

## Effects of Web Technologies on Tourism Industry in some Southern European Countries

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**Abstract**— Information technologies have changed the way to plan our travel and to look at the tourism industry. This field has changed in last few years from every point of view: by the consumers, by the promotional marketing, by the commerce and the way to live the geography. Travel 2.0 is growing up in Web 2.0, which means that travel brands and users of this sector are using Internet in a much defined way. The users are not simple consumers; they become the interactive center of the tourism industry. In this paper, we will show the main effects of the growth of Information Technologies and the consequent change in tourism industry with the purpose to understand why they are so connected. First, we will consider how new technologies influence the hotel industry and the relation between users and accommodations. Then, we will analyze the position of tourism industry in the European e-commerce. Finally, we will show how social media have changed travel brands.

**Keywords**- *Web Services; Information and Communication Technology; Tourism Industry; e-commerce*

### I. INTRODUCTION

Nowadays the development of new technologies has marked the world of tourism. Interactive multimedia platforms and the use of Internet in a new different way have changed the way of life of the entire world from the economic and socio-cultural point of views [1]. Tourism can be defined as an intensive information field and it is strictly connected to new technologies because of it. In fact the nature of tourism includes creation/transformation and transmission of information which builds a particular kind of relation between consumers and business.

Business-to-Consumer (B2C) relation became connected with Information and Communication Technologies (ICT) in two levels, the operative one (when the process located in the chain became digital) and the strategic one (referred on the relation between enterprises and competitive context) [2].

The strictly relation between travels and the ICT in based upon a reason that is important to consider: tourism is a set of services and at the same time an electronic product because destinations and reservations are intangibles businesses. So the ICT has reached, during the year, the need to facilitate processes and way of trading and communicating [3]. In few years the relation between ICT and tourism is changed in a very fast and differential way [1]. Now we are able to talk about “community” and we can use the term

“Travel 2.0”. Search information, share photos and spread your opinion about the destination is going to be more and more immediate: it is a change from a static system to a dynamic and interactive one [4]. Several new technologies as e-commerce and e-ticketing changed the way of travel. Enterprises start to optimize the policy functions, to beat down the costs and to amplify the costumers’ services. The World Wide Web (WWW) starts to become the field of the Destination Marketing Organizations which looks at the internet like an ideal medium for trading and promoting [3].

These changes allowed creating an interactive way to communicate where the knowledge is shared and the costumers are beginning to cover an important place and being more than a simple consumer. In last few years web marketing is compulsory, especially in the field of tourism where the promotion of a touristic destination in the cyberspace has become the real image of the place itself. Over recent years, the mobile phones are becoming more and more important for the places reviews, due to the geolocalisation [1] and for reaching information.

The new way to live the travel has become like a circular way: Inspiration-Research-Planning-Decision-Reservation-Travelling-Sharing. The traveler now is considered with his own marks of references (Know the single person is important) like a single consumers with their own marks of references, who uses internet in order to travel, because the world of tourism is a mix of different platforms of communications and trades [5].

In this paper, we perform an analysis on the impact of web services and the ICT on the tourism industry in some southern European countries. We also make a comparison among southern European countries and analyze the evolution of the number of users that have occurred in recent years and the main information sources that people use to plan their vacation. This work can help us to improve the way to provide information to potential visitors.

The rest of this paper is structured to follows. In Section 2, we can see some papers which analyzed the impact of the IT in the tourism industry sector. Section 3 shows the study of the main activities within the tourism industry, which is affected by the incorporation of IT. In addition, we analyze the activity of IT in the southern European countries, such as Spain, France, Portugal, Italy, and Greece. The results of this analysis are shown in Section 4. Finally, we perform a comparison and discussion of these results in Section 5. Conclusions are shown in Section 6.

## II. RELATED WORKS

This section shows several works about how tourism businesses are introducing the use of IT to promote and capture the attention of their visitors.

S. Reino and B. Hay [6] investigate the use of YouTube as a tourism-marketing tool from tourism organizations point of view and the tourist perspectives. The tourism organizations regard Youtube as a useful marketing tool for the accommodation sector since it allows them to create promotional videos, which could then be visualized by people searching for them on YouTube. However, despite the large number of visitors that this platform can receive daily, approximately 30% of the analyzed videos contained tourism-related information. This value varies depending on the type of institution (public or private) and the country where the query is made. Moreover, authors comment that YouTube can offer to tourists the opportunity of searching for very specific activities, watch reviews, and seek help or advice about their destination. They predict that YouTube will keep growing in popularity, and will become an important tool to consider in this field.

The repercussion of IT on the tourism industry should be taken with care, as the result of surveys can vary depending on the type of company that is consulted. Following this philosophy, C. Berné et al. [7], discuss a possible structural change in the distribution of tourism in Spain, affected by the intensive use of IT, from the views of the intermediaries involved. The analysis reveals a predominant use of electronic media in tourism distribution channels, from the structure of tourism distribution system where IT, particularly the Internet, are a meeting point between operators which make up another as transactions central axis. Authors conclude that the use of IT does not seem to exert a significant influence on improving the quality of the tourism product and the ultimate development of best practices in the sector. The reservation centrals (CRS) have a more positive opinion about it, probably in order to justify their own presence in the value-added chain.

Víctor V. Fernández et al. [8] show us, with their study results, that there are seven major specific features of the new tourist customer profiles that appear to be associated with new technologies: shorter stays and novelty seeking, changes in levels of customer satisfaction and loyalty, influence of tourist designing new products, price as important factor in the final decision time, direct experience i-Tourism, importance of the emotional elements and Tourism prominence mail (e-Tourism). Authors say that the main purpose of the marketing website is to persuade visitors to change their attitudes about their tourism products. The marketing and promotion of tourism are in a continuous adaptation and learning process. It requires that its members are familiar with new technologies, understanding needs and expectations of the consumers.

## III. ICT IN SEVERAL FIELDS OF TOURISM

In this section we will consider some research and literature that can show the new way to live the tourism and the new face of effective/current travel business.

### A. Hotel industry

First of all, we can talk about the new way to look at the accommodation reservation. An example of Spanish analysis of the new kind of competition in this industry is the work, published by F. Calero et al. [9]. This work gives importance to the strategic marketing plan by surveys on touristic technologic profile and customer demand has got the aim to identify connection between technological development and accommodations. According to them new enterprises activities are strongly influenced by a bind between ICT, web services and tourism, connected with the offer and the demand. An offer that does not have a technology infrastructure is left out from the business.

The ICT, in the last years, has been changing from an information aim into a quality control. The hotel reviews published by the costumers in different websites have become more and more important. The historical one-way relation between business and consumer now is an interactive communication: the client can give information and opinions about services and act an immediate control in everything he is using. The accommodation reviews and the judges on hotels and other touristic activities are provided by many website. Tourism 2.0 seems to be in a continuous evolution and tourist enterprises must always be prepared to communicate with more expert and exigent consumer. The new phenomenon of the comparisons websites (like Tripadvisor and Booking) is accompanied to the new requirements of reliability and security which consumers seem to look for during online operations.

In this context operators try to invest stronger effort on their own websites with e-booking and e-commerce systems. In fact, the new purpose is to reduce the distance between travelers by giving important to self organization of holidays.

Geolocalisation, online promotion, good reviews, advertisements, free accessibility for getting information and transport organization are key-words to look at the online-costumers who wants to reduce costs and organize in every detail in their travel.

Security of economic transactions and researching of information are also essential in this context. The so visibility and promotion have to be accompanied to a strong operations control and a very qualified online expert [2].

From 2001 to 2011 the number of reviews on the websites like TripAdvisor, Booking.com and Expedia (the three most used) [4] has risen from 2 million to 238 million, and the forecast for 2013 is about 465 million of reviews. Fig. 1 shows the average number of reviews for the hotels between the years 2001 and 2011, taking into account the estimates for the years 2012 and 2013. Fig. 2 shows the main websites consulted by users and visitors between the years 2001 and 2011 where it is easy to see that the website most visited is "TripAdvisor". As we can see, the evolution of reviews has a rising trend that can be modeled using a 3<sup>rd</sup> degree polynomial with a correlation coefficient of

$R^2=0.9886$ . The impact of this kind of services is showed by the research: 81% finds these reviews important, 46% of people who travels looking at post hotel reviews and 49% does not book without having read reviews before [4]. These data show how ICT plays an essential role in the travel planning and in the decision before the travel. It is compulsory for the travel brand to give importance to the IT for auto-promotion.

For a hotel is compulsory conform to the globalized world in order to mark a difference of the services and offer a value-added and create new connections with users. ICT brings a total communication and permits to understand the demand, controlling every action and every destination [5].

An interesting research about hotels and web services is presented by J.G. Sabater in [10]. The document is referred to the cession of technologies in the hotel industry in Spain. The author says that the ICT innovation is the key issue in Spanish hotels industry. The paper brings two hypotheses: the ICTs offer, from one side, innovation to all the aspects of the industry. From the other side ICTs permit to control the activities and bring development investment to the hotel industry. The paper underlines several conceptual points:

- Technologies used to improve the organization development.
- The access strategies of these technologies.
- The collaboration and relation with the technologies furnishers and the relevance of the organizations strategies.
- The kinds of technologies included in the IT commercialization demand in Spanish hotels are:
  - Administrative software for the commercialization.
  - Central systems for the hotel reservations.
  - Products: promotional multimedia of the services (CD-ROMs, DVDs) [9].

**B. Social media and travel brands**

The social media are needed in the enterprises' life which is going to be more connected with every kind of new Internet profiles. In 2011, the 100% of the travel brand has a Facebook profile and the 75% were in Twitter. Thanks to

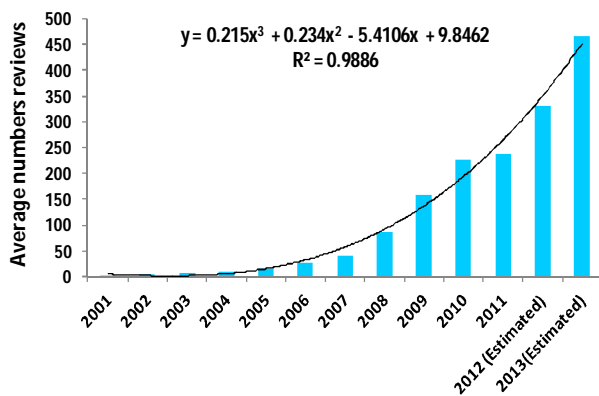


Figure 1. Average numbers reviews per hotel over the years

this kind of social media in 2011, the 33% of travel brands use their marketing budget for promote their enterprise on social media channels and the result is that they have reduced the public relation services and costs (PR Costs) by 24%. In fact every travel brand is enjoy the web because the 71% of them say that social medias have improved engagement and the 20% of the respondents of the survey talk about these products like the most successful marketing format.

In 2011, social network were the second most influential source of online traffic for travel suppliers. A new technology that is becoming essential is the *geolocalisation*. Every enterprises and every person starts to live the geography in a different way thanks to products like Google Local or Foursquare. These are ways to integrate the offline reality to the virtual one and improve the information, which a person need. For tourism it is a new way to contemplate the transports, the localization and the promoting.

The mobile phone is related to this topic because is an instrument which makes the travel more personal and it's used as a commercial vehicle operation.

In 2011, 20% of travel brands used this medium for direct sale and 25% for building awareness. The direct bookings via mobile are growth up to 30%. This sector, in a short period of time, is going to become a main way of commerce and a compulsory choice for the enterprises: mobile social network application has surged 126%, that is, 38.5 million in 2011 [11].

The web 2.0 is changing the existence of enterprises the ICT and they are so important for the enterprises development because:

- The nature of the products/services are commented by users and it's a way to meet them
- The digital communication is referred in a defined way to young people, which is an important sector of trades.
- IT permit to create relations between users and to place the products/services in the market
- IT is a way to create, apply and control a marketing and communication strategy [12].

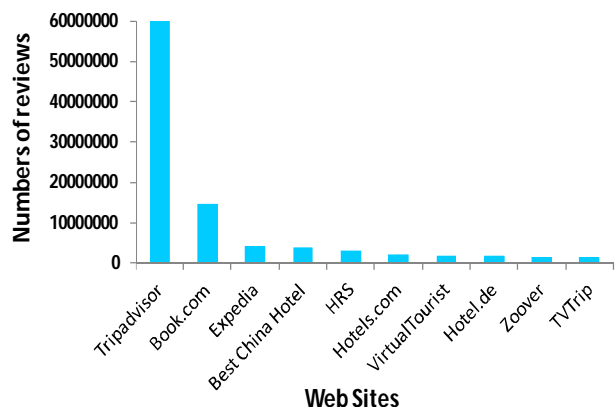


Figure 2. Top 10 reviews sites by numbers of review

C. Tourism in the European e-commerce

E-commerce on tourism is connected principally with 3 areas [2]:

- e-ticketing, manly for flights
- Hotel reservations
- OLTA (OnLine Travel Agencies) world, which includes touristic packaging

The use of the resources available on the Internet and the introduction of ICT in a country depend on many factors. Countries such as Iceland, Norway and Sweden, present the highest penetration rates of Internet (near to 90%), compared to the United States that presents rates of 77.3% [13]. The bottom of this list is occupied by countries with warmer climates, such as Spain and Hungary, with rates above 65%. If we analyze the global behavior in Europe, compared with the rest of world (see Fig. 3), we can see that Europe presents average rates of 61.3%, compared to 28.9% of the average rate for the rest of the world. Fig. 3 shows the 10 European countries with the highest number of Internet users. These data are taken until December 31, 2011 [14].

The best way to get information about the holidays destinations is to take recommendations from friends, colleagues or relatives. "Sharing" is a key word of new way intending tourism; in fact reviews and social networks are connected with principal sources chosen by travelers for get information on travels. At the second place we can see Internet websites, at the third the personal experience. Other sources for reaching information are: travel/tourist agencies and free catalogues and brochures are important. Less important than the other are: newspapers, radio and TV, paid-for guidebooks and magazines and social media sites (see Fig.4). [13]. Fig. 5 shows the most important methods used for arranging the holidays. These are the results of several inquests, with multiple responses, of the document "Attitudes of European Towards Tourism", published by the European Commission, where analyzes the behavior of European tourists in 2012 [13]. As we can see, the main method used is Internet with a 53%, almost the double of the second method most used. These data can bring us to reflect about the importance of Internet and the experience (ours experience or people who we know) in comparison with other sources. From these results, it is easy to see the importance of the ICTs and web services in the tourist sector.

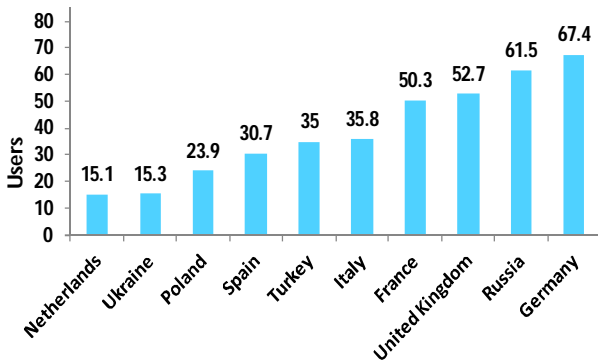


Figure 3. Top 10 internet countries in Europe.

Tourism is looking at the web because the travel sector is the principal voice of the e-commerce: in Europe it is valued on 71,3 billions of euro (29% of the total). The e-commerce permitted also to increase the interactive ways of communication between tourism and people who decide to planning travels online. In fact the World Wide Web is globally widespread: the penetration in Europe is about 48,5% and in the north of the continent we can find also country with 90% of people which use internet. This is connected with percentages of people who chose Internet as principle way for reaching information and organize travels. The e-commerce represent the world of people who buy tickets online, reserve accommodations and buy holidays services (renting cars, reserve activities...)

D. Web services and ICT in some Southern European Countries

So far we have analyzed and shown global values of Europe. European population presents several preferences in the election of resources for arranging the holiday. In this section we discuss the statistic values for southern European countries. Spain, France, Portugal, Italy and Greece are analyzed and compared. We have selected these countries because they share a tradition of direct intervention in the cultural field, contrary to anglo-saxon or scandinavian countries [15]. In addition, there are some studies which link climate issues with the choosing of tourist destinations [16]. Analyzed countries are located within the 20 most visited countries in the world [17]. But we can find other factors. South Europe is observed like a real brand from the tourist point of view of offer and demand. In one hand, Statistics show that Europe is divided in two parts taking into account how population uses Internet. Northern Europe people are keen on using the web and it is related to their way to organize their travel. Southern European countries (which concentrate the most important tourist destinations) populations use Internet less than Northern people. These differences between north and south show, from cultural and social point of view, that people have different requirements which influence the choice of using Internet as a source for organizing travels.

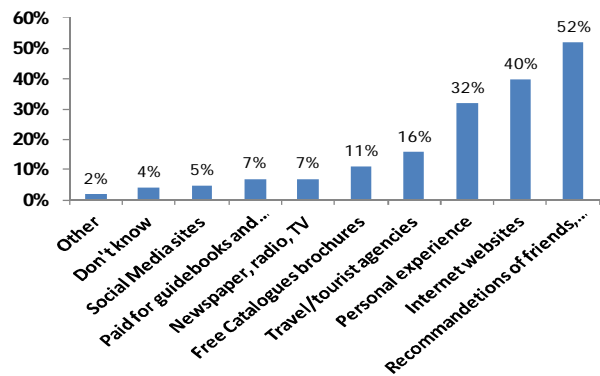


Figure 4. Information sources considered to make a decision about travel plans (multiple responses)

On the other hand, countries with a higher Public Interest Litigation (PIL) are closer to the ICT utilization for getting information and organize tourism. In the south of Europe the use of Internet is getting more and more spread while the tourist activity is becoming important. Tourist field is strictly affected by this period of economic uncertainty. In this paper we are going to analyze some countries between the most affected by the crisis. However, the unequal use of internet in different countries makes it hard to get useful information and unified, in order to be able to process it. For example, in Italy the touristic sector does not permit a general view of the touristic organization because it is divided into the 21 regions existing in the country, which obstacles to unify the offer. In Portugal and Spain the touristic inbound is increased considerably thanks to northern European countries. Their tourist force is based on the climate situation and prizes change situation in Europe because of the crisis. In 2011, Portugal and Spain has a B2C increase of the inbound and in Greece, a negative decrease. In these countries situation is worst from the outbound point of view: flows of tourism in crisis affected countries are decreased while the demand is stabilized in the North-center Europe countries. These data shows the complexity between relations in tourism field in different Europeans areas [18]. From 2008, France and Spain start to change their tourist planning offer in order to adequate themselves to the crisis emergency needs. In Spain the Spanish government and “*Tourespaña- Insituto del Turismo de España*” [19] develop a new marketing strategic plan in collaboration with tour operators and autonomy Regions, which included the positioning of the Spain Brand via online marketing and policy adaptation on new technologies. France modified the structural attitude via creating a new organism, *Atout France* [20], which give importance to the online promotion by increasing their own website and the on line communication with customers [21].

1) Spain

In 2012 we can see in which products the Spanish people decide to use internet as a commerce vehicle use by 27% of

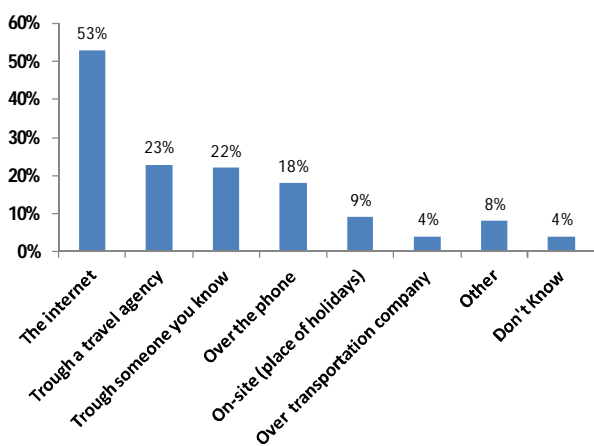


Figure 5. Methods used for arranging the holidays (multiple responses). 60% from the total number of respondents (Those who went on holiday for at least four nights in 2011)

people [22]. We can identify the 10 activities with the biggest online turnover in Spain. In the list we find travel agencies and tour operators (12,7%), air transports (12,0%), Direct Marketing (7,2%), earth transport of people (5,4%), Hazard games (4,5), artistic and sportive shows (4,1%), clothes (3,1%), advertisement (2,9%) and household appliances (2,5%) and hotels (2,1%) [23]. Fig. 6 shows the most important activities. It's easy to see how internet is important for Spanish people with reference to organized travel, looking at the direct commerce online.

2) Italy

In Italy only the 15% of people buys online but actually has got a very fast development. In the online turnover main sectors are the spare time market, (56.9%), tourism (24.8%) assurances (5,9%), electronic products (5,3%), editorial (2,3%), online shopping center (1,8%), feeding (1,2%), fashion (1,1%), house and furniture (0,3%), health care and beauty (0,2%) (See Fig. 7) [24].

In 2008 the Italian e-commerce increased for billions of euro: 75% of this is due to the tourism. Despite this we can see a slowdown in growth about 40-50% related with the sector which represent more than the 90% of online transactions: the e-ticketing and hotel reservations. The package business is increased instead of the 41% [25].

E-commerce is giving surge to the tourism industry. In 2001 Italy travel trades with credit cards online is about 6,4 billions of euro in the months of July and august, which represent 13,9% of the total. The touristic e-commerce abroad is the 51,3% of the 890 millions of euro spent by Italians for travelling in the summer months [26]. Principal destinations planned by e-commerce for Italians are France (15%), UK (11,2%) and Spain (9,3). Tourist which came from Portugal, Spain and Greece acted like a 3,4%, with an annual decrease of 16,7. Countries which generate online transactions for the “Italian product” are: USA (38,7%), France (10,7%), Belgium (10,5%), UK (9,8%), Italy (7,9%) [16].

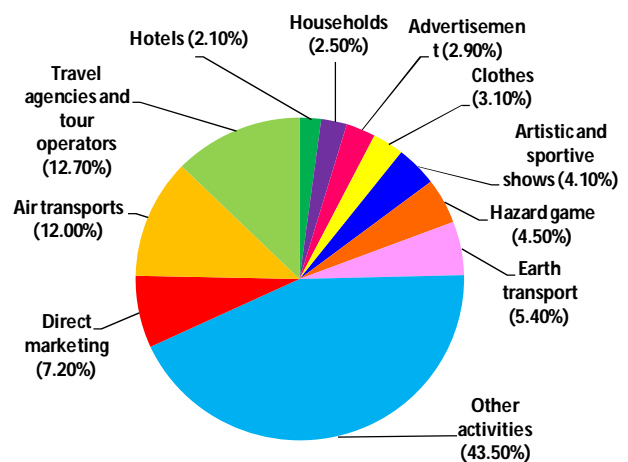


Figure 6. Ten activities with the biggest turnover in the global electronic commerce in the first 2012 trimester

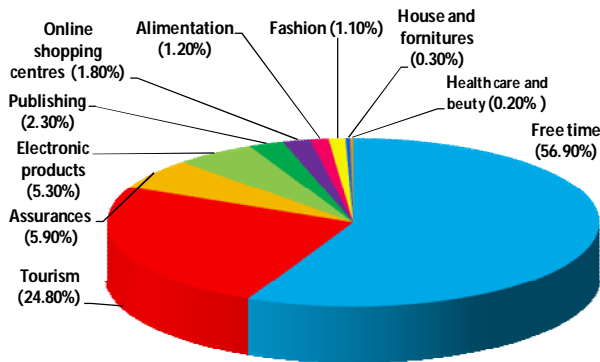


Figure 7. Italian e-commerce turnover at the end of 2011

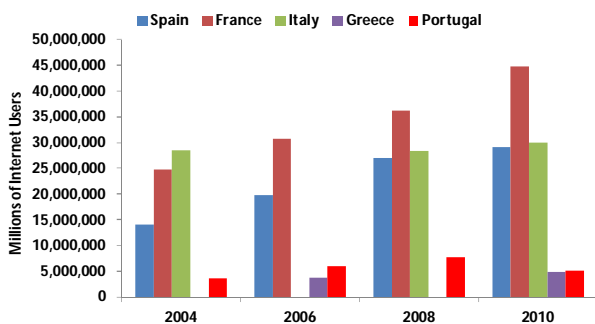


Figure 8. Millions of Internet Users

3) Greece

Now we will see how internet is located in touristic behavior of Greece. 31,2 % of Greece people think that the friends and relatives suggestion is the most important source for reaching information about travels, for 23,1% is internet, 18,5personal experience, 7,2% travel agencies and 6,7% commercial guides and journals. In Greece people who have internet access in 2010 represent from the 48,4% and the 44,4%. In general internet is use mainly by young people from 25 to 34 years old with a middle-high education level. The mobile internet access is mainly used by men (68,8%). The new kind of connection which is used is mainly the broadband (88,8%), followed by modem or ISDN, used by 10,2% of users and 5,3% connection with mobile. The ages of those traveling in Greece, is distributed as follows (see Table 1) [26]. As we can see, the people with ages between 44 and 64 years are those most travelers. They are followed by the young aged between 25 and 34 years.

4) Portugal

In 2010, the 48,8% of houses had an Internet access. Young people in Portugal are much related with new technologies; in fact smart phones and new mobile phone are going to be very used. According to Google Portugal travels are the products most bought, which represent 48% of the total of e-commerce [26].

5) France

The e-tourism in France is increasing and French people used very frequently to look at the Internet before organizing their travels in a travel agency. In 2010 81% of

TABLE I. AGES DISTRIBUTION OF INTERNET USERS IN GREECE

Ages of users	Internet Users in Greece	
	Percentage	Number of people
16-24 years old	20,6% .	2.319.643
25-34 years old	32,5% .	3.659.630
35-44 years old	27,1% .	3.051.568
45-54 years old	14,2% .	1.598.976
55-64 years old	4,4% .	495.474
65-74 years old	1,2% .	135.125

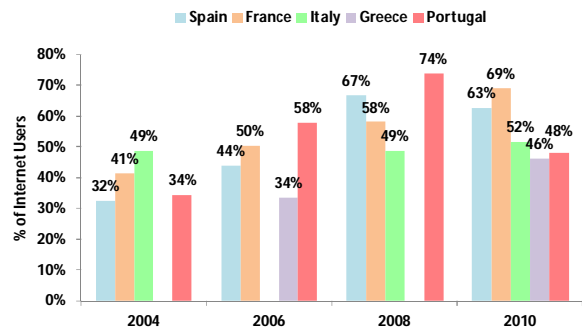


Figure 9. Percentage of Internet Users in function of the total population

French people (mainly from 25 to 34 years old, in a middle-high education level) use Internet to plan their travels. In 2010 10 millions of French people bought their holidays on web. 4% reserved their travel via smart phone or tablet. In this sector the users are very young: the average age decrease and the mobile phone reservation increase:

- 18-24 years old users: 9%.
- 25-34 years old users: 6%.
- 35-49 years old users: 3%.

This sector is used mainly by men (5,7%) instead women (2,7%) [26]. In 2012, the 56% of internet users (in France) used internet in order to travel. In other countries as Germany or U.K, this value is higher than the 64%, with a value of 71%, for U.K.

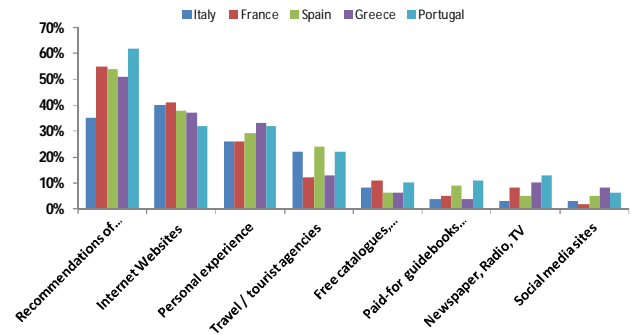


Figure 10. Main information sources to make decision about travel destination.

#### 6) Comparison between the five countries

In order to understand the evolution of ICT in the tourism industry, we have analyzed the number of Internet users for each country that has been discussed. Figs. 8 and 9 show the evolution of the number of internet users in the five countries during the years 2004-2010. As Fig. 8 shows, in 2010, Spain and France register an increase of nearly 200%, with respect to the number of recorded users' in 2004. In the other side, Portugal registers a decrease of 28% of users in only 6 years (from almost 10 million to less than 5 million). Greece and Italy maintain the same number of Internet users during these years. During these years (with crisis), Internet is being used as a tool or vehicle to improve the countries' economy from the tourism sector, especially in Italy, Spain and France. We could not obtain data from Greece, for the years 2004 and 2008, and data for Italy for 2006.

Regarding to the information sources used in the five countries to make a decision about the travel plans [25], we can distinguish the following:

- Recommendations of friends, colleagues or similar.
- Internet Websites.
- Personal experience.
- Travel / tourist agencies.
- Free catalogues, brochures.
- Paid-for guidebooks and magazines.
- Newspaper, Radio, TV.
- Social media sites.

Fig.10 shows the main information sources that citizens of these 5 countries usually use. As we can see, that the most used resource in the majority of countries remains the recommendations of friends and family. The second information source is the Internet resources. The case of Italy shows that the first information source is the Internet resources, followed by recommendations from friends and family. Social media sites such as Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, etc., are placed in the last position.

For our purpose is interesting to look at the e-commerce tendencies in Europe. In fact the e-commerce and the use of web services are strongly related with tourism, which is always connected with online trading. In Europe, the e-commerce has a good situation for the increasing in the last years: this sector represent the new trading way for the enterprises of tourism [24]. The ICT and web services are going to be widespread at the same level in every country and tourism is actually a field which is referred to online transitions [25].

#### IV. DISCUSSION

After this research and these statistics we can talk about the relation between tourism and internet. The possibility to buy online travel products is directly proportional to the accessibility of the country to the web world. In fact in the Northern Countries, where using internet is more widespread than in the south, we have higher numbers of users and people who use internet as vehicle of travel organizing. We can say that in Southern Countries the internet is mainly used by

you people from 25 to 34 years old, with a middle-high education and a good access to the web.

France is the first country by number of people who use internet for reaching information about the travel. Portugal is the last one: this can be compared with the possibility by the population to use internet. Generally reaching information by suggestion of people we know is the most used vehicle. This reason underlines the importance to get information by other people and look, for example, at social networks. Internet is going to be the most used way to organizing a holiday.

Portugal is the country which needs an effort to arrive the average European level of using internet for reaching information about travels.

For Italy and Spain the e-commerce is very important and, despite the crisis, they are increasing the internet accessibility. Internet in these countries is a strong changing in the field of tourism. Despite the crisis it brings promotional and marketing good consequences. It is due to the strictly relation between internet users and consumers. Relations who decrease costs and let meet the demand and the offer.

The mobile phone is going to be very important and it is used by a very young set of population (even less than 18 years old) and this is the new generation of people who will reserve everything in the travels by using mobile applications.

#### V. CONCLUSION

We have demonstrated that Internet provides many benefits to the field of tourism. Web navigation can bring the consumers to a high availability (24x7x365 service, 24 hours, 365 days a year), providing the possibility of reaching a heterogeneous and big quantity of information. Web is a cheaper way to plan holidays and look at different and competitive information for a more personal decision, without intermediary costs and time wasting.

The conclusions drawn from this study may serve to mitigate/harmonize the regional tourist requirements. It can also be used to adapt and improve existing portals and web services to new demands and customer needs, considering their comments. We really believe that this document can help creators and researchers of tourism websites.

The dawn of internet era enabled to go from a "funnel" situation into a "platform" one, from an oligopoly situation into a free-market one: the tourist is no more a simple actor but has become the center of the industry. Many technologies have changed the tourism industry by create a new B2C: the web marketing and websites of reviews are essential for the hotel industries, the social medias are a new vehicle of communication and trading and the tourism is located in a very central position in the e-commerce turnover. Have a look on this phenomenon helped us to achieve a better understanding of new touristic trends and new ways of marketing and promoting.

Moreover, unify the offer is a correct way to promote a specific destination areas: the aim of this work is identify specific needs of some countries in a more general optical view.

The future of the IT in B2C tourism field has some perspectives which can be referred to the present evolution. Firstly, we will assist to a total digitalization of the costumers, so the entire organization of travels will be based on the dynamic packaging phenomenon. Challenge between products and destination will grow up very strongly and tourist will change totally their way to travel and organize holidays. It is important how this natural change of these perspectives will affect the touristic jobs. Travel agencies will lose their role as intermediaries. Moreover, e-marketing and destination marketing will adapt their role for new requirements. Furthermore, enterprises will focus the personal choose on computer-knowledge and its experience.

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