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Tourism e-services and Jewish Prague: eliciting users' preferences

Dr. Wadim Strielkowski
Charles University in Prague
Dr. Nicole Mitsche
University of Sunderland

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Outline

- Eliciting users' preferences and willingness to pay for novel packages of e-services used in commercial tourism and for promoting the intangible cultural heritage in European destinations.

- Case study of Prague's Jewish heritage - empirical results of 3 stages of surveys (240 questionnaires) conducted in May-August 2013.

- Potential app should feature a narrative, a possibility to upload additional information, as well as interactive online maps.

- The app should be offered free of charge with embedded in-app purchases that might reach up to 3 EUR in additional payments.

Changes to tourism industry

- Major changes in the tourism industry impact the way cultural tourism will develop in the forthcoming decades (see Beeton, 2004; Carl et al., 2007, or Strielkowski, 2012).

- Shift from the traditional to the novel way of experiencing cultural resources based on employing a major fusion of information and communication technologies (ICT), as well as the new services (e-services)

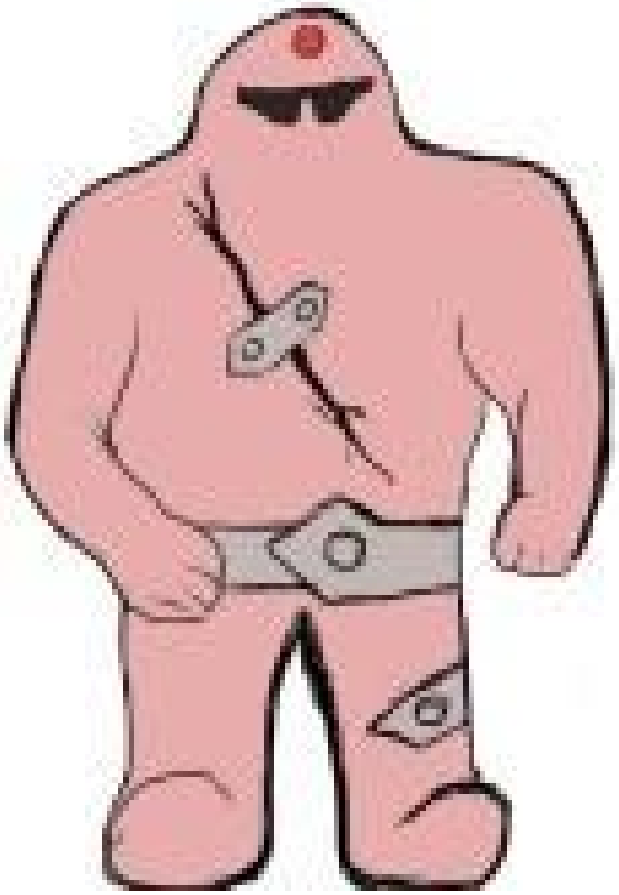
- Preferences of potential tourists for innovative and novel e-services that might enhance their experience before, during, and after a visit to the cultural destination of their choice.

Tourists in Prague (2014, by the country of origin)

Country	Guests	Overnight stays	Average number of overnight stays	Overall increase in the number of guests	% increase in the number of guests
Guests, total	1 476 831	3 654 670	2,5	-20.672	-1,4
Residents	187 560	338 864	1,8	10 512	5,9
Non-residents	1 289 271	3 315 806	2,6	-31 184	-2,4
Germany	169 312	400 135	2,4	-22 203	-11,6
Russia	132 229	554 506	4,2	8 276	6,7
USA	102 147	251 673	2,5	-1 807	-1,7
United Kingdom	77 595	183 629	2,4	1 768	2,3
Italy	73 720	207 279	2,8	-7 714	-9,5

In Jewish mythology Golem resembles an animated anthropomorphic entity created entirely from inanimate matter

There are several legends featuring Golem that took place in various parts of Europe, perhaps the most famous legend involves Judah Loew ben Bezalel, the 16th century Chief Rabbi of Prague and the famous Cabbalist of his day who allegedly created the Golem to defend the Prague ghetto and the local Jewish community (Sherwin, 1985).



Survey methodology

- Questionnaire was developed based on the results of the in-depth interviews and small focus groups held in Prague in spring 2014.
- The questionnaire was designed to be completed during a maximum time of 5 minutes.

- The sample size of respondents was set at 240. The response rate was 72.50%. Respondents were selected from all age groups, and different nationalities.

- Random sampling - interviewers randomly targeted locations around Prague's Old Town and approached every 3rd visitor leaving the tourist site (a museum, or a synagogue, etc.).

Our respondents by country

Nationality	Share in %
France	25
USA	17
UK	14
Germany	12
Poland	10
Israel	6
Netherlands	5
Italy	4
Russia	4
Korea	3

Conjoint analysis

- The objective is to estimate the economic value that individuals place on some proposed sets of e-services.
- We estimate the marginal WTP for each of the offered e-services included with a different combination of proposed e-packages
- Respondents were asked to choose between packages A, B or to reject both. In order to familiarize the respondents with the packages, the choices were preceded by screens explaining the scenarios in detail.
- Pairs of e-services included in each scenario were selected out of all possible combinations of the attribute levels, by removing pairs containing dominating or identical alternatives.

Top Jewish Heritage sites in Prague

Jewish heritage site	Share in %
Prague's Jewish cemetary	60
Synagogues	25
Jewish Museum	13
Jewish Quarter	7

Conjoint analysis results

Willingness to pay	1 stage	2 stage	3 stage
Narrative (audioguide)	€3.35 ***	€2.27 ***	€3.67 *
Journey planner	€2.17 *	€3.75 **	€4.22 ***
On-line map	€2.50 **	€2.84 *	€2.96 *
Mode of delivery	***	**	*
Price	***	**	****

Results of the focus groups (Golem project)

App attributes	Description	Mentioned in FG
Narrative (storytelling)	Listen to the new twist of the old legend of Golem set in Prague's Old Town and featuring the most prominent landmarks of Prague's Jewish Quarter (e.g. Old New Synagogue, Spanish Synagogue, Jewish cemetery, etc.) and get detailed information on a chosen attraction	I, II, III
Interactive GPS-based map	Find one's way in Prague's Old Town, locate one's position on the interactive map and get help in choosing the best tourist route to the next attraction	III
Virtual tour	See (and download) information about the interior (such as important buildings) and the exterior (such as the urban surrounding) of the attraction of choice	I, III
"Treasure hunt" game (off-line and on-line)	Participating in on-line (or off-line) game that features looking for the clues in order to be pointed to the next attraction (possibility of winning a small memorabilia was also mentioned). Exchange opinions about the app with other tourists and residents. Communicate ideas, suggestions and criticism to the local tourism services providers	II, III
Mode of delivery	Both App Store and Google Market Play	II, III
Price	2.99 EUR or less	I, II, III

Results of the focus groups (Operation Anthropoid project)

App attributes	Description	Mentioned in FG
Opening video	Introducing the heroic story of Operation Anthropoid in a short but catchy film or cartoon (1-2 minutes).	Fortini et al., Šimková et al., Berenguel et al., Lohynský et al.
Interactive map (Google maps or similar)	Locating one's position on the interactive map (based on or similar to Google maps) and get help in choosing the best tourist route to the next POI. Getting suggestion about other POIs or businesses nearby. Practical info (opening hours, bathrooms) should also be included.	Finney & Looney, Fortini et al., Šimková et al., Lohynský et al., Hsiao-Yi et al.
Facts & details	Reading the relevant information on Operation Anthropoid and its main characters (e.g. Heydrich, Gabčík and Kubiš). Scrolling through the photos of the main protagonists.	Finney & Looney, Šimková et al., Lohynský et al., Hsiao-Yi et al.
Photos (old and augmented reality)	See the photos of 1942 Prague taken after the events of Operation Anthropoid that would include key points of the tour. Possibility to compare the existing sites and the way they looked in 1942.	Lohynský et al., Fortini et al.,
Quest "treasure hunt" game	Taking part in the quest that combines education and entertainment and features looking for the clues in order to be pointed to the next POI (possibility of collecting points or to compete with other players).	Berenguel et al., Lohynský et al., Fortini et al., Šimková et al.
Transportation	Checking for transport connections and buying tickets for the Prague's public transport.	Finney & Looney, Šimková et al., Lohynský et al., Hsiao-Yi et al.
Mode of delivery	Both App Store and Google Market Play	All FG
Price	Free of charge (possibility to have the light version or payment by donation)	Finney & Looney, Šimková et al., Fortini et al.

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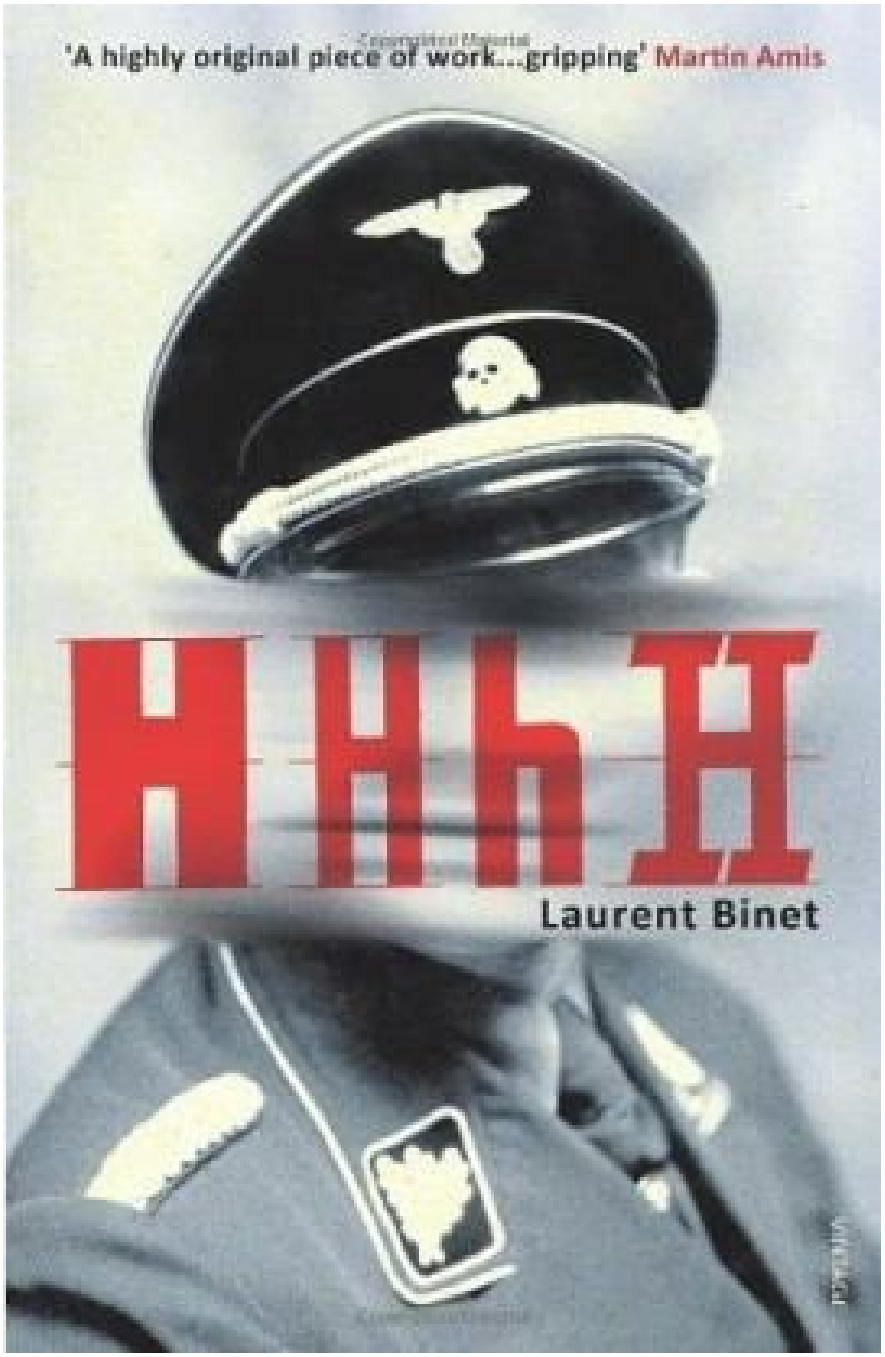
'A highly original piece of work...gripping' Martin Amis
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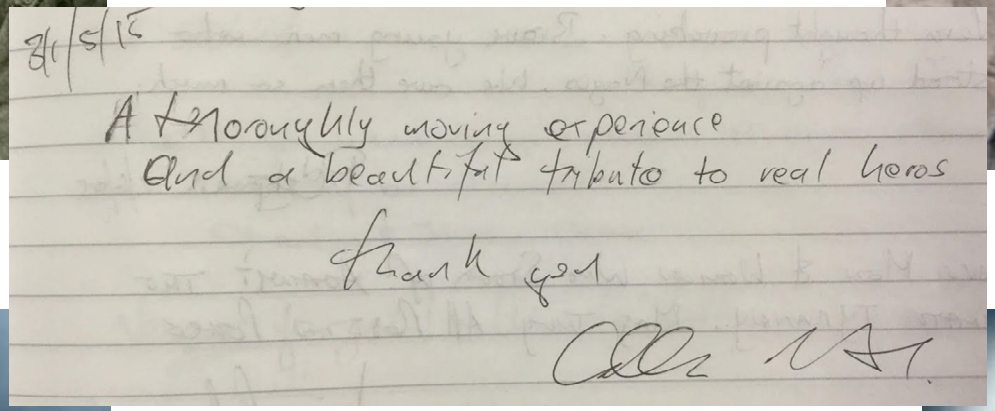
Laurent Binet

Operation Anthropoid – Prague's new tourism magnet?



Conclusions & discussions

- A potential app should contain user-friendly features which are to be found on the tourism-related websites. Users demand high-quality online maps indicating the availability of businesses and services around Prague's Jewish Heritage as well as the users' reviews.

- User prefer free apps, but the majority of respondents are willing to pay for the application. It is possible to offer a light version with upgrade.

- The most preferred locations are the Jewish cemetery and synagogues located in Prague's Jewish Quarter. It would be useful if a mobile app includes the sights and sounds from other areas of Prague's Jewish Quarter for expanding the demand for other Jewish heritage-related locations.

Q & A

Thank you for your attention!

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