

# **Employed Technological Trends for Enhancing the Tourist Experience in Vienna: A Benchmark Approach**

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Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in

Tourism and Hospitality Management

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## Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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## **Abstract**

The integration of new technologies within the tourist experience design is illustrating an increasingly important demand factor for tourists. In today's time, the ultimate goal for tourists is not the delivery and consumption of products and services itself, but rather to create memorable experiences, through receiving a unique transmission, that underlines and authenticates the particular product or service (Walls, Okumus, Wang, & Kwun, 2011). This phenomenon can exert huge challenges on destinations and their respective DMMOs. Likewise, incorporating ICT also possesses great potential to open up a broad variety of new possibilities concerning the creation of innovative experiences. However, little is known about the current state and progress of technological implementation within popular tourism destinations. As Vienna is the city of interest in this dissertation, the central focus was on discovering how the destination is making use of multiple ICT for enhancing the tourists' on-site experience. In addition, a benchmarking analysis was employed, which was intended to assist in uncovering the technological trends currently offered by four European destinations. Subsequently, the thesis provides suggestions for further improvement to the Vienna Tourist Board.