

EDITORIAL

Impacts Caused by the Web in Tourism Marketing

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1. INTRODUCTION

As foreseen by Cooper, Fletcher, Wanhill and Shepherd (2002), Internet has continuously increased the importance of marketing for public and private tourism organizations, especially on what concerns to attracting and retaining customers. Web-based resources have been integrated into marketing strategies within all sectors of economy, including tourism. As Bouzon and Bermejo-Berros (2015) point out, the new information and communication technologies allow all actors to actively participate in innovation, and thus, meet the increasingly specific demands of modern clients. In this context, as evidenced by the studies published in this special issue, tourism marketing has gained a digital dimension. This present issue also integrates relevant contributions on tourism consumers' purchasing decision process and motivations, as well as on special interest tourism resources, such as wine. As pointed out by Pinho (2001), although wine is not essential for human life, it has played a special role in the great Mediterranean civilizations' cuisine. Therefore, it is not surprising that it increases visibility and positively affects the image of producing regions, playing an essential role to local tourism.

2. STRUCTURE

This special issue of the International Journal of Marketing, Communication and New Media (IJMCNM) publishes seven relevant contributions for both academics and practitioners who are working with tourism products and services.

Communication 2.0. is the context of the first paper included in this special issue, with focuses on official sites for tourism promotion. In the paper “Communication 2.0 in the Spanish tourism sector. Analysis of official sites for tourism promotion”, Noélia Araújo Vila, Lucília Cardoso and Arthur Filipe de Araújo show that the Spanish tourism promotion makes a remarkable use of the Web 2.0 tools, mainly via attractive, intuitive and simple web pages, social networks and interactive maps. But, the spanish people are being able to further promote the use of these routes and work on some others such as creation of applications for smartphones and tablets or contact routes by the user in real time. However, the spanish professionals can further enhance the use of these routes and work on other such as the creation of applications for smartphones and tablets or routes of contact by the user in real time.

The second paper “Adolescent’s perception of his influence on family vacations purchase decisions: A consumer socialization perspective”, by João Paulo Baía, analyzes the adolescents, a relevant element in family purchases. However, he has been considered less participatory in the purchasing decision phase. The present research provides several contributions. It reinforces the importance of considering the adolescent participation on the final decision of family purchases for family use, which is innovative compared to past literature and point to the relevance of including parental communication style, television influence, adolescent’s service knowledge, and adolescent’s age as explanatory variables of adolescent’s influence on family vacations purchases.

The third paper focus on the Wine Tourism. In “Wine tourism experience in the Tejo region: the influence of sensory impressions on post- visit behaviour intentions”, Vasco Santos, Ana Caldeira, Eulália Santos, Simão Oliveira and Paulo Ramos explore the influence of the wine tourism experience on visitors’ memorable sensory impressions, and the effects of these impressions on their recommendation and loyalty intentions. The study was carried from national and international wine tourists during their visits to the Tejo wine region. The results revealed a differentiated impact of the various sensory impressions on future behavioural intentions, suggesting that wineries should attract

tourists by more than visual elements and taste-flavour activities alone.

Next, Thais de Oliveira, Belém Barbosa and Carlos Costa investigate inter-organizational networks in tourism destinations. Their paper “e-Business and collaboration platforms: A strategy for working in inter-organizational networks in tourism destinations” is based on the methodology of discourse analysis of extant literature on the internet economy and social network theory in tourism, exemplifying the advantages and difficulties that may arise from such a strategy.

The fifth paper of this special issue investigates traveler’s motivations. In the “What is the motivation of travelers? An investigation of quotes on TripAdvisor’s Facebook page”, Hulisi Binbasioglu confirm that female’s travel motivations are found to be entertainment, prestige and social interaction while males’ travel motivation is to escape and rest.

The sixth paper “Territorial marketing as a contribution to segmentation in tourism contexts: Shopping tourism conceptual model” by Bruno Sousa, Alexandra Malheiro and Cláudia Miranda Veloso aims to better understand the role of marketing applied to places and territories as a contribution to tourism segmentation. In particular, a conceptual model to be tested empirically in contexts of shopping tourism is proposed.

This special issue on tourism marketing of the IJMCNM seventh and final paper “The tools of digital marketing for transportation network companies in Algeria: A qualitative approach”, by Hela Diouana examines the use of digital marketing practices by companies in the new sector of transportation network companies in Algeria and that through a qualitative study by the analysis of content of their websites, their pages on social media thus the use of mobile marketing.

3. ACKNOWLEDGEMENTS

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We hope that this special edition on Tourism Marketing will contribute positively to the academy and meet the expectations of our readers.

Happy reading!

4. REFERENCES

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