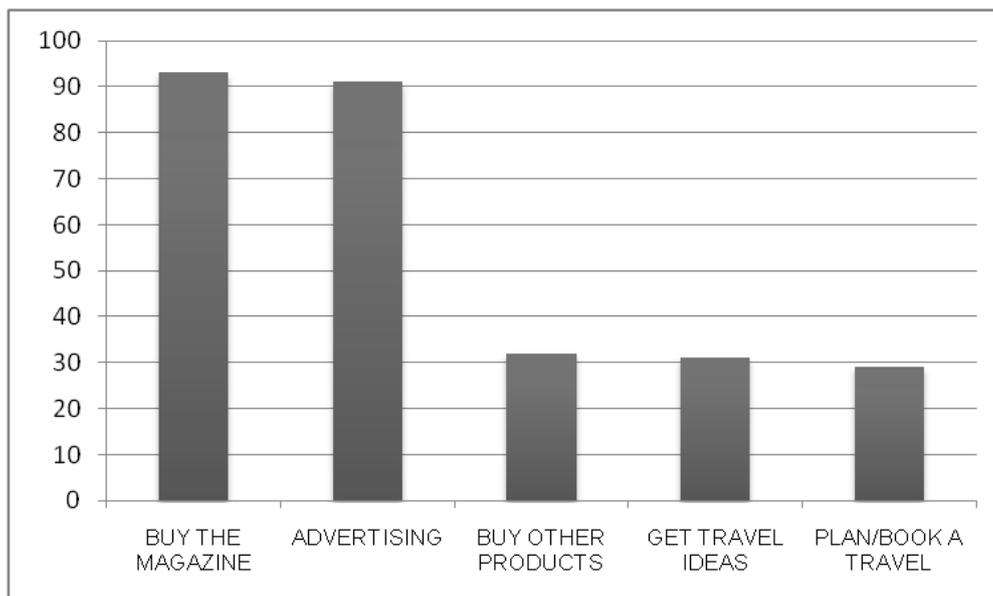


## Online Tourism Magazines<sup>1</sup>

Online Tourism Magazines are (a) online native publications; or (b) online editions of pre-existing paper magazines dealing with tourism issues.

According to the studies conducted by Lizzi et al. [Notes and References], the business model of the most popular online tourism magazines is still based on two main indicators: “Advertising banners”, and “Subscription to the magazine”. Many of them are trying out new business models, based on e-commerce and co-branding: selling tourism-related products online (e.g.: books, DVDs, special issues) and self-tailored vacation packages. Those magazines usually offer to their readers a wide set of articles dealing with tourism destinations as well as hotels/restaurants/events, providing an online travel package builder and/or a built-in booking engine, so users can buy (part of) their vacation directly from the online magazine website. A new business model is defined, as readers can directly plan and buy a travel experience suggested by the magazine itself.



Tab. 1 - An overview of the business model adopted by the 120 on-line travel magazines analyzed in Lizzi et al. (2011). In the study, Alexa.com has been used to select the 40 most popular on-line editions of travel magazines in three languages (English, French, Italian). Each of the five indicators represents a different step of the purchase process. The purchase process is a set of tools (advertising banners, booking engines) and resources (articles, multimedia content) designed to take the customers towards (a) a specific product ("Buy the magazine", "Buy other products"), and (b) a self-tailored vacation package ("Plan/book a travel"), by choosing among a wide range of travel ideas ("Get travel ideas").

<sup>1</sup> This article is downloaded from the IFITT e-Tourism Wikipedia: <http://www.ifitt.org/resources/wiki>

The hybridization between motoring and tourism issues is a very interesting case. For instance, among the online magazine analysed in the quoted research, one of the most interesting example of co-branding is the one involving “Quattroruote”, the leading motor magazine in Italy, and “Meridiani”, an important travel magazine. By accessing the online magazine “Quattroruote”, readers can find trip ideas, plan a travel using a built-in route planner, and even buy a travel package. Some online motor magazines offer to their readers an archive of articles covering a large range of topics relevant for tourism, mainly framed as “test drive”: car/motorcycle are tested in a specific destination, and the article covers both the driving experience as well as the touristic experience. The reader, in some cases, is offered direct access to booking services related to the covered destination.

## References

Giulio Lizzi, Lorenzo Cantoni, La «seconda vita» digitale delle riviste di turismo, in “Problemi dell’informazione” 3/2012, pp. 365-380, doi: 10.1445/72865. <http://www.rivisteweb.it/doi/10.1445/72865>

Lizzi, G., Prosino, S., Cantoni, L., “Online Motor Magazines: an Opportunity for eTourism?”, in Cantoni, L.; Xiang, Z. (Eds.), “Information and Communication Technologies in Tourism 2013. Proceedings of the International Conference in Innsbruck, Austria, January 22-25, 2013”, pp. 363-374. Wien: Springer.

Cantoni, L., Inversini, A., Lizzi, G., “Riviste da navigare”, Rivista del Turismo, 2/2011, pp. 4-11. Available at: [http://www.webatelier.net/wp-content/uploads/webatelier\\_TCI\\_RdT\\_02\\_11.pdf](http://www.webatelier.net/wp-content/uploads/webatelier_TCI_RdT_02_11.pdf)

Lizzi, G., Borrione, F., Cantoni, L., “When a travel tv channel goes online: a map”, Mapping the Magazine 3, Cardiff University 2011. Available at: <http://www.cardiff.ac.uk/jomec/conference/mappingthemagazine/index.html>

Lizzi, G., Cantoni, L., Inversini, A., “When a Magazine Goes Online: A Case Study in the Tourism Field”, in R. Law, M. Fuchs & F. Ricci (Eds.), “Information and Communication Technologies in Tourism 2011 – Proceedings of the International Conference in Innsbruck, Austria, January 26–28, 2011” , pp. 355-366. Wien: Springer.

## Web Links

List of travel magazines (Wikipedia):

[http://en.wikipedia.org/wiki/List\\_of\\_travel\\_magazines](http://en.wikipedia.org/wiki/List_of_travel_magazines)