

**« Facteurs d'adoption des innovations Web dans l'organisation :
Le cas des
OGD français »**

Mustafeed ZAMAN¹, Laurent BOTTI¹ et Jean-Luc BOULIN²

¹ Laboratoire de CRESEM (EA 7397), IAE de Perpignan, Université de Perpignan Via Domitia, Perpignan, France.

² Directeur de la MONA (Mission des Offices de Tourisme Nouvelle-Aquitaine) et PAST à l'IATU de l'Université Bordeaux Montaigne, Bordeaux, France.

Auteur correspondant :

Mustafeed ZAMAN

ATER en Sciences de Gestion

IAE de Perpignan, Université de Perpignan Via Domitia

mustafeed.zaman@univ-perp.fr / +33 (0)6 48 81 90 63

Abstract :

The purpose of this study is to gain a deep understanding of the factors, which influence the adoption and usage of Web innovation by the DMO (Destination Management Organizations) in France. By the development of ICT (information and communication technologies), the customers' behavior has been changed and the tourism & hospitality professionals are facing multiple challenges. In this regard, this study consists of two steps: First, it evaluates the innovativeness of the DMO websites by proposing a framework. This evaluation gives a missed result. So, in order to explain the result of step 1, in the second step, we focus on the factors, which influence the process of Web innovation adoption by the French DMO. Qualitative research method, especially semi-structured interviews been done with the experts and the DMO managers in order to understand how managers perceive the Web innovation, what are the challenges to adopt the Web innovation, and, how they anticipate to those changes and implement Web innovation in their organization. Those tourism and hospitality firms, who are interested in adopting the Web innovation, may find these results helpful in guiding their efforts.

Mots-clés :

Innovation, TIC, Adoption des innovations Web, PME (Petites et moyennes entreprises), OGD, France

Keywords :

Innovation, ICT, Web Innovation Adoption, SME (Small and medium enterprises), DMO, France