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ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS



A NEW DIGITALIZATION FRAMEWORK

Destination marketing organizations in developing countries face consequences of the digital divide, lack human and financial resources to promote and implement digital channels.

This study done by Brigitte Stangl and colleagues reveals that challenges require a more detailed framework considering the sequence of steps on how to implement website dimensions, and which instruments are realistic to implement in different levels of digitalization considering the challenges and barriers developing destinations face.

surrey.ac.uk/SHTM | @SHTMatSurrey

Editor: Dr Isabel Rodriguez | isabel.rodriguez@surrey.ac.uk



DIGITALIZATION OF INFORMATION PROVIDED BY DESTINATION MARKETING ORGANIZATIONS IN DEVELOPING REGIONS: THE CASE OF VIETNAMESE MEKONG DELTA

Dr Brigitte Stangl

It is generally acknowledged that destinations must be present online as digital channels are the most important information source for travellers. However, emerging tourism destinations in developing countries often face the challenge of dealing with consequences of the digital divide.

We investigated how digitalization takes place in destination marketing organizations (DMOs) of emerging destinations. As a case the Vietnamese Mekong Delta (VMD) was examined. Firstly, a content analysis comprising 68 criteria to examine destination websites performance was conducted. Secondly, the authors interviewed managers from VMD DMOs to reveal the strategy, status quo, and their challenges with digitalization.

Results show that destinations are only in the first stages of the digitalization process. Their websites perform well with regards to communication features but need improvements for transaction, and especially relationship aspects. They are facing challenges with human and financial resources. A new, extended more granulated version of the digitalization framework has been developed. The model acknowledges the continued importance of printed information, provides information about the sequence of steps how to implement website dimensions, and which instruments are realistic to implement in different levels of digitalization considering the challenges and barriers developing destinations face.

Destinations in developing regions face challenges/barriers that significantly delay digitalization efforts

Van Da, H., Stangl, F., & Tran, D. (2023). Digitalization of information provided by destination marketing organizations in developing regions: The case of Vietnamese Mekong Delta. *European Journal of Innovation Management*.

Link: bit.ly/3NCdj7Q.