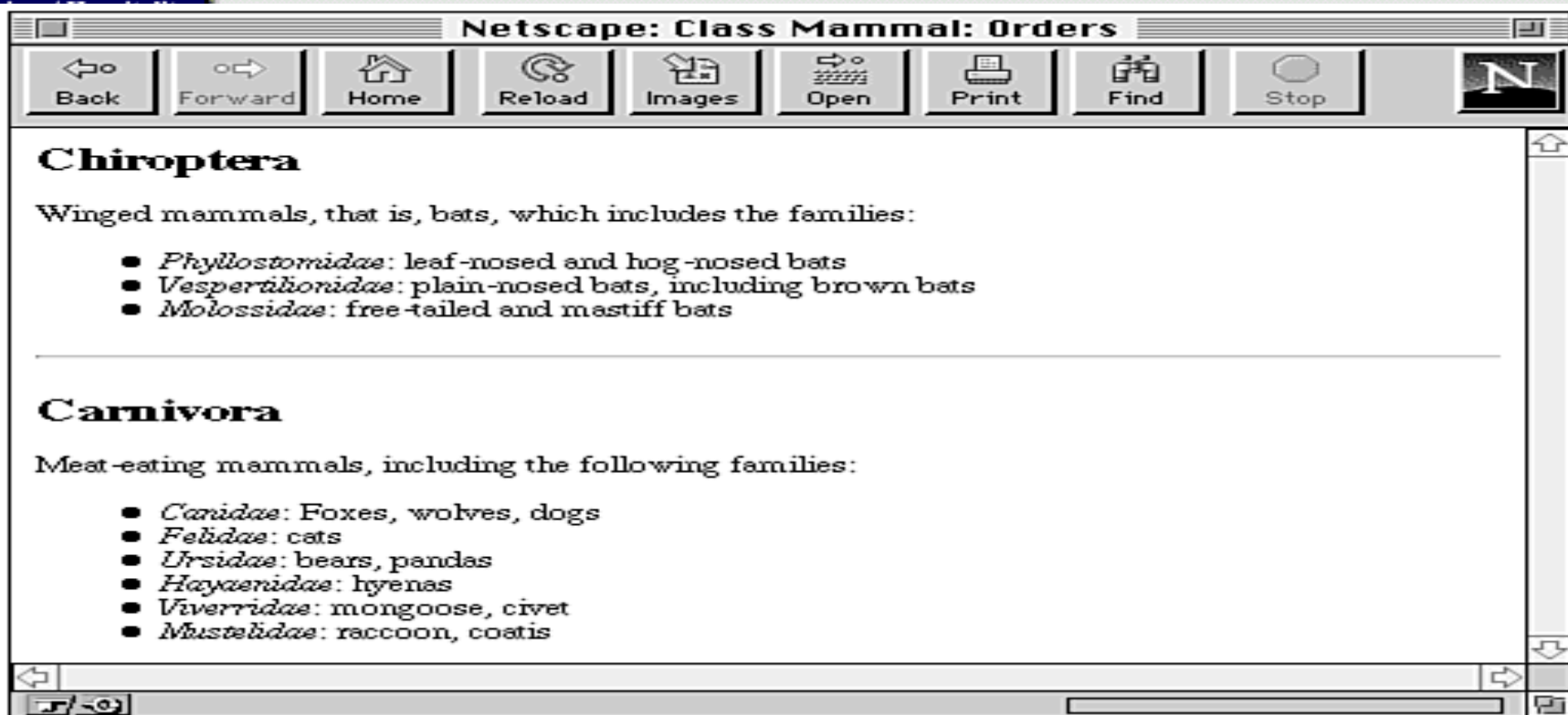
Making the World
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Web Page Design - Dos & Don'ts.

Rule 9: Group Related Information Visually:
Main Menu

Webonomics

Use Horizontal Rules to segment topics.



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Web Page Design - Dos & Don'ts.

Rule 10: Be Consistent:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Use consistent page elements (Heading size, font, colour, graphics, layout, etc.)

a consistent navigational structure (NB).

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Web Page Design - Dos & Don'ts.

Rule 11: Don't be too Consistent.

Main Menu

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Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Too Much Consistency can be boring!!!!

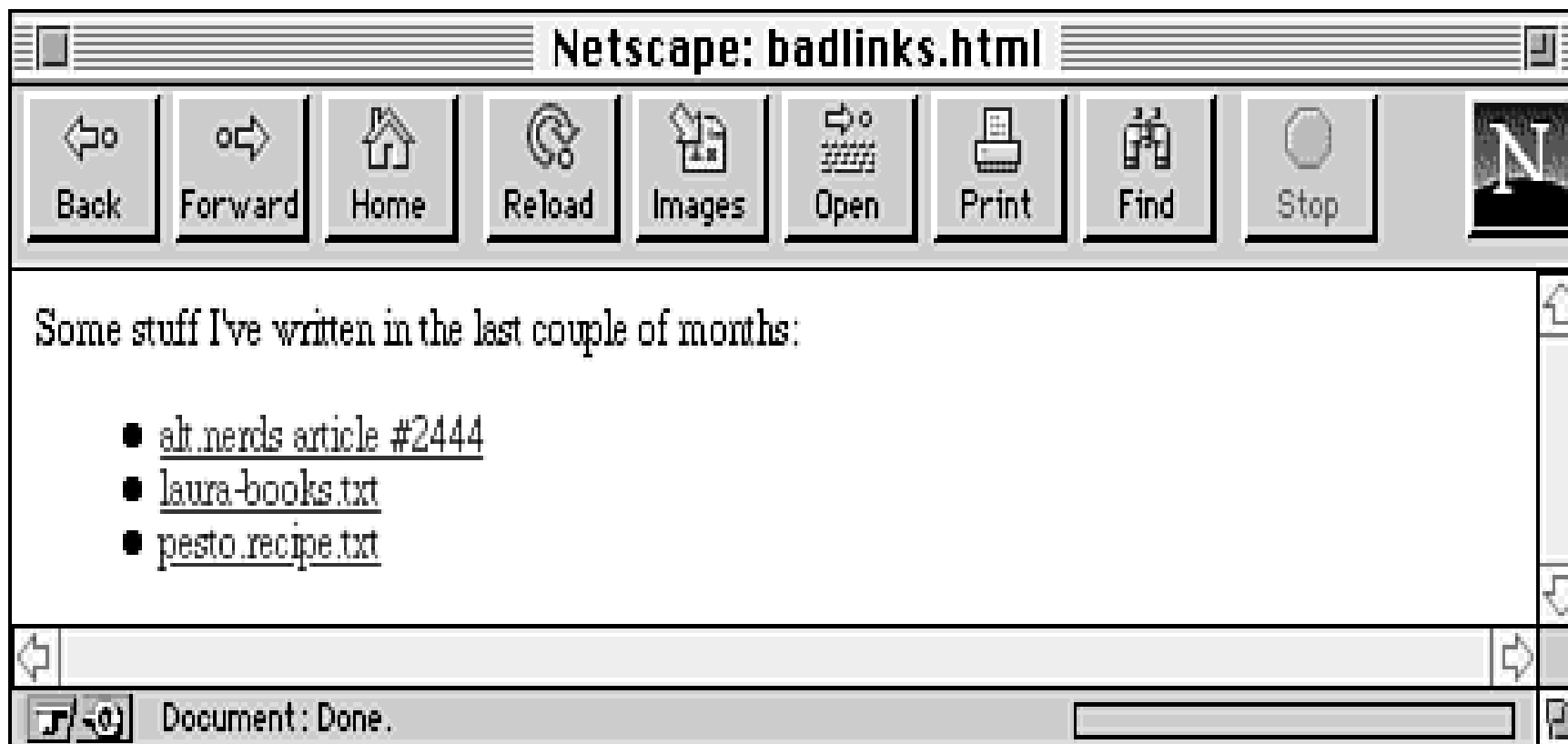
Webonomics

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Web Page Design - Dos & Don'ts.

Rule 12: Use Link Menus with Descriptive Text:

Main Menu

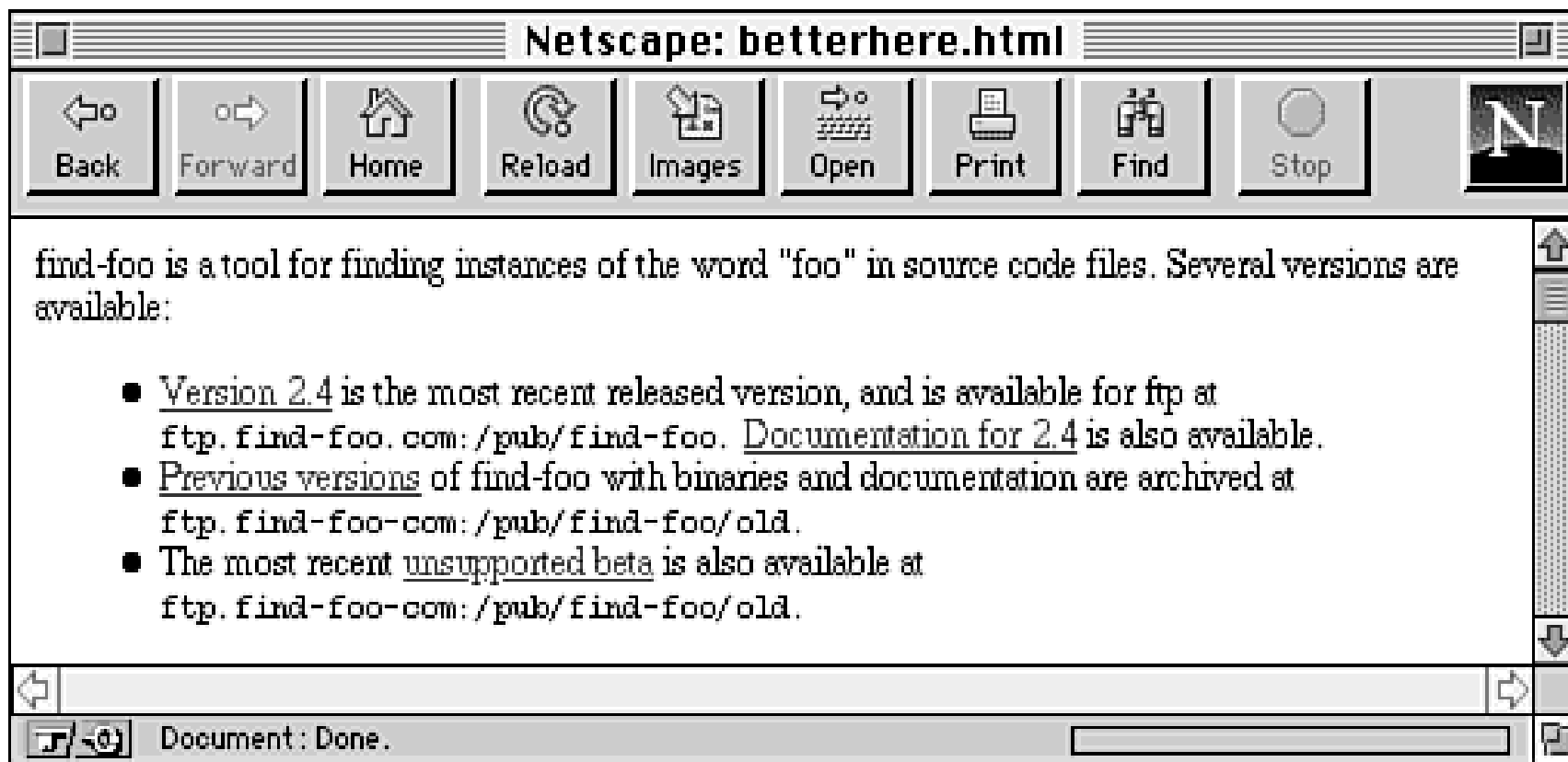


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Web Page Design - Dos & Don'ts.

Rule 13: Avoid The "Here" Syndrome: Main Menu



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Web Page Design - Dos & Don'ts.

Rule 14: To Link or Not to Link:

↓ Is the link necessary, essential, useful.

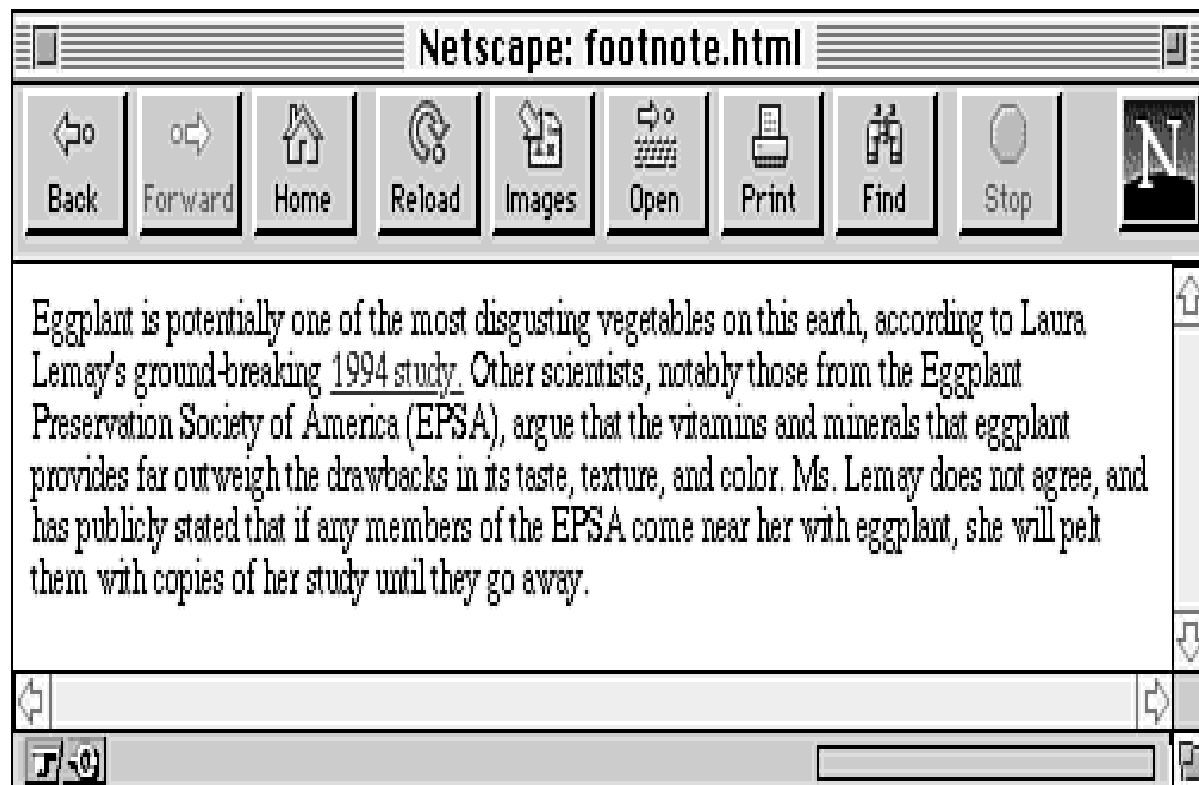
Main Menu

Webonomics
Tourism / Hospitality
The Internet
Web Marketing
Development Process

↓
↓
↓
↓
↓

Explicit Links - Text that indicates specific paths (Up, Down, Home)
Implicit Links - Text implies but does not state.
Definition Links
Footnote Links

contact us



Webonomics

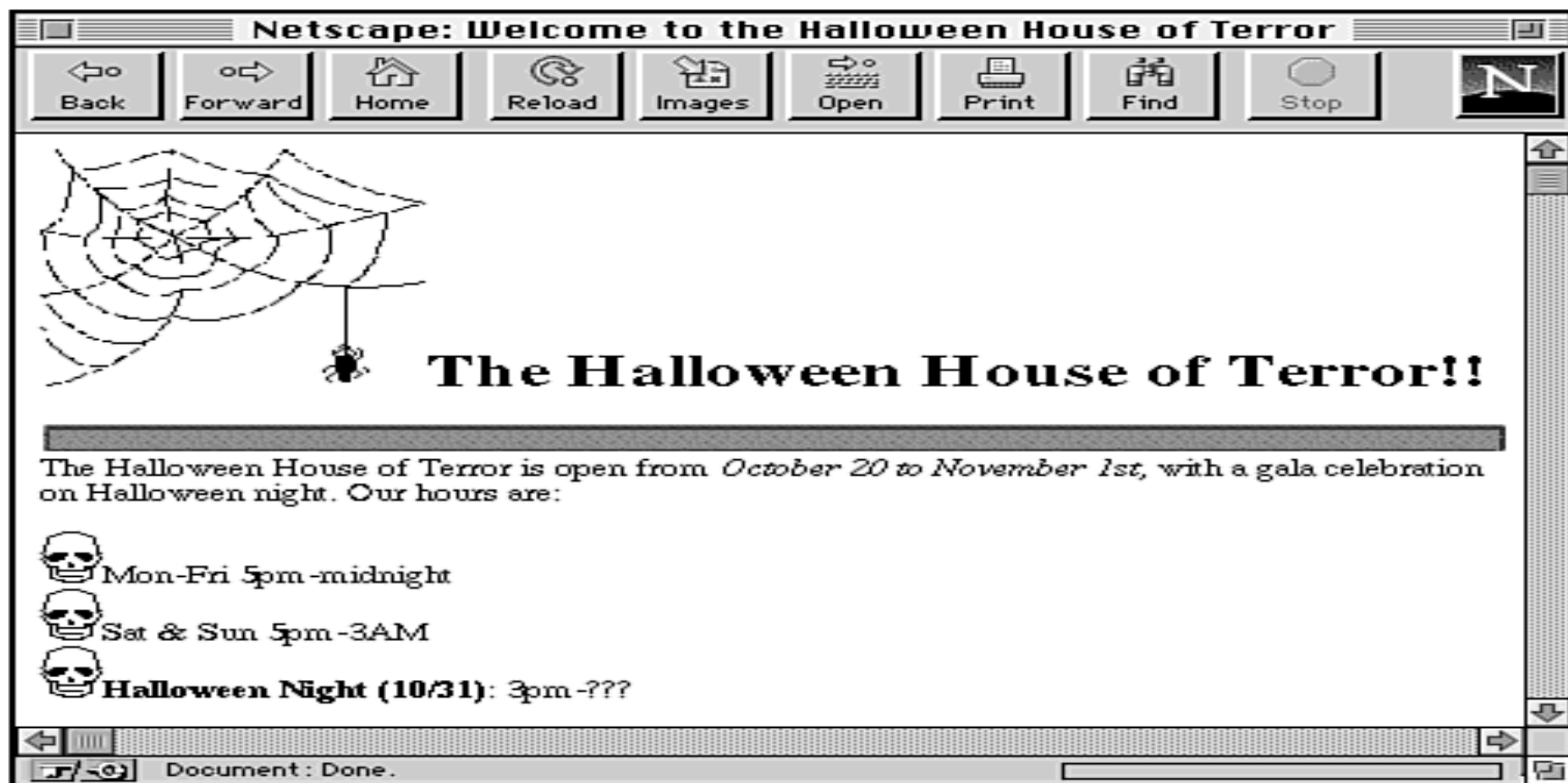


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Web Page Design - Dos & Don'ts.

Rule 15: Don't Overuse Images:

Main Menu



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Web Page Design - Dos & Don'ts.

Rule 16: Use Alternatives to Images:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Not all browsers can view Images.

the <Alt> attribute of the tag.

files

Link to the Download page

links

mail

Webonomics



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Web Page Design - Dos & Don'ts.

Rule 17: Keep Images Small:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

For large images consider thumbnails.

Keep entire pages < 30 K (30 K X 1 KPS = 30 Seconds).

Test to see whether JPGs or GIFs are smaller.

Use width and height attributes to control the size of your image.

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Web Page Design - Dos & Don'ts.

Rule 18: Don't Make Display Assumptions:

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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To ensure images are visible at all resolution choose the lowest common denominator.

Pixel Width 450 pixels

Not every monitor is full colour.

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Web Page Design - Dos & Don'ts.

Rule 19: Backgrounds & Links:

Main Menu

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

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Have a good contrast between backgrounds and content.

Avoid changing link colours

Blue means unfollowed

Purple means followed

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Web Page Design - Dos & Don'ts.

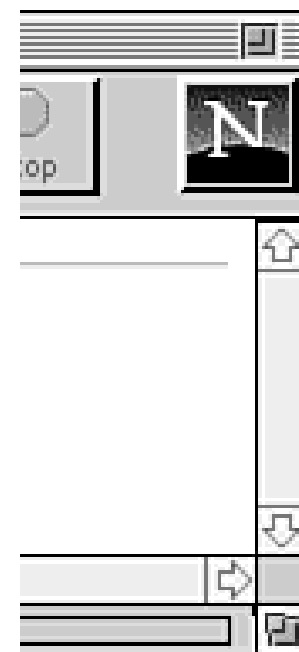
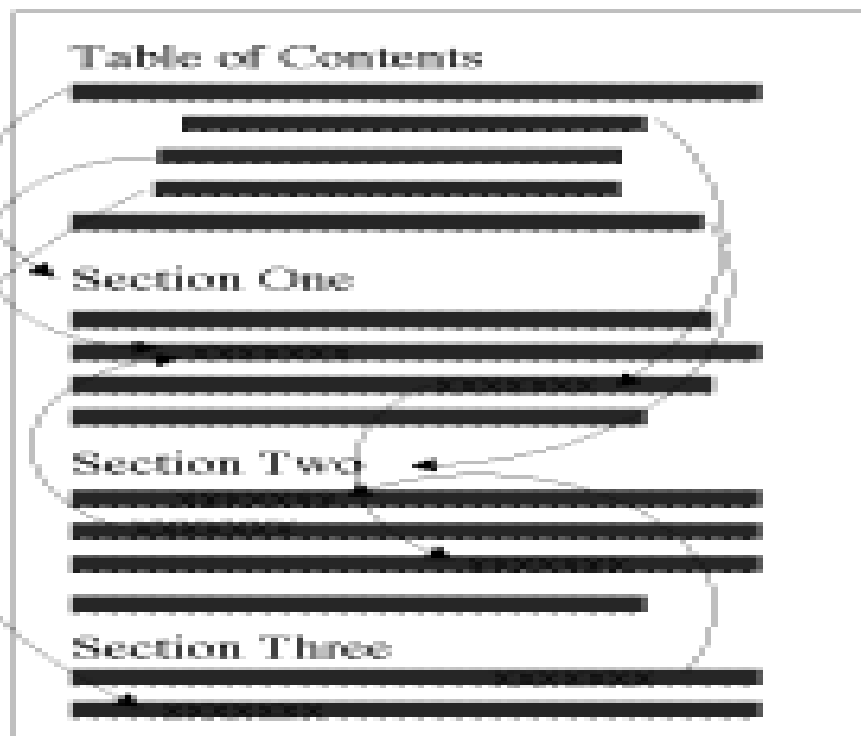
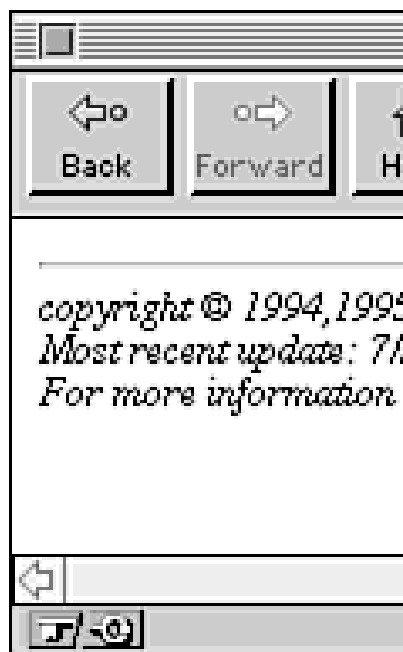
Rule 20: Other Hints: Main Menu



Don't split topics across pages.

Don't use too many or too few pages

Use an appropriate



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Web Page Design - Dos & Don'ts.

Rule 21: Design:
Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Keep it Simple

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HTML Rules



White Space is Ignored (*).

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process



Tags may have certain attributes.



Comments should be used to explain complex tasks.

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HTML - An Introduction.

Main Menu

[Webonomics](#)

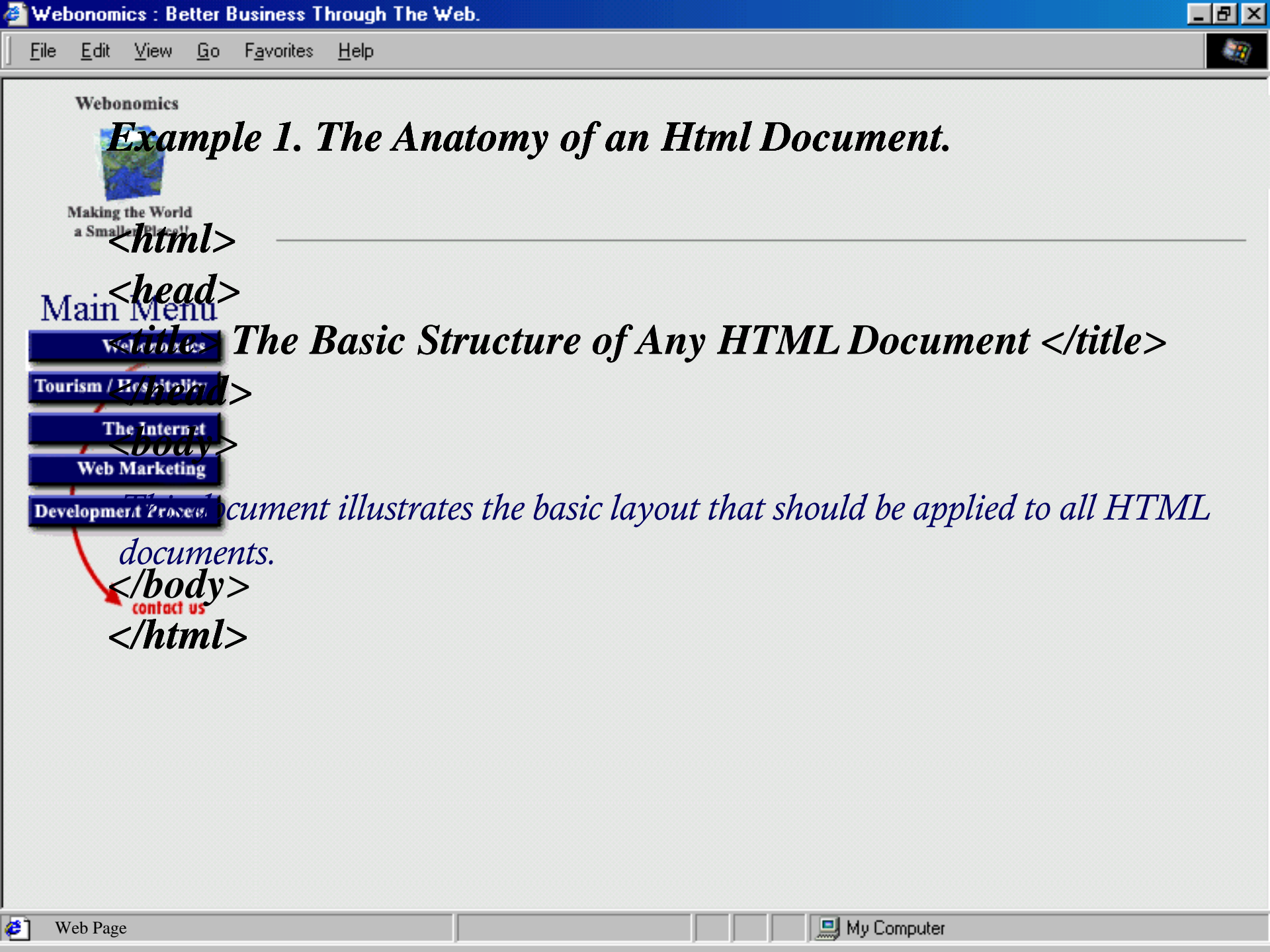
[Tourism / Hospitality](#)

[The Internet](#)

[Web Marketing](#)

[Development Process](#)

[contact us](#)



Webonomics

Example 1. The Anatomy of an Html Document.

<html>

<head>

<title> The Basic Structure of Any HTML Document </title>

</head>

<body>

This document illustrates the basic layout that should be applied to all HTML documents.

</body>

</html>

There are several types of Links:

1. [HTML Basics](#)
2. [HTML Intermediate](#)
3. [HTML Advanced](#)

Internal Links.

HTML Basics. Two Requirements:

The course undertakes a comprehensive study of the uses, and possible uses, of Information Technology in the Hospitality Industry. Although this course will address a wide range of technological issues, ranging from electronics to telecommunications, the primary focus of this course will be placed on the role of computer technology as an aid on hospitality operations and management. As this course is designed to provide very practical knowledge of the subject areas, it will, therefore, take place almost entirely in a computer laboratory. The only pre-requisite is that the participant should have a background at management/supervisory level in the Hotel/Catering industry. No prior knowledge of computerisation is necessary.

`HTML Intermediate.`

The course material will be delivered in an interactive manner. The lectures will consist of a combination of theory and practical work. The practical work will consist of problems that will be solved jointly by both the student and lecturer. Classes will be held in a computer laboratory, with each student using an IBM compatible personal computer, running Windows NT 4.0 and various Hospitality specific applications. This student is encouraged to participate in the development of creative solutions to exercises and actively part take in discussion.

`HTML Basics `

[HTML Advanced.](#)



Document: Done



Start



Eudora...



Net cl...



Micro...



Link...



Sourc...



links2...



Micro...



Internet Explorer



Netscape



11:41



Web Page



My Computer

The screenshot shows a Netscape browser window with the title 'Class 3 Index. - Netscape'. The address bar is empty. The main content area displays a 'Class 3 Index.' with a list of topics:

1. Creating the Essence of a Web Page
 - [The Anatomy of an HTML Document.](#)
 - [Headings.](#)
 - [Tags.](#)
2. Formatting Pages
 - [The Lists Page.](#)
 - [The Tables Page.](#)
3. Creating a Site
 - [The Links Page.](#)
 - [The Frames Page.](#)
4. Advanced Issues
 - [The Images Page.](#)

Overlaid on the left side of the browser window is the text 'Protocols:' in a large, stylized font. Below it, 'Http://' is preceded by a star icon, and 'Https://' is preceded by a clock icon. Further down, 'None Necessary' is preceded by a clock icon. At the bottom of the browser window, the status bar shows 'Document: Done'.

Overlaid on the right side of the browser window is a smaller browser window titled 'Special Characters - Netscape'. Its address bar is empty. The main content area displays 'Special Characters.' with a text input field containing 'Française'. Below the input field, there is a paragraph of text: 'EISSA INHISCHER BAROCKSCHRANK um 1750, "Maria-Theresa-Schrank", 212x195x63 cm, Nuß- und Wurzelfurnier mit Birkenholzeinlagen und Zwetschgenholz-Bandelwerk auf Weichholzkorpus. Originale Schlösser,'. At the bottom of this window, there is a blue underlined link labeled 'Back'.

[Micro](http://www.microsoft.com)

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External Links (To Another Internet Service).

The Internet Services: The Protocols:

Main Menu



Webonomics

Tourism / Hospitality



The Internet

Web Marketing



Development Process



contact us

Email:

Telnet:

FTP:

Gopher:

News Groups:

File on Hard Drive

★mailto:

🕒telnet://

🕒ftp://

🕒gopher://

🕒news:

🕒file:///

NOTE

*The browser may have to be configured in order to handle
some of these services*

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Webonomics : Better Business Through The Web.

ihra

36th Annual Congress.

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

- **Webonomics**
- **Point 2**
- **Point 3**
- **Point 4**

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Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

- Tourism
- Point 2
- Point 3
- Point 4

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

- Internet
- Point 2
- Point 3
- Point 4

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

- Marketing
- Point 2
- Point 3
- Point 4

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

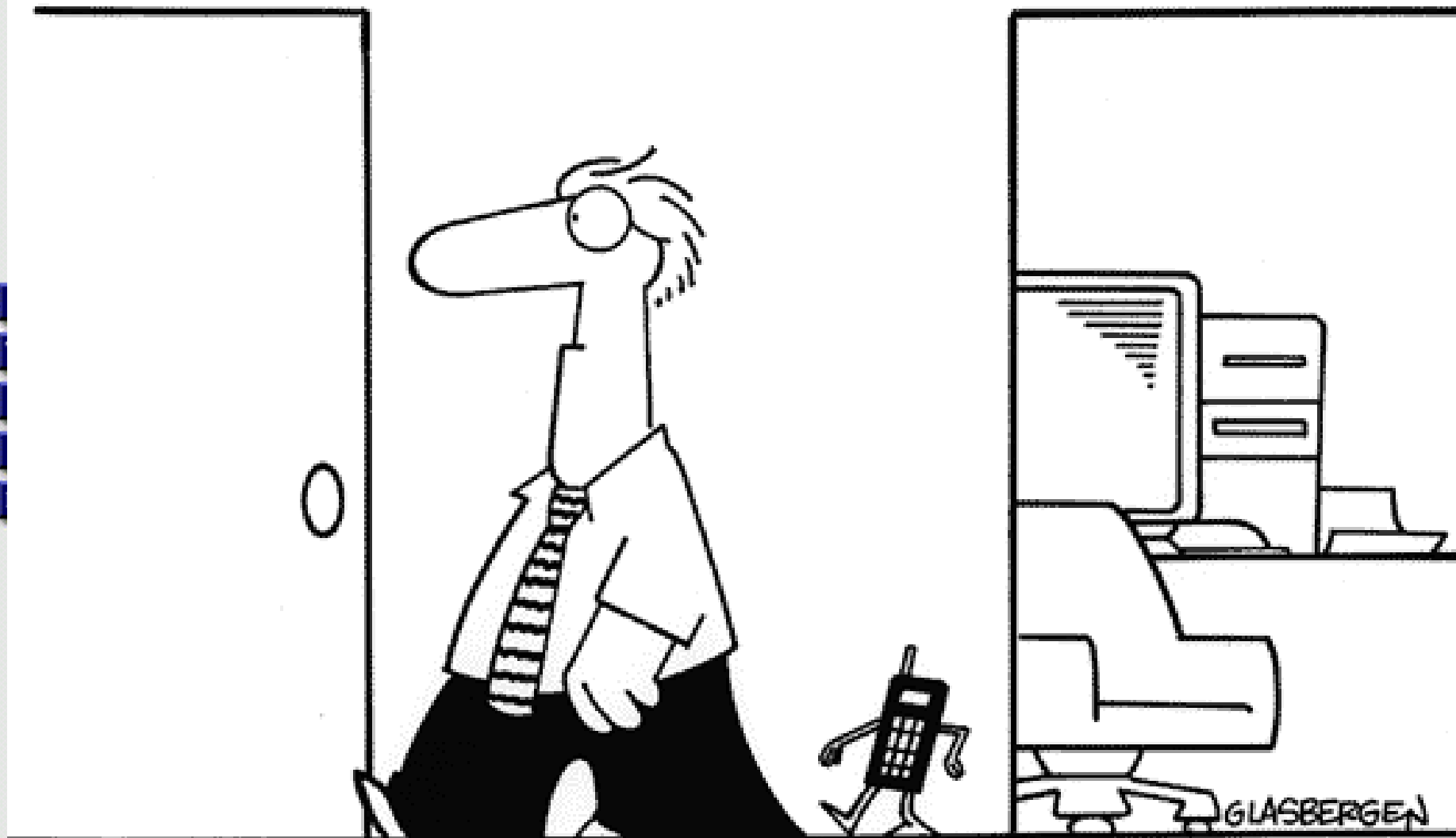
Web Marketing

Development Process

contact us

- Dev Process
- Point 2
- Point 3
- Point 4

© 1997 by Randy Glasbergen. E-mail: randyg@norwich.net www.norwich.net/~randyg/toon.html



Larry ushers in a new era in mobile communications.

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The Bandwidth Problem

Comparison Of Bandwidth Necessary To Send One Second's Worth of Data

Main Menu

Webonomics

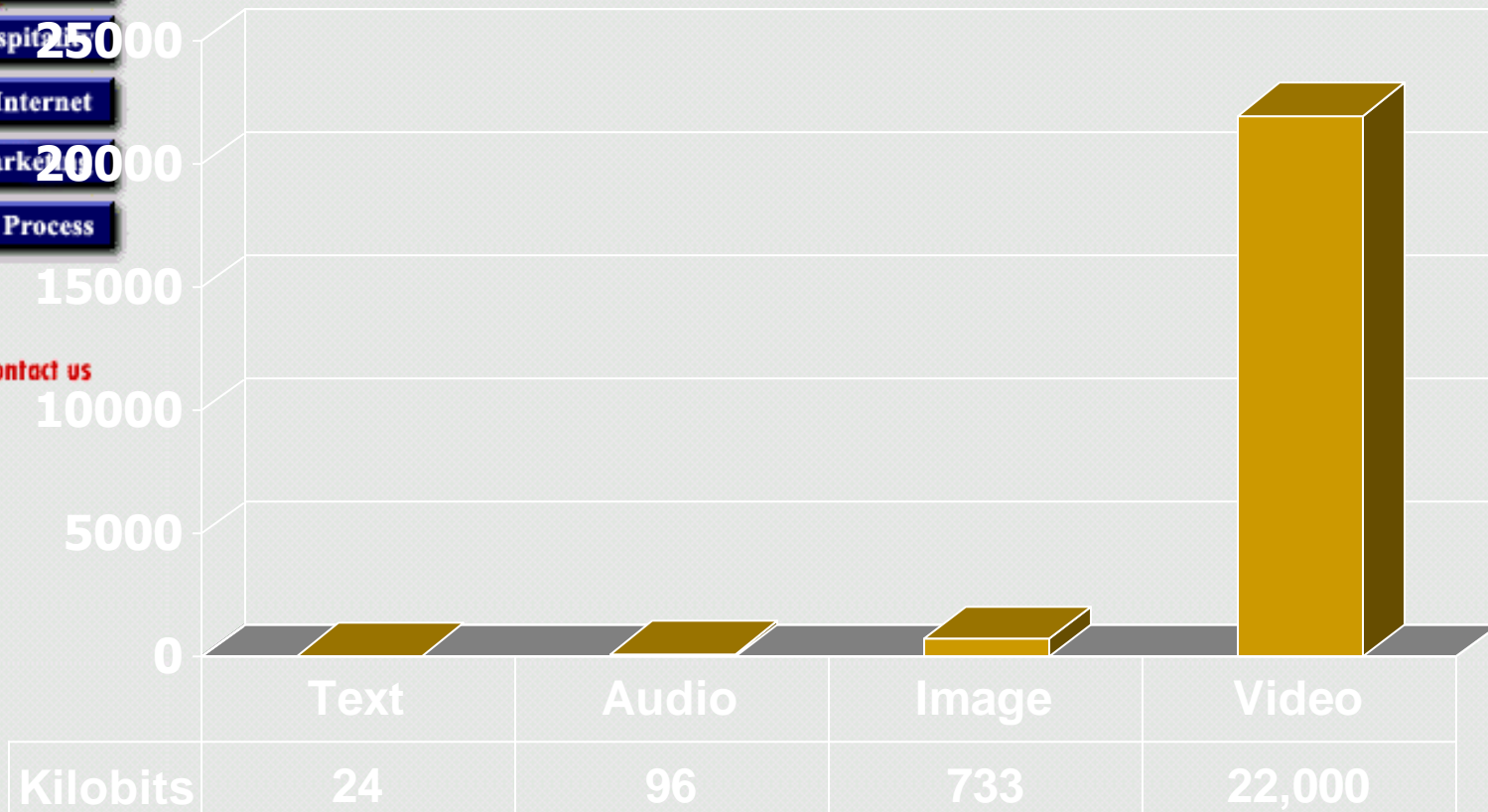
Tourism / Hospitality

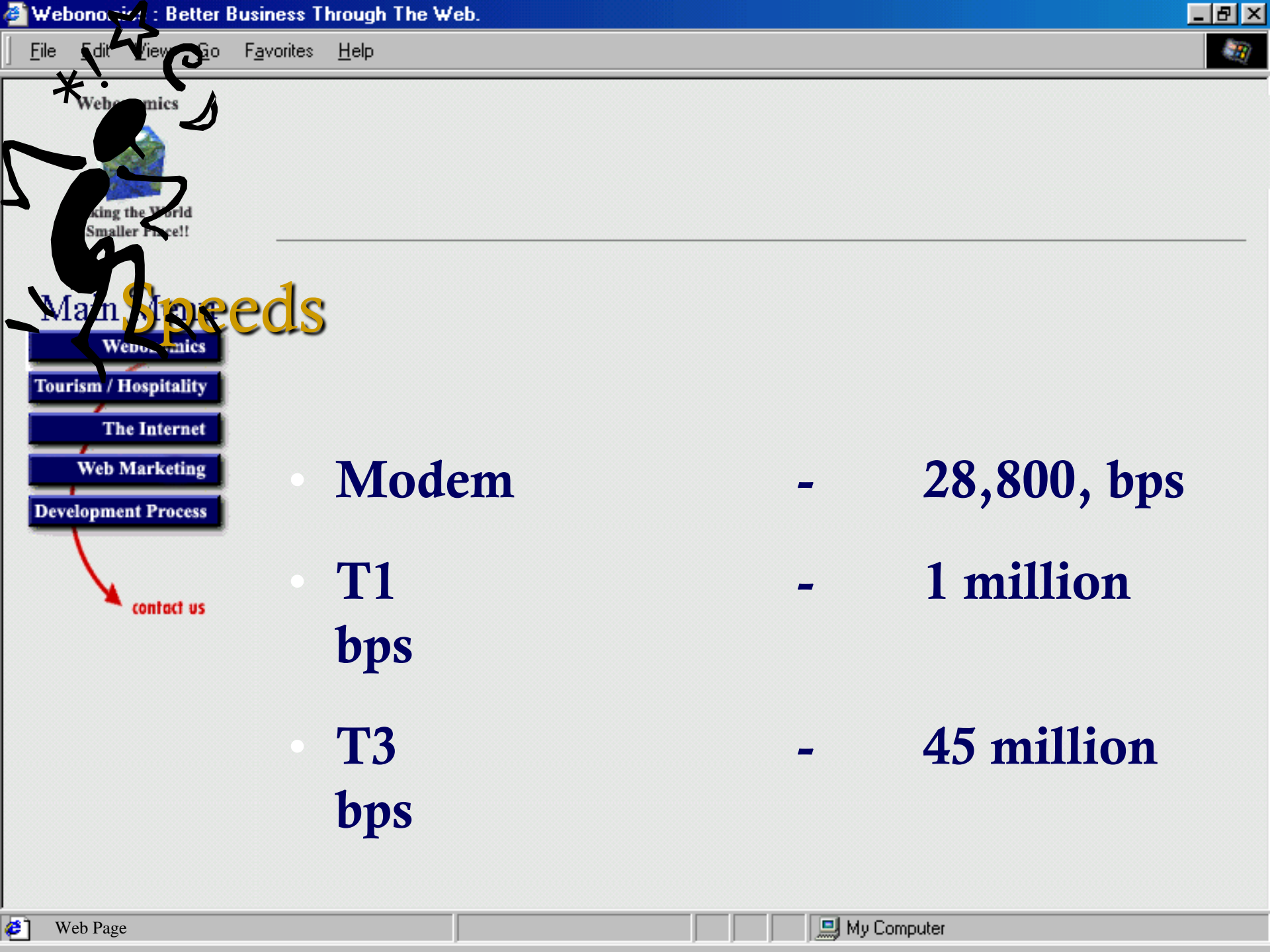
The Internet

Web Marketing

Development Process

contact us





Main Speeds

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

contact us

• Modem	-	28,800, bps
• T1	-	1 million
• T3	-	45 million
bps		

Fiber Optics



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Main Menu Physical Size

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

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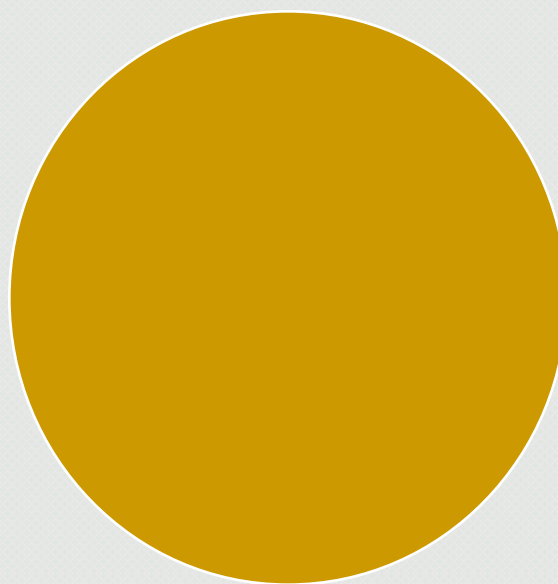
Carrying Capacity



Fiber



Copper wire



ISDN

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Main Menu

Webonomics

Tourism / Hospitality

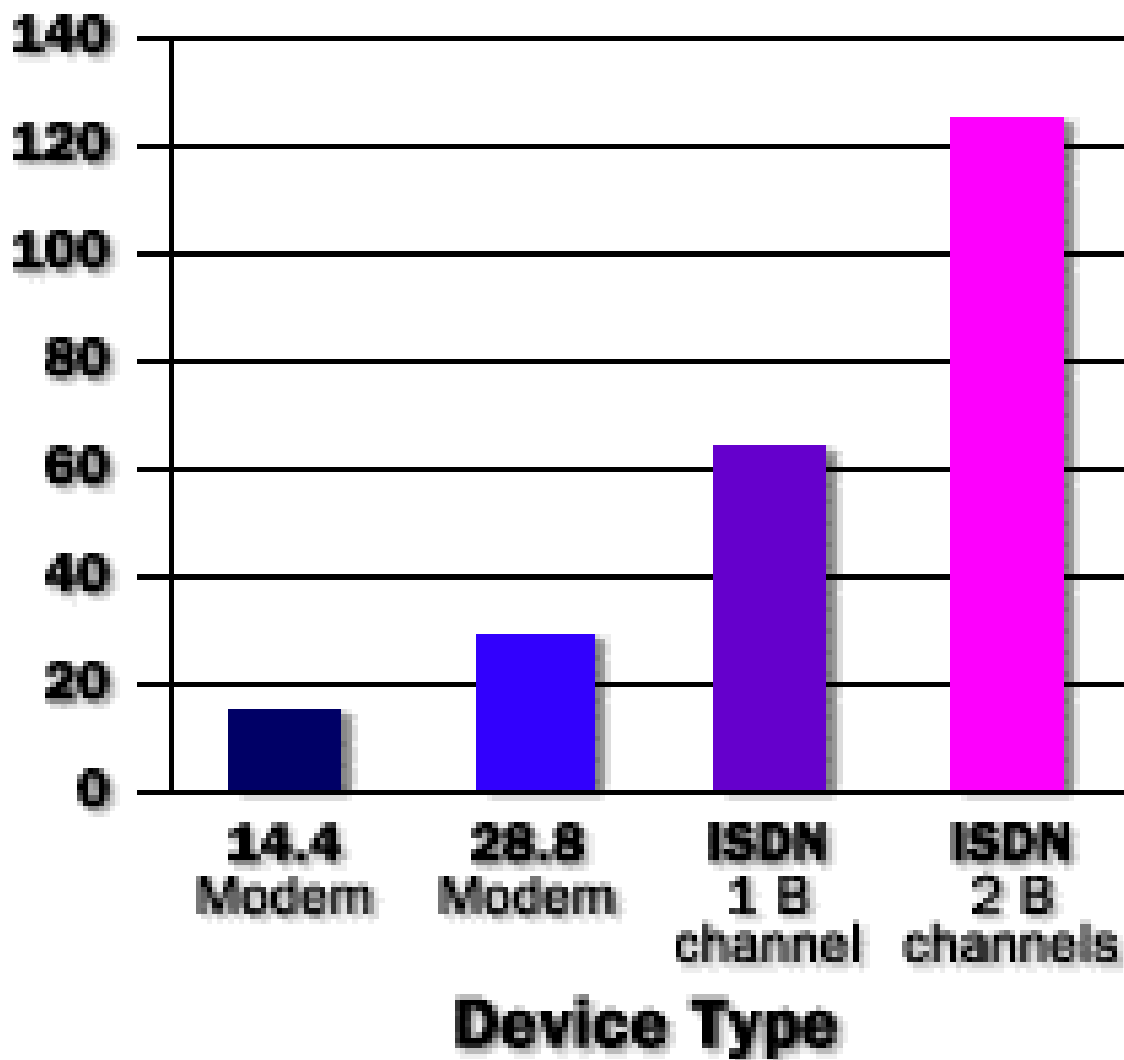
The Internet

Web Marketing

Development Projects

contact

Data Rate
Kilobits per second



Webonomics



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The Internet

A Global Network

Main Menu

[Webonomics](#)

[Tourism / Hospitality](#)

[The Internet](#)

[Web Marketing](#)

[Development Process](#)

[contact us](#)



Webonomics



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What is the Internet

- **Worldwide network of millions of computers and computer networks.**

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

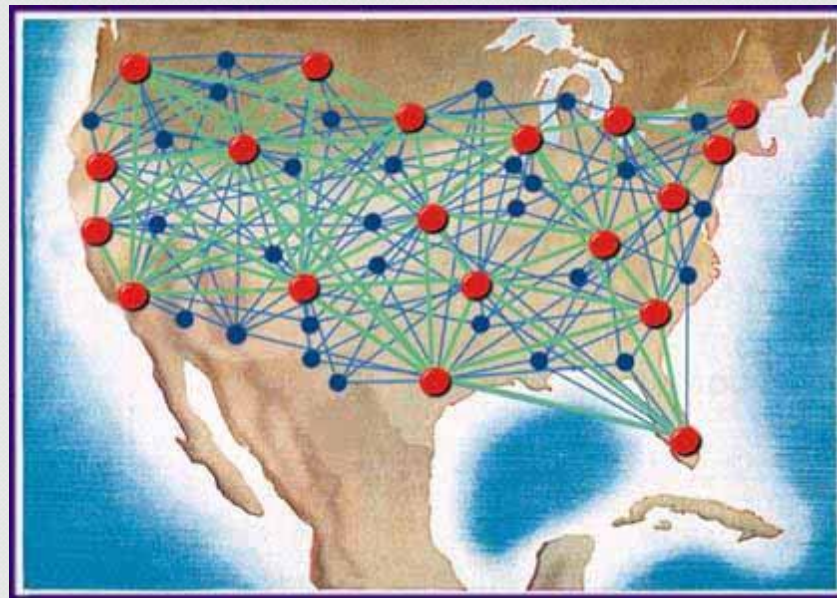
- **Peer to peer network**

- **Platform independent**

- **Delivers data from one place to another**

contact us

- Electronic mail
- Remote file retrieval
- Html pages



Webonomics



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Internet Structure

Main Menu

Webonomics

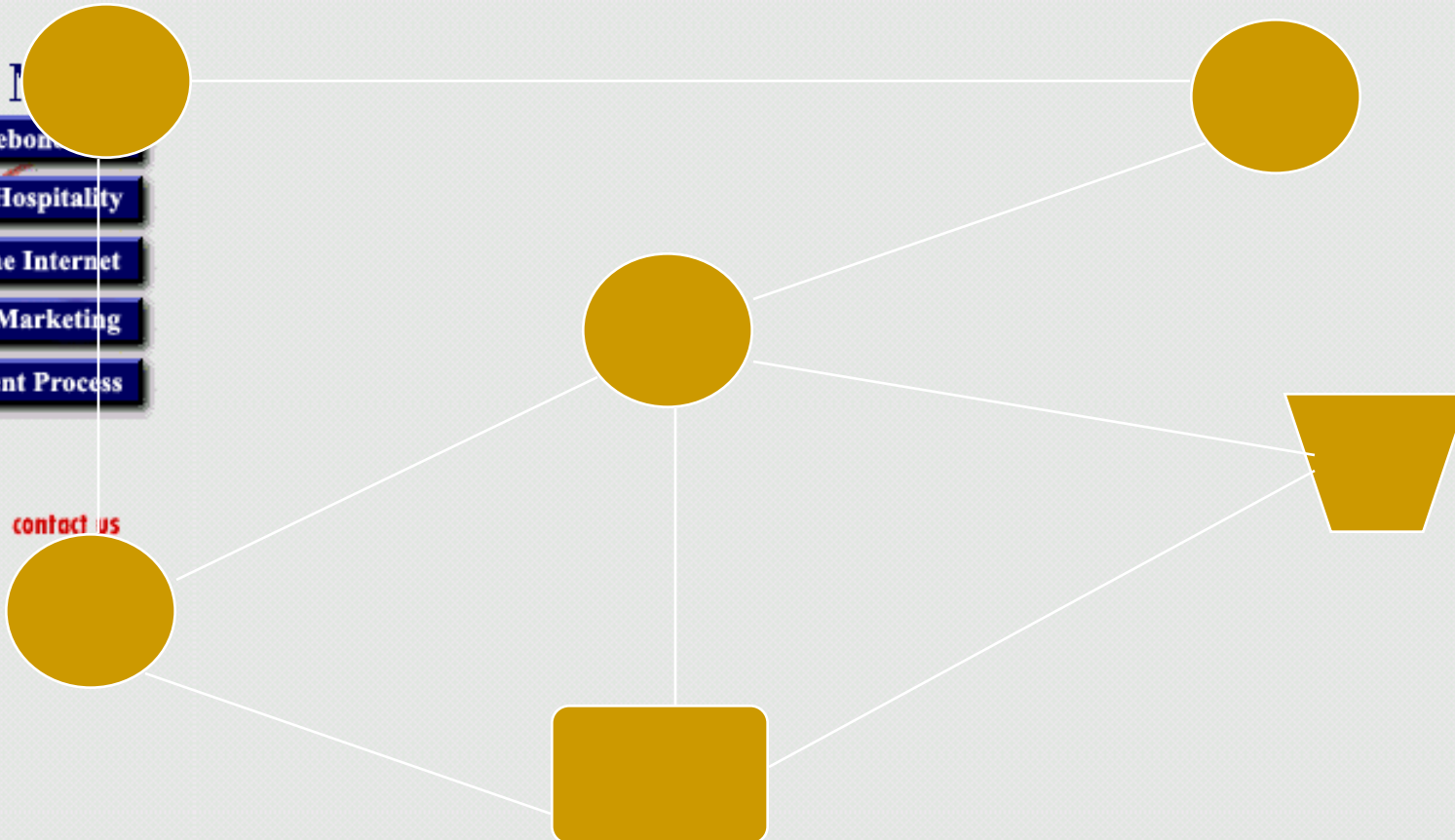
Tourism / Hospitality

The Internet

Web Marketing

Development Process

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Sending data

Main Menu

Webonomics

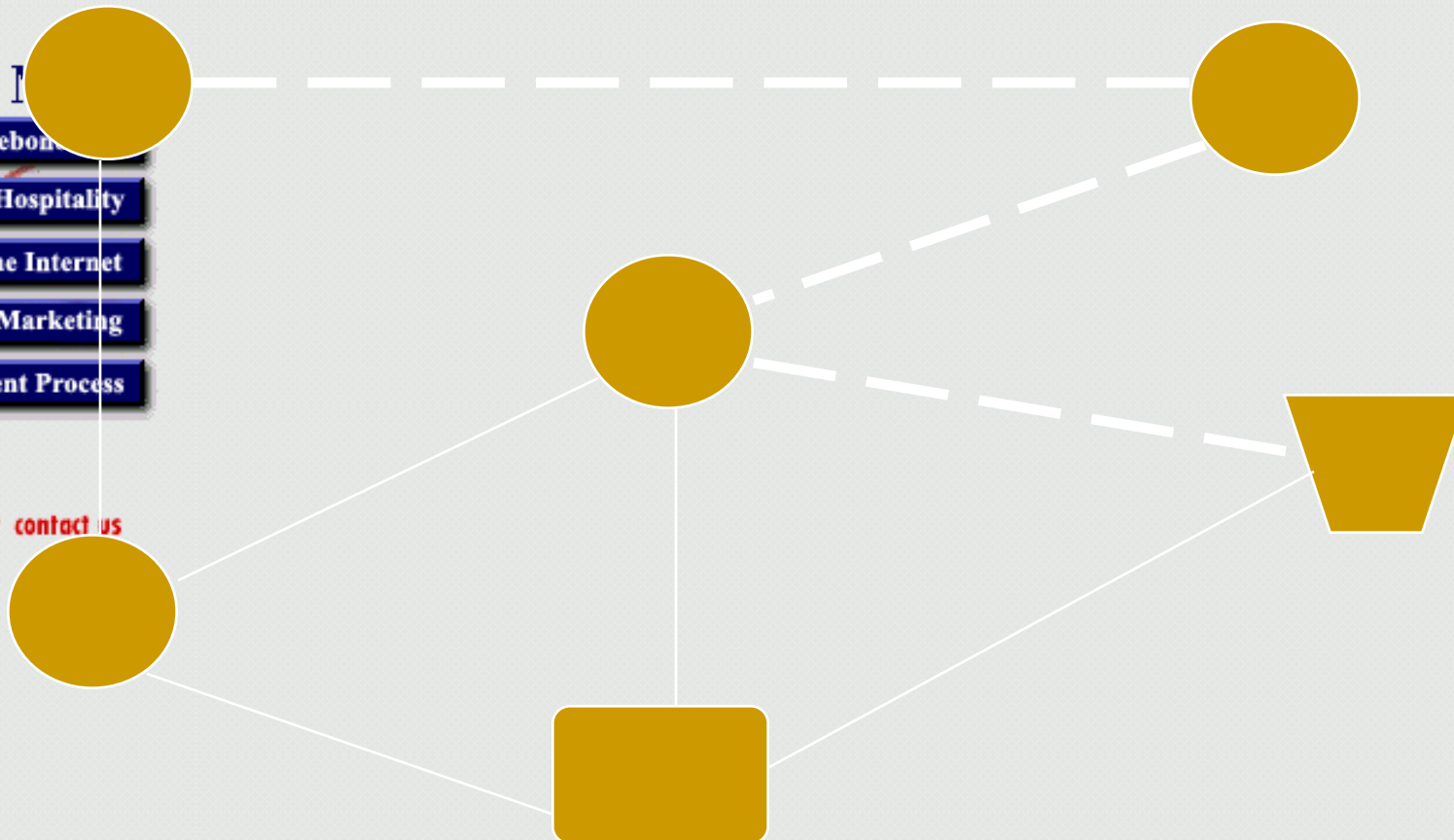
Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



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If the connection is not working ..

Main Menu

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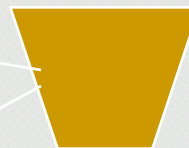
Tourism / Hospitality

The Internet

Web Marketing

Development Process

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The Internet finds a way around

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



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Packets Of Data Take Multiple Routes

Main Menu

Webonomics

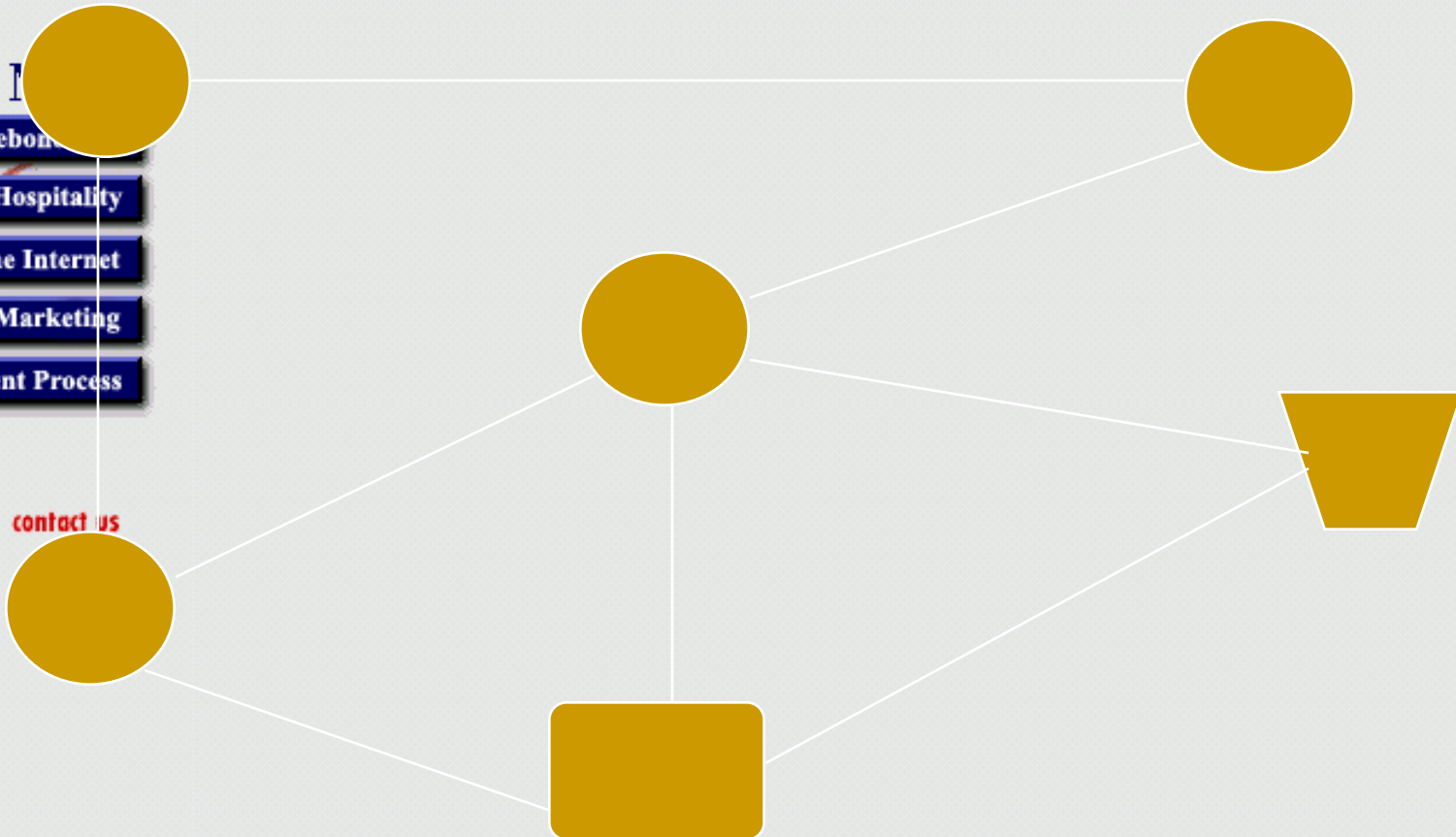
Tourism / Hospitality

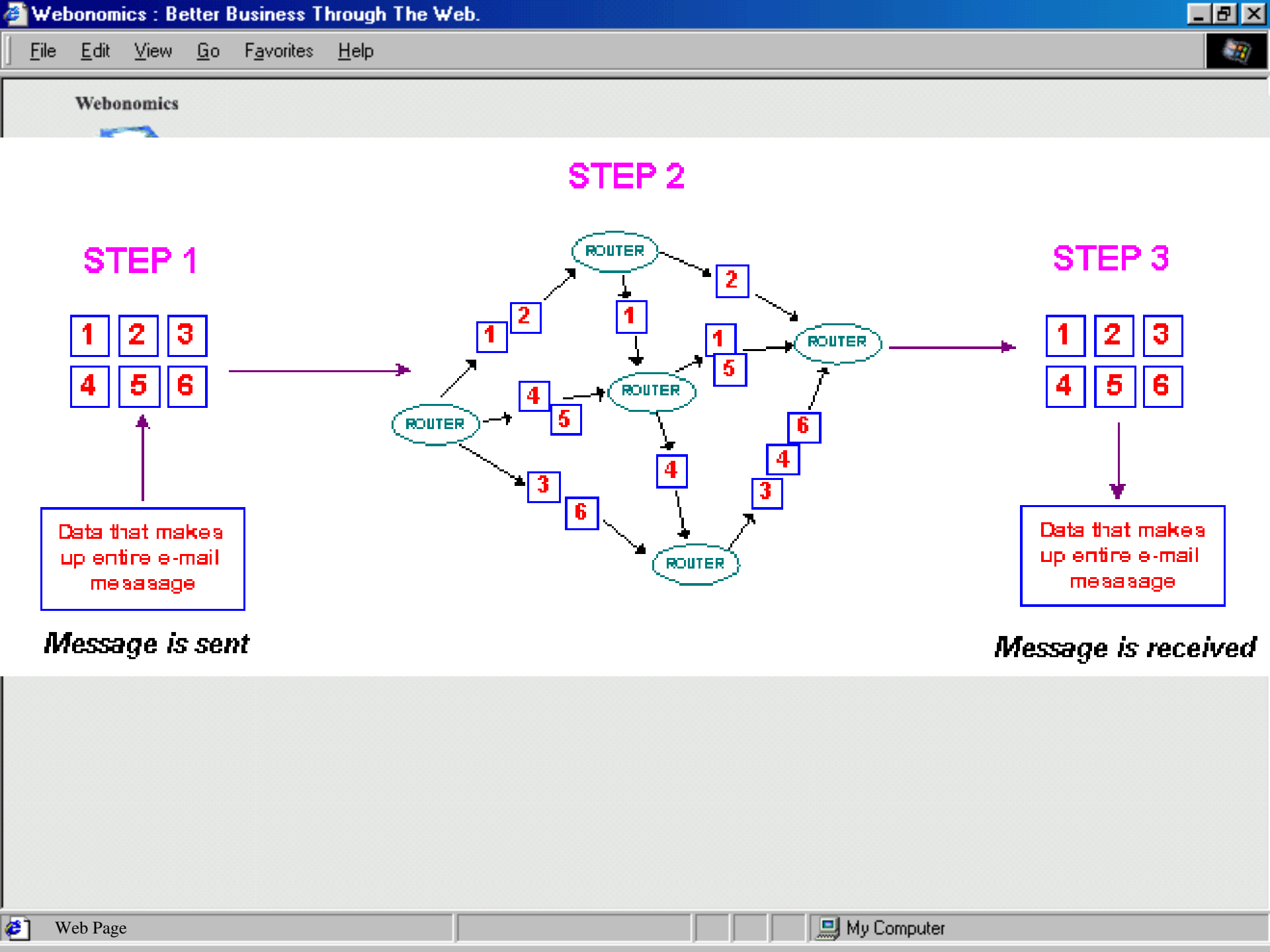
The Internet

Web Marketing

Development Process

contact us





Webonomics



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

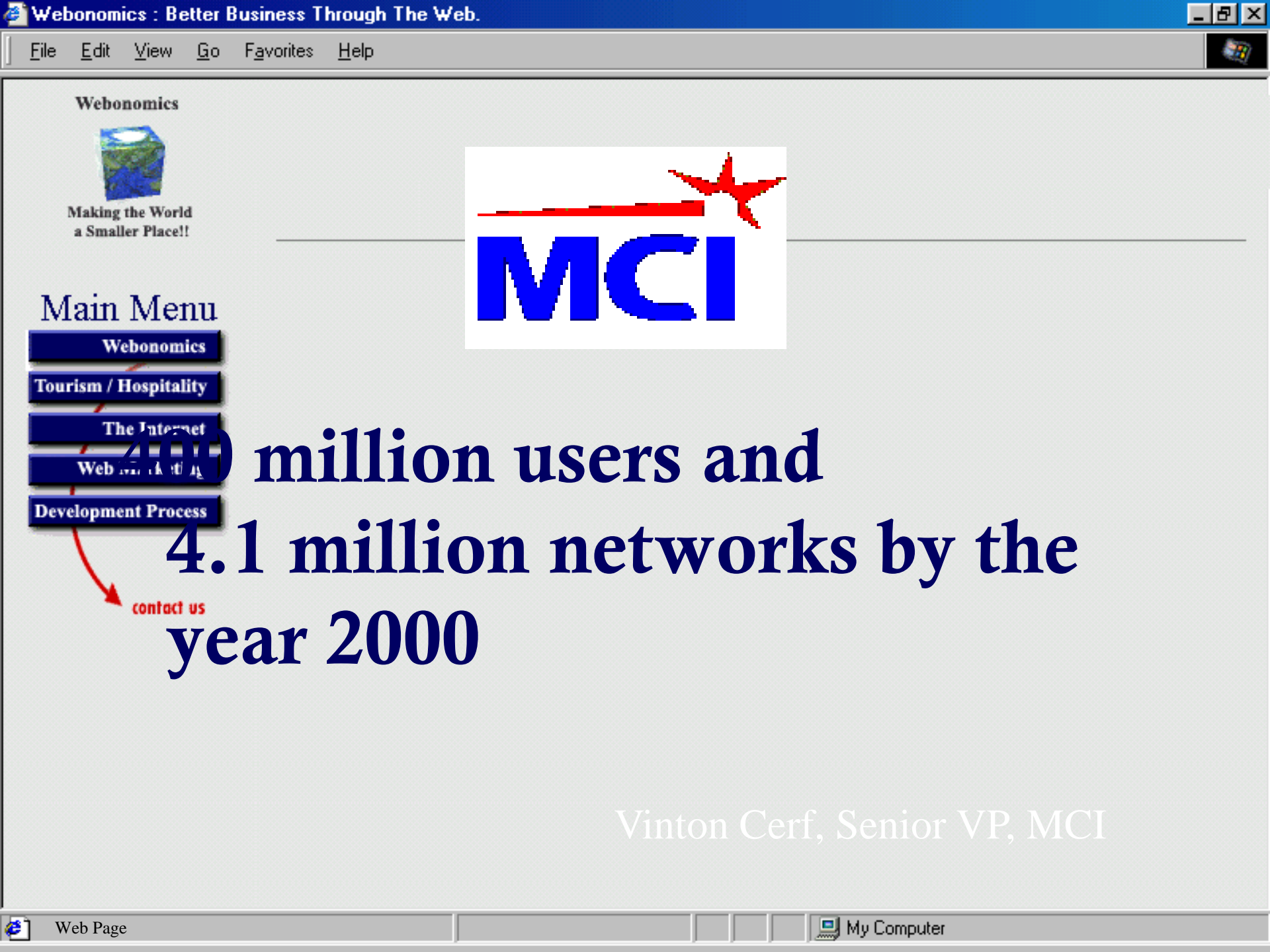
Web Marketing

Development Process

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Key Internet Points

- Peer to peer
- Spider's Web
- No central management / ownership
- Platform independent



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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400 million users and
4.1 million networks by the
year 2000

Vinton Cerf, Senior VP, MCI

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

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In Japan, New Zealand and parts of Europe, the number of Net users has grown more than 1000% during the past three years.

TIME

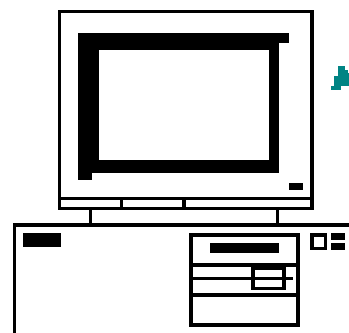
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Making the Web
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Getting Yourself On The Internet

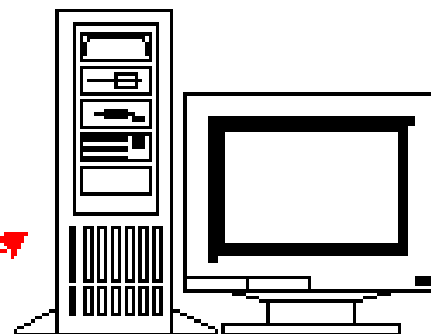
1. User connects to host computer at ISP



User's Computer

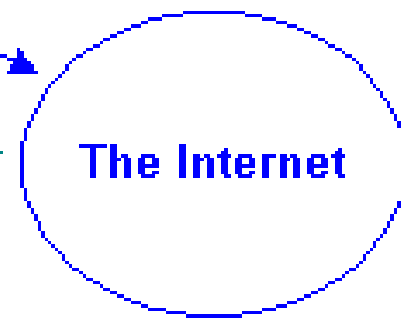


Modem



Host Computer at ISP

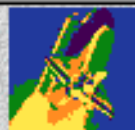
2. Host computer is connected to Internet



The Internet

3. Host computer sends information from Internet to user's computer

Netscape - [The NASA Homepage]



The NASA Homepage

- [Welcome](#) - This is a good place to begin your journey. Start by reading a letter from NASA Administrator, Dan Goldin, or NASA's Strategic Plan. Check out the User Tips page to find the helper applications you will need to get the most out of what we have to offer. If you're looking for something specific, there's a search engine for the top-level NASA pages.
- [Today@NASA](#) - If you've read about NASA recently or seen something on TV, this is place to go for links to more details about breaking news. You can find the most recent Hubble Space Telescope Images, links to the Shuttle Web and the latest news releases.
- [NASA Organization](#) - A list of the offices at NASA Headquarters with links to their Web sites. Below this list, you'll find an extensive subject index of NASA Web sites.



Document: Done



Hypertext
Links

Webonomics



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

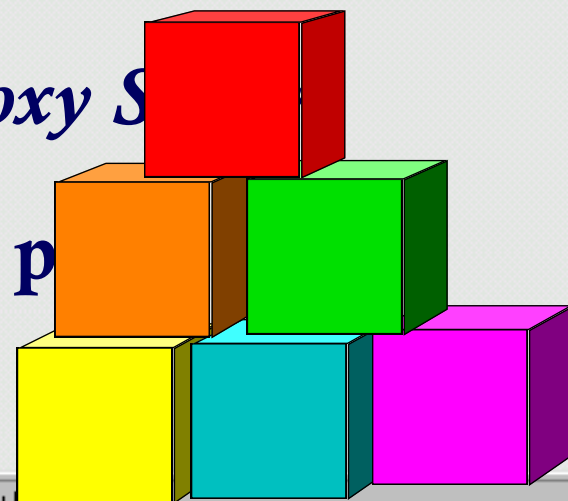
Web Marketing

Development Process

contact us

Setting Up An Internet Server

- Find a *Service Provider*
- Connect your Computer
- Buy hardware / software
- Set up *Firewalls* and *Proxy S*
- Start creating htmlised p
- Use *CGI* applications

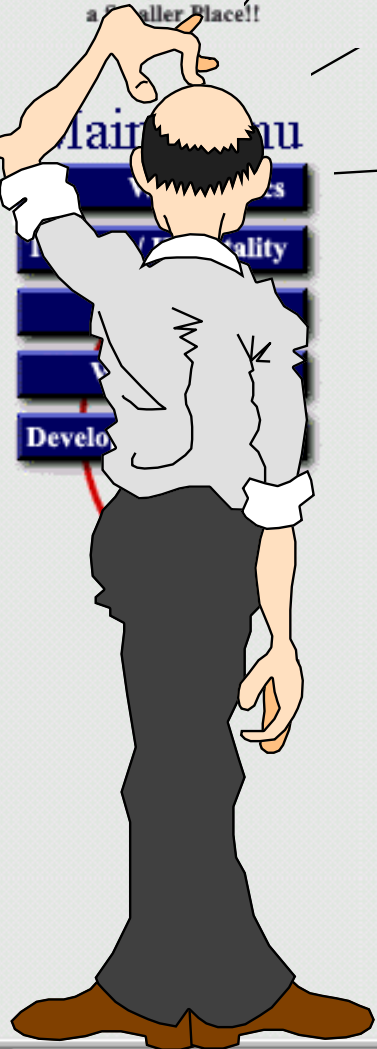


Webonomics

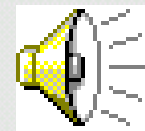


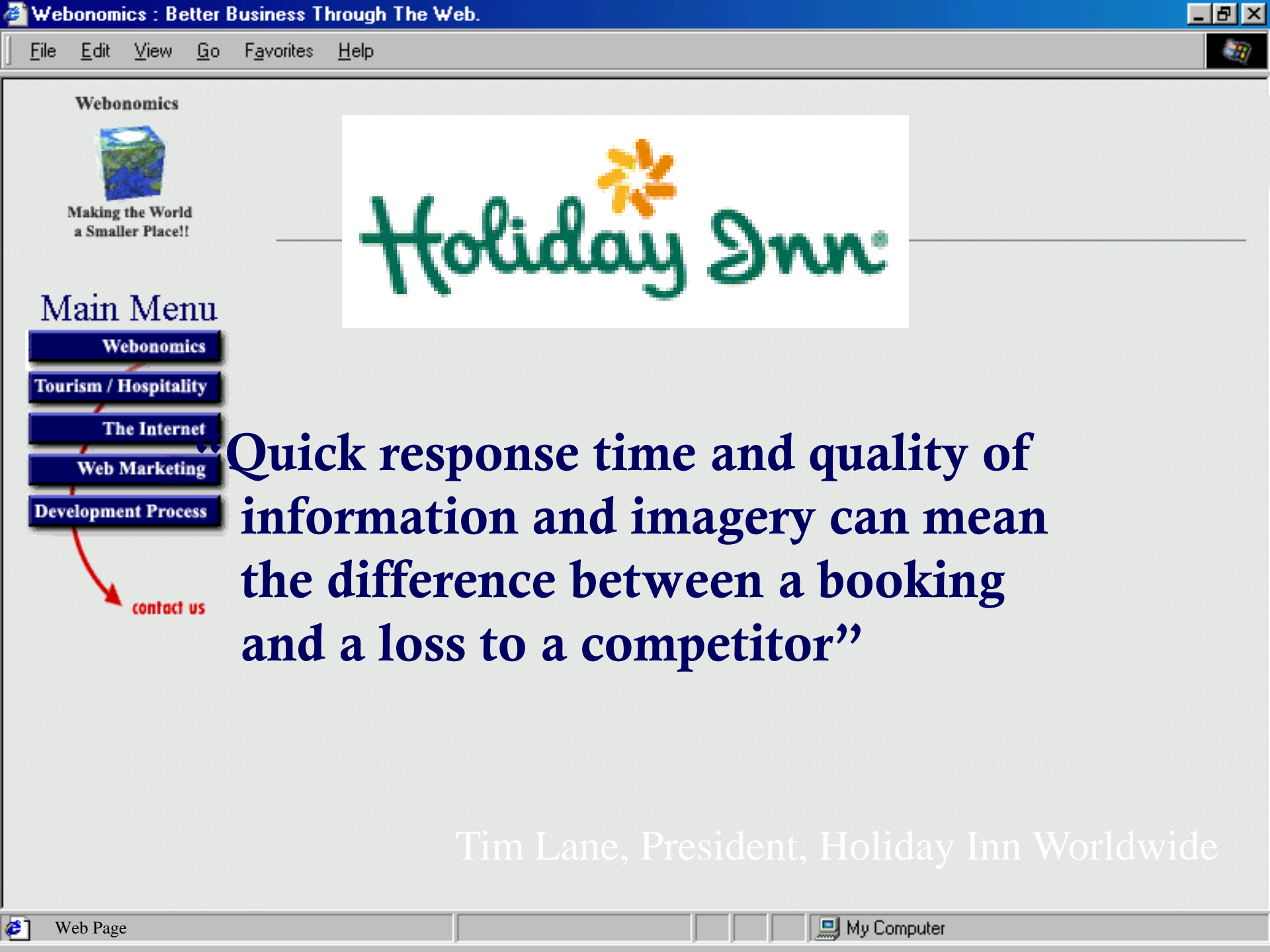
Making the World
a Smaller Place!!

Main menu



“The Web is disorganised,
insecure, slow and overhyped.
But if it’s so awful, why are 20
million people using it?”





Webonomics



Making the World
a Smaller Place!!

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Holiday Inn

“Quick response time and quality of information and imagery can mean the difference between a booking and a loss to a competitor”

Tim Lane, President, Holiday Inn Worldwide



Web Page



My Computer

Webonomics



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a Smaller Place!!

Main Menu

Webonomics

Tourism / Hospitality

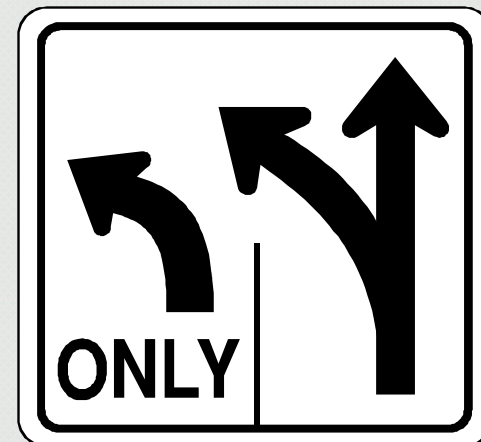
The Internet

Web Marketing

Development Process

contact us

“The Internet is to a large extent, a superhighway without road signs. You can surf along as energetically as you like, and never really get anywhere”.



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a Smaller Place!!

Bandwidth is the fly in the ointment!

Main Menu

Webonomics

Tourism / Hospitality

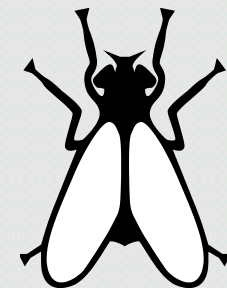
The Internet

Web Marketing

Development Process

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Solution: Two-tiered Internet!

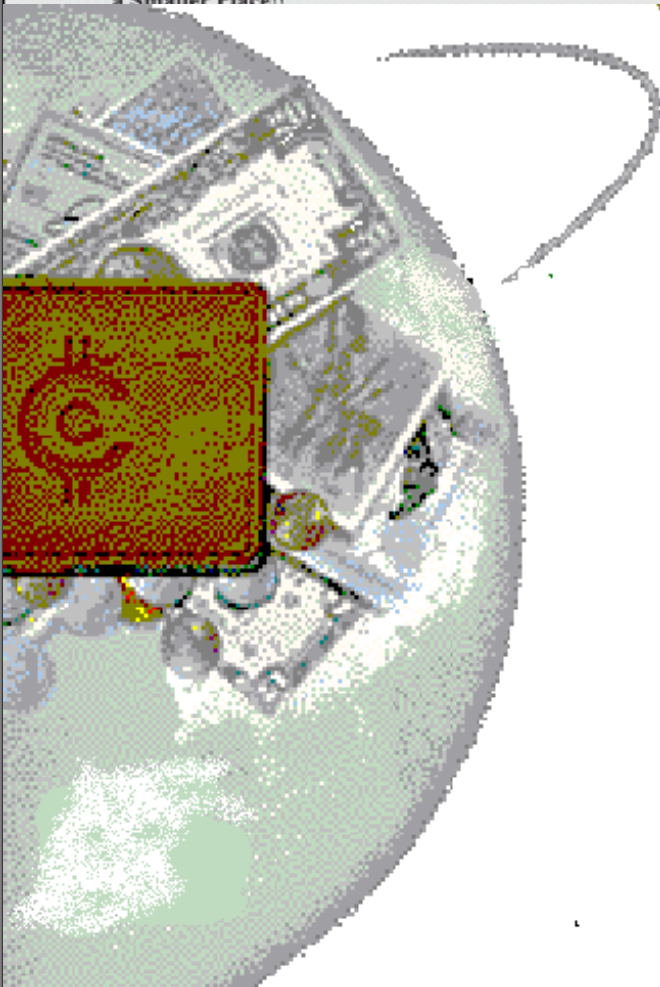


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Electronic Payment



- Problem - credit cards on the Web.
- Reducing the potential for electronic commerce.

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Answer

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

Encryption

- 40-bit SSL (Secure Socket Layer) from Netscape
- 128-bit SSL (Secure Socket Layer) from Netscape
- Secure-HTTP from Enterprise Integration Technologies
- SET (Secure Encryption Technology) from Visa, Mastercard, Netscape, IBM and Microsoft.

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Internet Payment Schemes

The simple, safe and secure online commerce system that
doesn't transmit your credit card number over the Internet



Main

Tourism

Web

Develop

Webonomics



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a Smaller Place!!

Digital Cash



Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

- Cybercash
- NetCash
- DigiCash



Webonomics



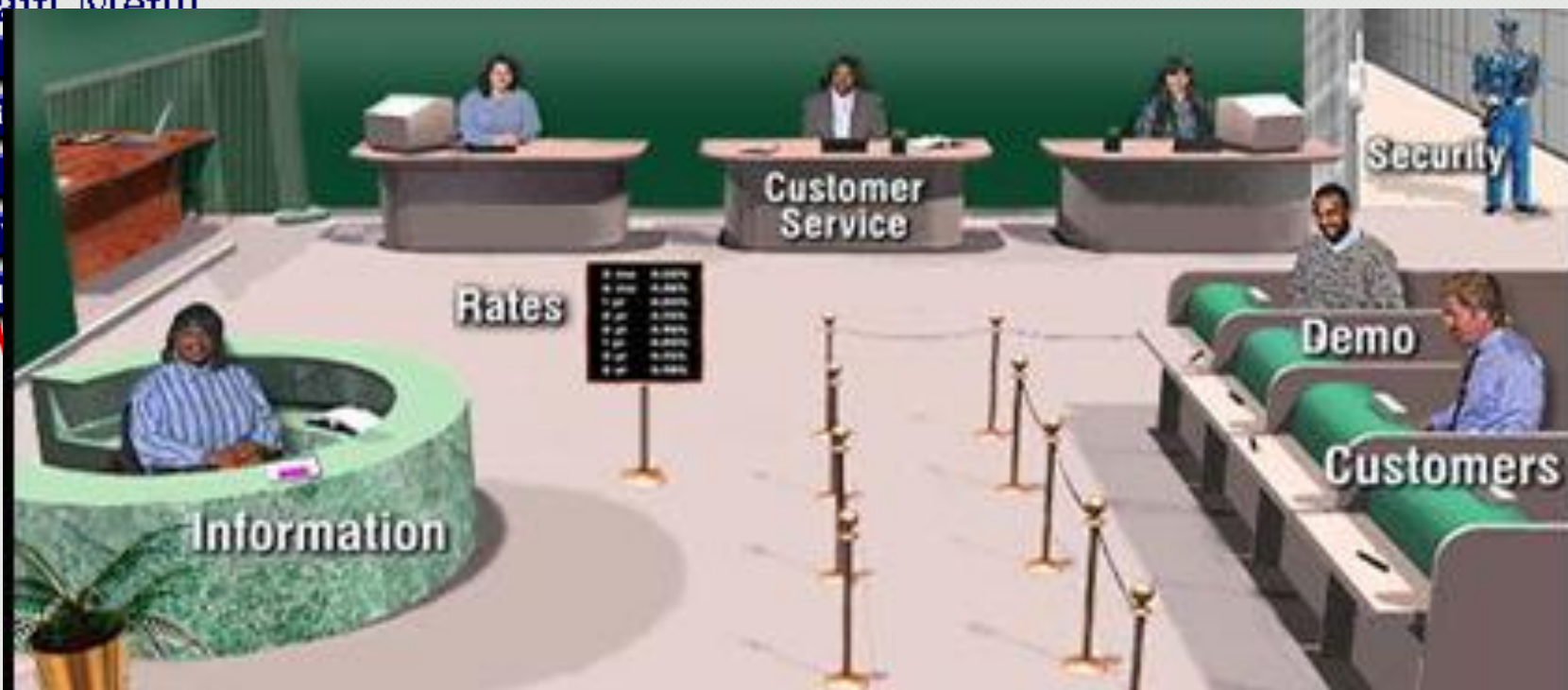
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Security First Network Bank

Main Menu

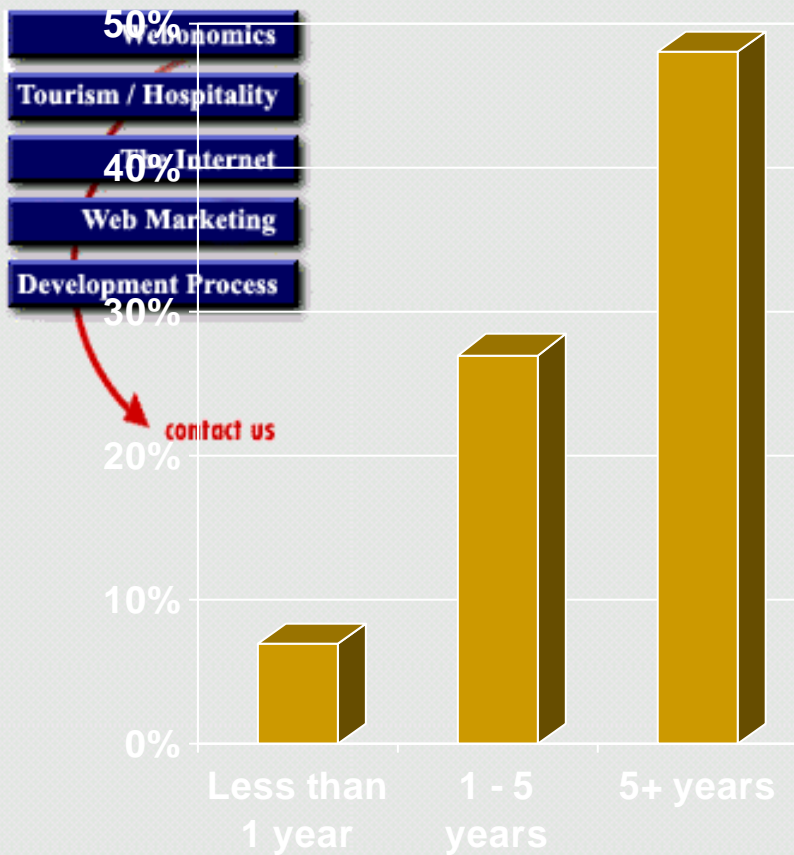
Tour

Dev

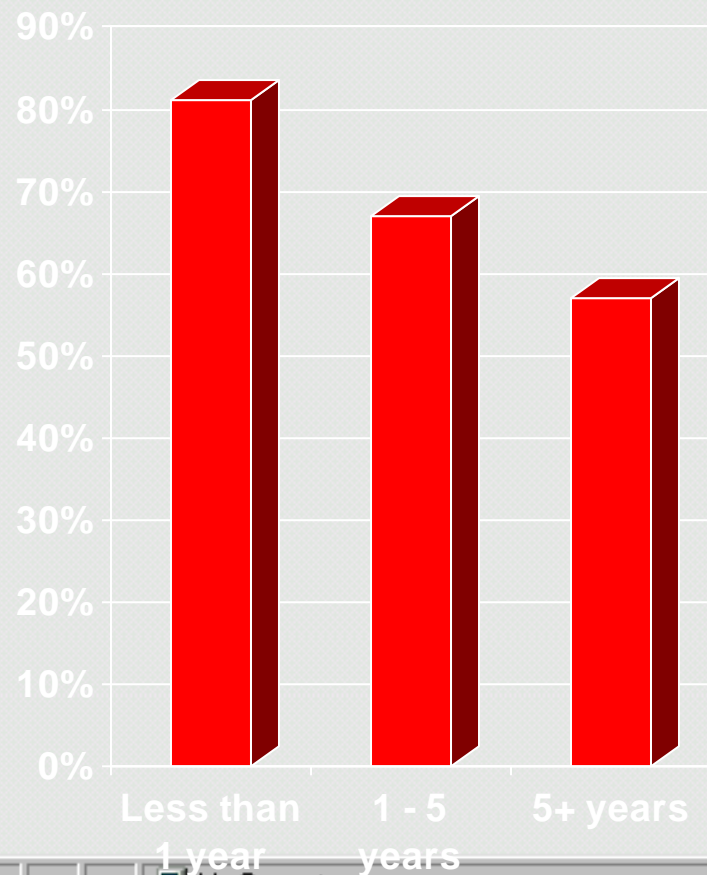


How Internet user's attitudes change with time.

Percentage of users
buying on line with
credit cards



Percentage of users
concerned over security
of on-line transactions



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CHANGE

Main Menu

Webonomics

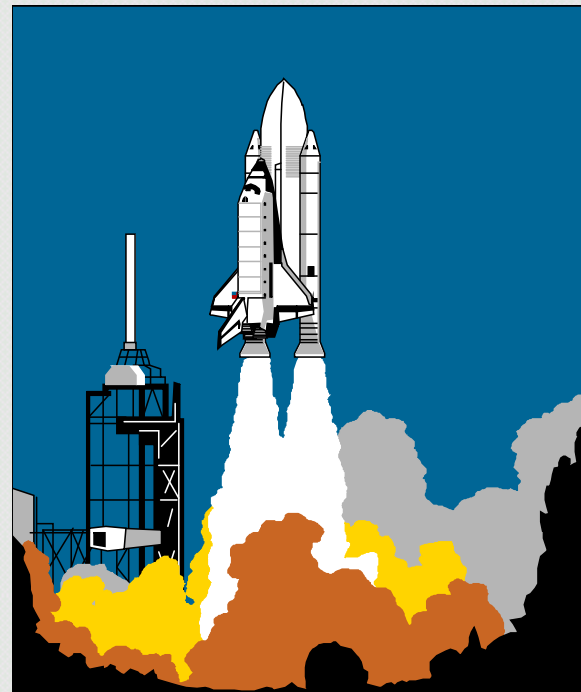
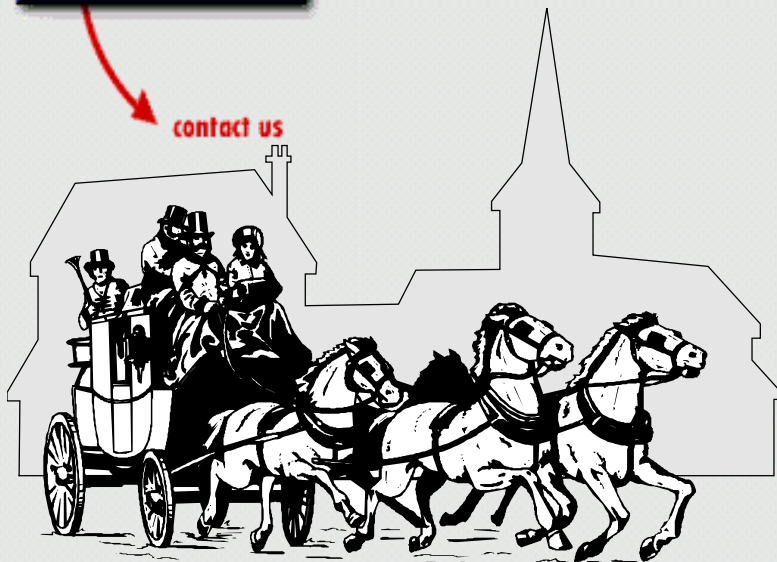
Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



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a Smaller Place!!

Potential For Electronic Commerce

Main Menu

[Webonomics](#)

[Tourism / Hospitality](#)

[The Internet](#)

[Web Marketing](#)

[Development Process](#)

[contact us](#)

Webonomics



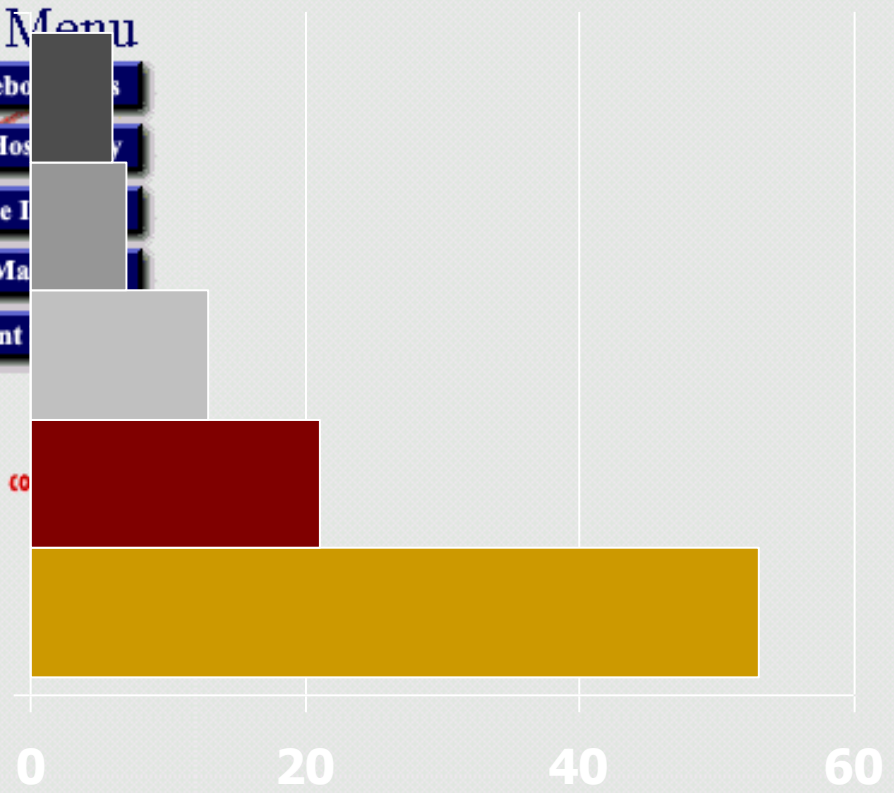
Making the World
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What we like to buy on the Internet

Main Menu

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development

0%

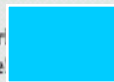


- Clothes
- Records, tapes and CDs
- Subscriptions
- Books and magazines
- PC hardware and software

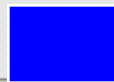
Comparing the costs!



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a Smaller Place



US Price



Shipping Cost



UK Price

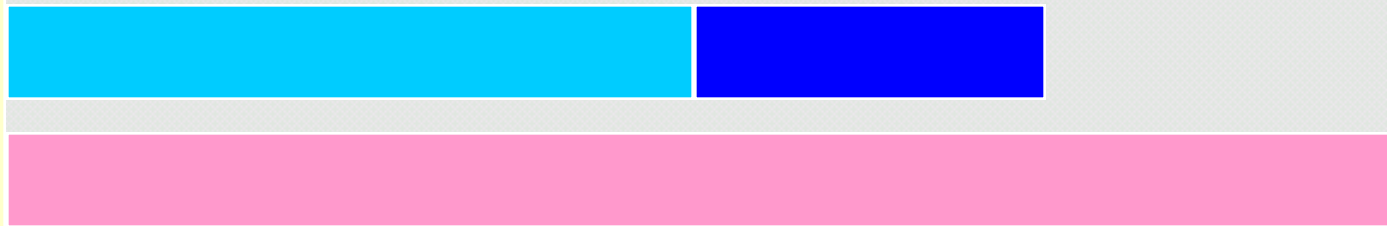
Main

Tourism

Web Marketing

Development

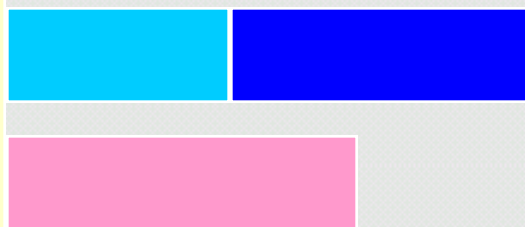
Levi's 501
jeans



CD



Books



0

£10

£20

£30

£40

£50

Webonomics



Making the
a Smaller

Exercise

Main Menu

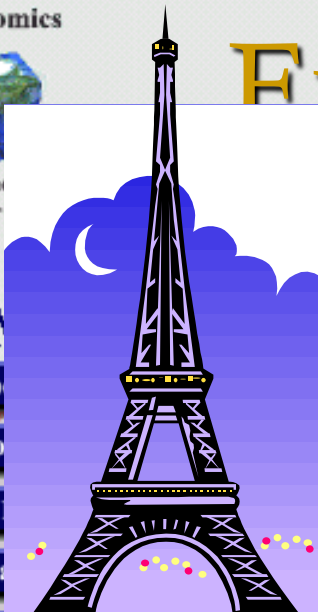
Web

Tourism / Ho

The

Web Ma

Development Process



**Make a booking over the Internet
for a hotel in Paris!**

See what you encounter and how far you get.

Webonomics



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Types Of Activity

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)

- Communications
- Product Catalogues
- Electronic Commerce
 - Pizza Hut

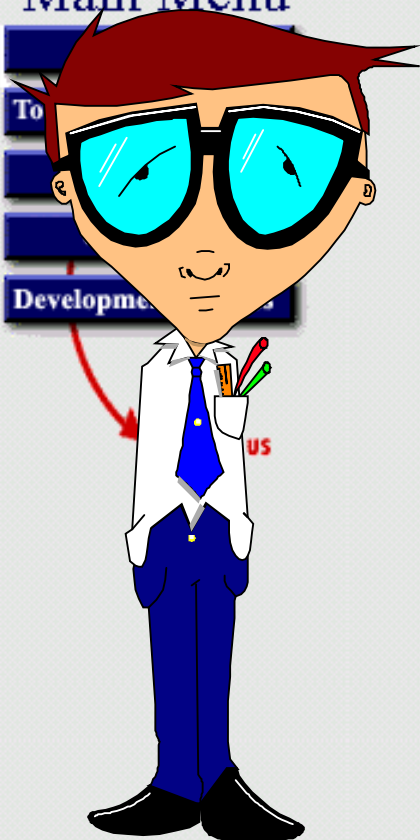


Webonomics



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Main Menu



Typical Demographics of the Web

- **Primarily US based**
- **Educated**
- **65% hold skilled jobs**
- **Primarily English speaking**
- **Earn between US\$60,000 and \$80,000 p.a.**
- **Aged between 22 and 40**
- **48% on Internet more than one year**

CIC Research

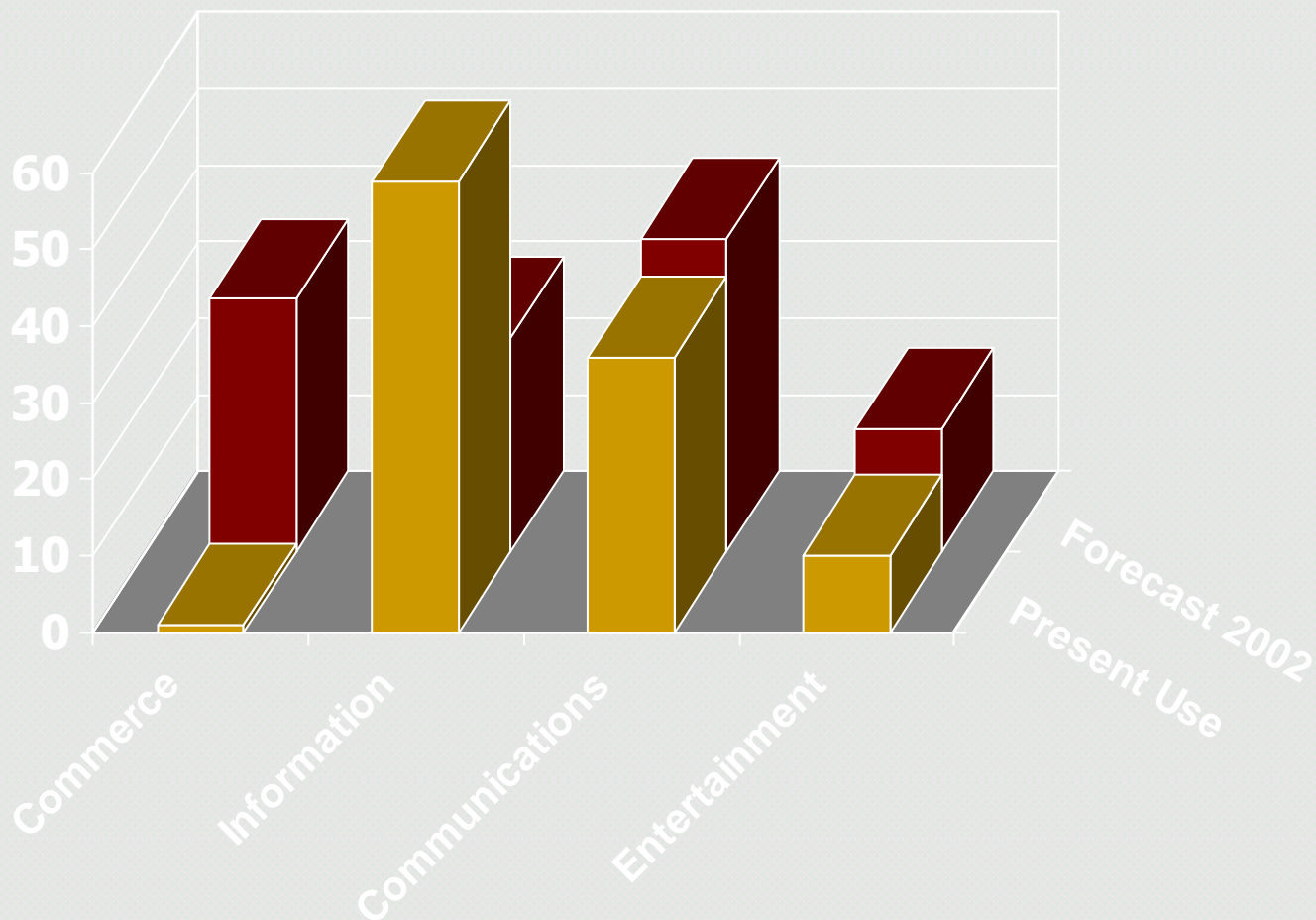
How the Net will be used in the future?



Main Menu

- Webonomics
- Tourism / Hospitality
- The Internet
- Web Marketing
- Development Process

[contact us](#)



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Making the World
a Smaller Place!!

Last Minute Airline Offers

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

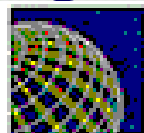
- US Airlines offer up to 90% discount on Internet bookings!

- Last minute availability.

- Incremental Revenue.

- No advertising cost for airlines.

Continental
Airlines



COOL
Travel Specials



Net SAver Fares™

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a Smaller Place!!

Main Menu

Webonomics

Tourism / Hospitality

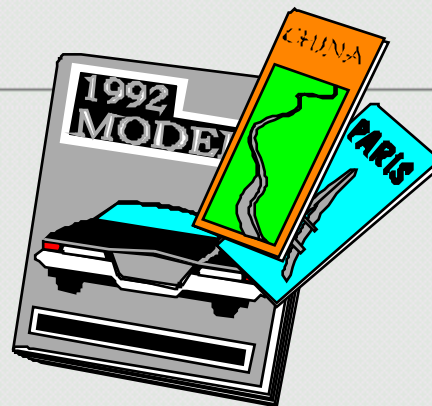
The Internet

Web Marketing

Development Process

contact us

Changes in advertising!



Club Med

Reservation



Making the World
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Main Menu

[Webonomics](#)

[Tourism / Hospitality](#)

[The Internet](#)

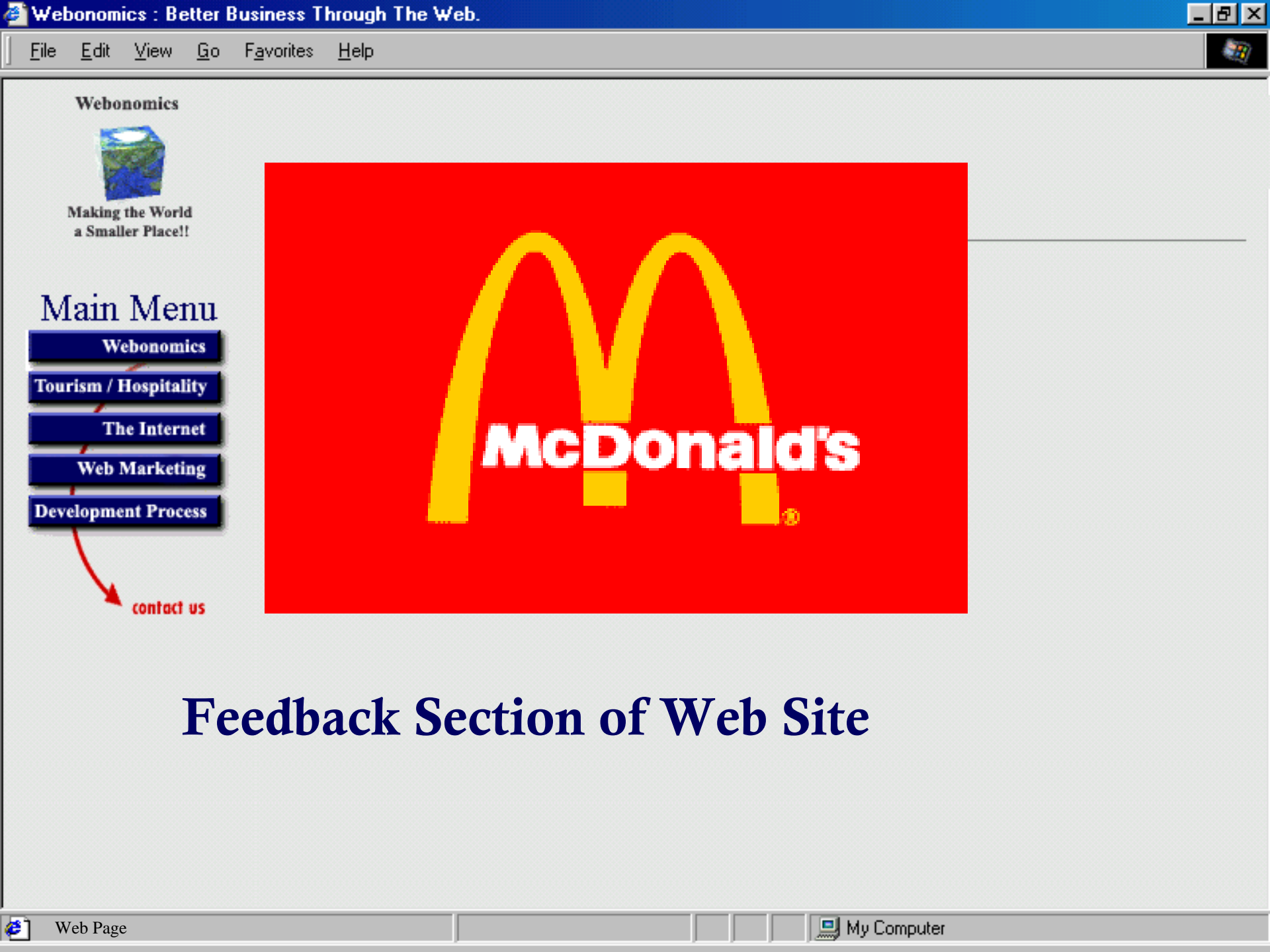
[Web Marketing](#)

[Development Process](#)

[contact us](#)

ClubMed

Life as it should be



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



Feedback Section of Web Site

Webonomics



Making the World
a Smaller Place!!

One to One Marketing

Main Menu

Tourism

W

Develop

- [Contents](#)
- [Site Tour](#)
- [Find](#)
- [?](#)

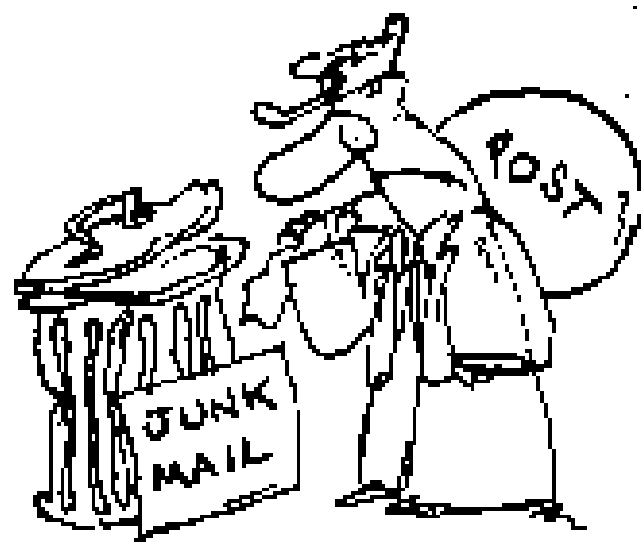


Chosen 1 of the top
100 Web sites by
[PC MAGAZINE](#)

M I C R O S O F T

Expedia

Start your travel here



Webonomics



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What's new?

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Webonomics



Making the World
a Smaller Place!!

Main Menu

[Webonomics](#)

[Tourism / Hospitality](#)

[The Internet](#)

[Web Marketing](#)

[Development Process](#)

[contact us](#)



PointCast

New on
PointCast

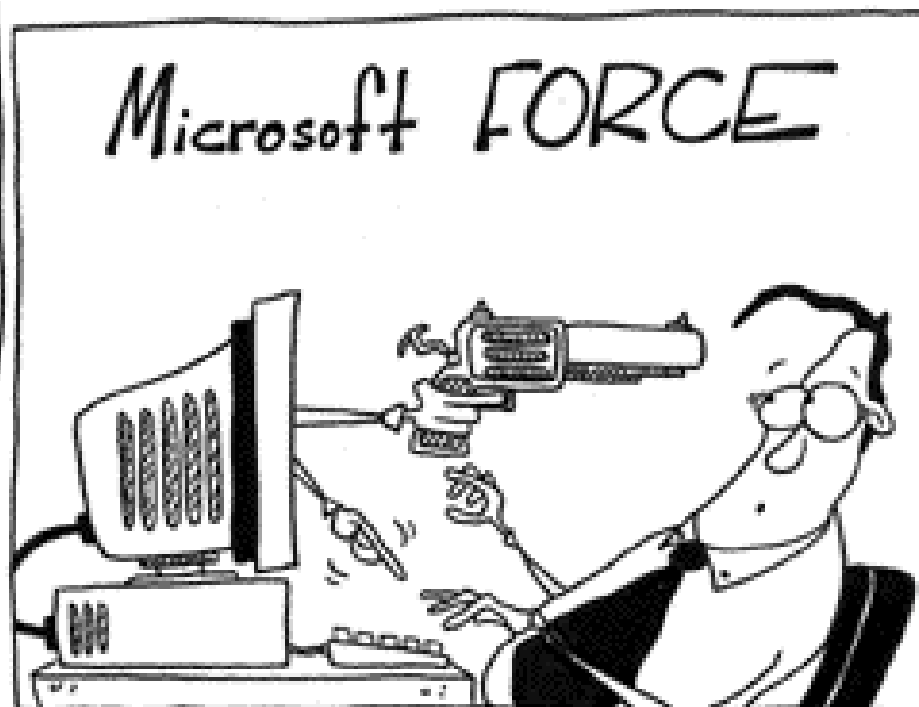
THE WALL STREET JOURNAL
INTERACTIVE
EDITION

FORTUNE



**tune in
now!**

IN THEIR TYPICAL "COPY AND ALTER" FASHION, MICROSOFT INTRODUCED, TODAY, THEIR OWN VERSION OF "PUSH" TECHNOLOGY ON THE INTERNET — MICROSOFT FORCE. A COMPANY SPOKESMAN SAID, "IT WILL BE MUCH MORE EFFECTIVE THAN EXISTING TECHNOLOGIES."



Webonomics



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a Smaller Place!!

Really Cool Internet Stuff

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Projects

RealAudio

RealVideo

contact us



Progressive Networks

Live and on-demand audio and video for the Internet

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Making the World
a Smaller Place!!

Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Communication Over The Internet

- Email
- MUDs
- IRC
- PowWow
- Internet Phone
- CU-SEEME



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a Smaller Place!!

Main Menu

[Webonomics](#)

[Tourism / Hospitality](#)

[The Internet](#)

[Web Marketing](#)

[Development Process](#)

[contact us](#)

Microsoft®

NetMeeting™

Complete Internet Conferencing



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Main Menu

Webonomics

Tourism / Hospitality

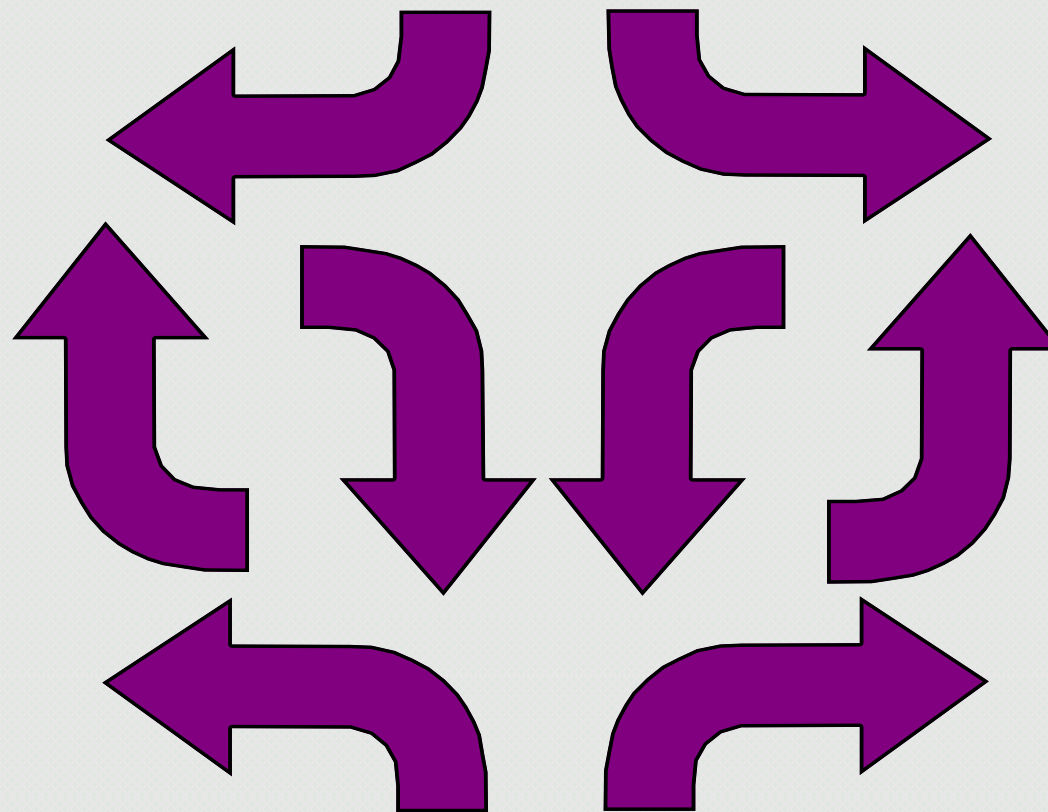
The Internet

Web Marketing

Development Process

contact us

Internet, Intranet and Extranet



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Intranet

“An Intranet is a network inside a company that links people and information in such a way that makes people more productive, information more available and navigation through all the companies resources more accessible than ever before”

FORRESTER

TM

Forrester Research, 1996

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Main Menu

Webonomics

Tourism / Hospitality







The Internet

Web Marketing

Development Process

[contact us](#)

Intranet - same as Internet!

-  Network of computers to distribute information, facilitate communication, etc.
-  Based on TCP / IP
-  Platform Independent
-  HTML
-  No special software
-  Multimedia

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

But.....



Physically limited to a particular geographic area.



Technologically limited to a certain group of people - a single company, students in a college, etc.

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Intranets

- 🔖 Allow you to instantly publish information.
- 🔖 Allow the user to find what they want instantly and easily.
 - 🔖 Student wants to use the college facilities on a Saturday. On a well designed Intranet, one search should tell him the opening hours of the library, the computer centre and the cafeteria!

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

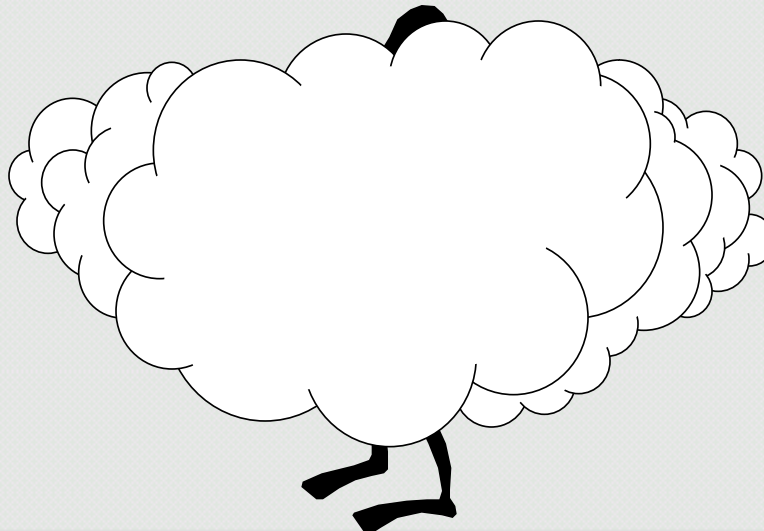
Web Marketing

Development Process

contact us

Extranet

Integrating your network with your
suppliers and customers.



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Management of Internet / Extranet Sites

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Key Success Factors

- ✓ Maintenance
 - ✓ Data vs. information
- ✓ Resources
 - ✓ Hardware, Software
 - ✓ Human
- ✓ All future documents to be Web ready.



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Main Menu

Webonomics

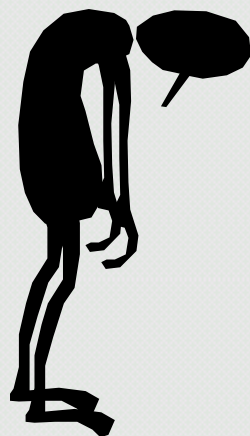
Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us



Potential Stumbling Blocks

❌ Legacy Documents / Systems

- ❌ time resources and expertise require to convert / integrate them.



❌ Technophobia

- ❌ many establishments are VERY conservative.

❌ Prematurity

- ❌ ban the under construction sign.

❌ Security Misconceptions

Under
Construction

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

Costs



Hardware



Wiring, hubs, switches, repeaters, etc.



Web Server



Software



Server Software FREE!



Client Software FREE!



People



Set up expertise



Training



On going maintenance



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

■ Print cost reduction.

■ Layout / printing / copying / paper / distribution costs down

■ Errors easily updated

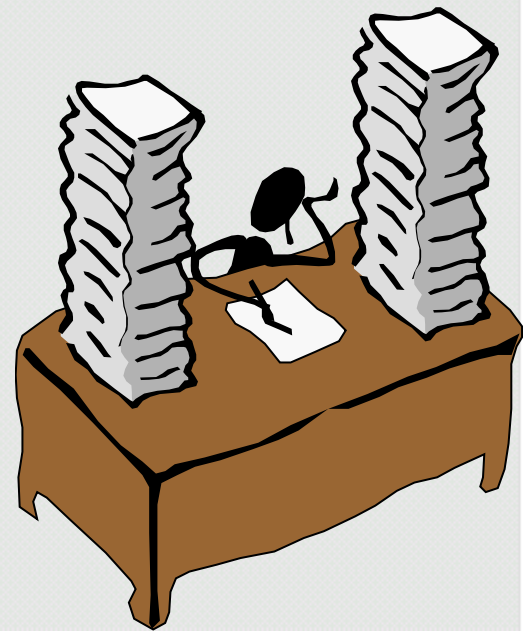
■ Up to date

■ Memos become emails

■ Alert when read feature

■ Time reduction

■ People can answer questions for themselves



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

“Internet Technology has changed all the
marketing rules in favour of smaller companies”

Eric Christensen, WorldRes



The Future of the BRAND?

Webonomics

Conclusion.



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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

[contact us](#)



The Hospitality/ Tourism Industry relies heavily on good, reliable, up to date Information to promote its products.



The Internet reduces the barrier to entry & the overall costs involved in maintaining a global presence.



NET the Leveler .



Allow even the smallest of companies a shop-front to a global market.



Reduce the perceived difficulties with the Internet.

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Main Menu

Webonomics

Tourism / Hospitality

The Internet

Web Marketing

Development Process

contact us

WEB SITE

Found at

www.dmc.dit.ie/guests/eirenet/padman/ihra/