

## **Identity 2 Consumer (I 2 C).**

# **INTERNET AS A TOOL OF TRANSMISSION OF THE IDENTITY OF THE TOURISM DESTINATIONS.**

### **ABSTRACT**

*This paper aims to show the transmission potential of the identity of tourism destinations through the use of ICT (Information and Communication Technologies), especially Internet, to get the positioning previously defined*

By definition, Identity is the feature of a destination which makes it different from other destinations. The check of this property is the first step to determine if a tourism destination “is what it says to be”, with the aid, of course, of the strategies of its positioning. If we accept this point, we should ask ourselves: are we transmitting the right identity of this tourism destination in our websites? And, is our image correctly understood by the market?

To answer these questions, we have created a new concept and a new line of research called “*Identity to Consumer (I 2 C)*”.

This paper shall present a research based on the concept “*I2C*” and focused on the tourism destination”, setting a basic criteria of “*I2C*” to the websites and determining how to manage these websites to get the image we are looking for.

**Key words:** identity of the tourism destination, image, image, “Identity to Consumer” ( I2C ).

## **METHODOLOGY**

This methodology has been carried out as following:

- Determination of the main features of the positioning of the tourism destination through the examination of their official web sites.
- Determination of the private websites which transmit identity of the tourism destination.
- Exploratory research of these web sites.
- Analysis of the obtained data.
- Conclusions.

=====

### **OSACAR, E.**

He has Diplomas in Tourism and Tourist Marketing.

He has developed his professional career as a Marketing and Sales Manager in several tourist companies.

Since 2001, he has been a professor of Marketing and Cultural Heritage at Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is the Coordinator of the “Master in Tourism and Cultural Heritage” at the Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is the Coordinator of the programme “Management of Cultural Resources” of the “Master in the Management of Tourist Destinations” at the Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is a Tourist Consultant, specialist in Cultural Tourism and in the marketing and sale of tourist services. He combines his teaching activity with collaborating in cultural exhibitions as a consultant. Mail: [e.osacar@cett.es](mailto:e.osacar@cett.es)

### **LOPEZ, E.**

He has a Degree in Communication Science, specializing in Advertising and Public Relations.

He has a Master in Trainers' Training.

He has a Master in Business Administration of Tourist Companies.

He has a Diploma in Strategic Marketing.

He has developed his professional career as a Marketing Manager, Trainer and Consultant in several tourist companies.

Since 1997 he has been a professor of Marketing, Communication and e-Business at Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is the Coordinator of the programme “e-Business” of the “Master in e-Tourism” and the “Master in Management of Hotel Administration” at the Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is the Coordinator of the e-learning programme “Strategic Management Tools” of the “Master in Local Tourism Management” at Escola Universitària d'Hoteleria i Turisme CETT – Universitat de Barcelona.

He is a Tourist Consultant, specializing in the marketing and communication of tourist services. Mail: [enric.lopez@cett.es](mailto:enric.lopez@cett.es)