

Visitor Information Centre Research
2004 Proposal Outline

L1. Visitor Information Centres: Best Practice in Information Dissemination

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Research Objectives

The project objectives are to:

- Increase the body of knowledge in the area of information dissemination and best practice in VICs through an extensive review of previous research;
- Identify the current range of technologies (web-based and other forms) used in VICs, and their effectiveness in delivering information which influences yield in regional destinations;
- Develop 'best practice' specifications for the use of these

Research will assess:

- The target markets for various information dissemination technologies;
- The match between information provided and information desired by consumers;
- The role that various technologies (including human technologies) play in improving information match;
- Algorithms for conducting benefit-cost assessment of implementing various technologies, based on cost of information dissemination, and likely impact of forms of dissemination on information effectiveness.

Outputs

- Guide to implementing various technologies (including their costs and potential benefits for types of markets and types of destinations);
- Evaluation tools for monitoring the effectiveness of information dissemination.

Project Plan

Phase 1: Extensive review of existing research. Production of Information Kit for VIC managers.

Phase 2: Identification of current technologies, and review of these with VIC managers and consumer groups. Production of 'Australian Experience' report, and cost-benefit assessment tools.

Phase 3: Development of new 'experimental' information technology suites for testing in VIC environments in 2005 and 2006, and to ensure our knowledge of information management is maintained over time as markets, technologies, and expectations change.