

Journal of Tourism Challenges and Trends

Volume VI, No. 1,
June 2013

INNOVATION IN TOURISM

Editor-in-chief: **Prof. dr. Mihaela Sofia Dinu** (Romanian-American University, Romania)
Address: office@JournalTCT.ro; www.JournalTCT.ro

ISSN: 1844-9742

CONTENTS

- 9 The Impact of Creativity and Innovation in the Hospitality Industry on Customers
Gabriela *ȚIGU*, Maria-Cristina *IORGULESCU*, Anamaria Sidonia *RĂVAR*
- 35 Enforcing Sustainability Principles in Tourism via Creative Tourism Development
Romana *KOREZ-VIDE*
- 59 Corporate Social Responsibility in the Tourism Industry. Lessons from
Communities Surrounding Great Zimbabwe Monuments
Josiah *TARU*, Simbarashe *GUKURUME*
- 75 Nature-Based Tourism as an Introduction to Ecotourism Experience – a New
Approach
Aleksandra *MACHNIK*
- 97 Tourism Practices and Approaches for its Development in the Uttarakhand
Himalaya, India
Vishwambhar Prasad *SATI*
- 113 Web-Based Platform for Enhancing Tourism Development: an Exploratory Study
Biljana *PETREVSKA*, Saso *KOCESKI*

WEB-BASED PLATFORM FOR ENHANCING TOURISM DEVELOPMENT: AN EXPLORATORY STUDY

Biljana PETREVSKA, Saso KOCESKI***

Abstract: The aim of this research is to investigate possibilities for supporting tourism development by employing the Web as the leading source of information particularly important in times of increased number of competitors in tourism market. For this purpose, the paper argues that creating personalized recommending system, as a way out in meeting ever-changing tourists' preferences towards different aspects of tourism is very important. So, the research makes an attempt to justify the necessity of designing a web-based tourism portal in order to assist tourists in identification of their ideal holiday through a recommender. The results of this empirical evidence point that the proposed approach provides satisfactory performance since it reports on positive experience as well as accurate recommendations and guidelines. So, the development of such software module being organized as on-line social network (OSN) contribute generally in increasing the awareness for tourist destination, thus boosting tourism development. It assists all interested parties in planning their travel on more intelligent way by generating a personalized list of favorable and tailor-made items. Finally, the research strongly alarms relevant tourism-actors that the time has changed and that on-line experience has shifted from searching and consuming to creating, connecting and exchanging.

Keywords: *tourism; web-portal; OSN; recommenders, Macedonia.*

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