

# Marketing Innovations for Sustainable Destinations

---

## 4 European Tourist Destinations in Internet Search Engines: a Comparison

**Estrella Díaz, David Martín-Consuegra, Águeda Esteban, Juan José Blázquez, University of Castilla-La Mancha**

### Contents

Introduction	2
Methodology	5
Results	7
Conclusions	16
References	18

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ  
<http://www.goodfellowpublishers.com>

Copyright © Alan Fyall, Metin Kozak, Luisa Andreu, Juergen Gnoth and Sonja Sibila Lebe 2009

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

# 4 European Tourist Destinations in Internet Search Engines: a Comparison

Estrella Díaz, David Martín-Consuegra, Águeda Esteban, Juan José Blázquez,  
University of Castilla-La Mancha

## Introduction

Nowadays, tourism is one of the most developed economic sectors due to the extensive use of the Internet for commercial purposes and to the high rate of companies that make use of websites. The tourist sector has used a wide variety of information strategies to reach potential tourists in e-commerce, such as websites, online directory providers, and search engines (Goodman, 2000; Gretzel et al., 2000; So and Morrison, 2003). The boom of the Internet, specially search engines, has changed the media tourist companies use for the distribution of tourist information and also the way in which potential tourists search for and consume information for their journey (Beldona, 2005; Burns, 2006; Gretzel et al., 2006). Using the Internet for information search is profitable not only for tourists, but also for tourist organizations (Palmer and McCole 2000), and it has transformed the concepts of communication and interaction for many tourist firms (Buhalis, 2003).

In this sense, tourist companies require a better knowledge of how tourists use the Internet in order to improve their marketing efforts, reduce costs and provide an up-to-date tool for interactive communication. Buhalis (2000) has suggested that the use of the Internet allows tourist destinations to improve their competitiveness because it increases their visibility and reduces advertising costs. Most tourist organizations therefore concur that accessibility and visibility have become fundamental requirements for tourist companies willing to market their products online (Wöber, 2006; Xiang et al., 2008). The complex nature of the World Wide Web because it provides a great quantity of easily accessible information, however, does not facilitate the visibility and accessibility of tourist companies offering their products to potential or actual customers who want to plan their travel online. But this does not mean that the role played by tourist companies in the connection between destinations and potential tourists is minor (Fogg 1999, 2003; Gretzel, 2004, Gretzel and Fesenmaier, 2007; Kim and Fesenmaier, 2007; Murphy et al., 2003; Xiang and Fesenmaier, 2006). The use of the Internet as a communication medium is quite effective for consumer persuasion, because online marketing efforts may have a strong influence on the choice of destination (Zach et al., 2007).

Once the influence of the Internet on the tourist sector has been considered, the main objective of this research is to analyse the presence or representation of 50 European tourist destinations in four search engines: Google, Yahoo, Microsoft and Ask, with the

**Chapter extract**

**To buy the full file, and for copyright  
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=224)

[oryID=224](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=224)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

[rights@goodfellowpublishers.com](mailto:rights@goodfellowpublishers.com)

[www.goodfellowpublishers.com](http://www.goodfellowpublishers.com)