1. Websites for marketing
WHAT IS METASEARCH?

A metasearch engine (or aggregator) is a search tool that uses another search engine’s data to produce its own results from the Internet. Metasearch engines take input from a user and simultaneously send out queries to third party search engines for results.
Accommodation III

<table>
<thead>
<tr>
<th>Offline and online booking system and marketing channels</th>
<th>Direct Sales</th>
<th>Open website Reservation system, payment platform, etc.</th>
<th>Peer-to-Peer (PRP) (Airbnb, Abritel, Homestay, Windy OnLine Apartments, etc.)</th>
<th>Reservation centers, traditional and Online Travel Agencies (Lastminute, Jumbo, Destinia, Travelocity, Edreams, Hotelworld, etc.)</th>
<th>Internet distribution systems (Booking, Agoda, Expedia, Hotels.com, OnLine, etc.)</th>
<th>Global Distribution Systems (Amadeus, Sabre, Galileo, Worldspan, etc.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality certifications and labels</td>
<td>Direct Sales</td>
<td>Open website Reservation system, payment platform, etc.</td>
<td>Peer-to-Peer (PRP) (Airbnb, Abritel, Homestay, Windy OnLine Apartments, etc.)</td>
<td>Reservation centers, traditional and Online Travel Agencies (Lastminute, Jumbo, Destinia, Travelocity, Edreams, Hotelworld, etc.)</td>
<td>Internet distribution systems (Booking, Agoda, Expedia, Hotels.com, OnLine, etc.)</td>
<td>Global Distribution Systems (Amadeus, Sabre, Galileo, Worldspan, etc.)</td>
</tr>
<tr>
<td>Recommendations in travel guides and other media</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Direct Sales:
- Contact by telephone, email, call center, instant messaging (WhatsApp, Line, etc.)

Open website Reservation system, payment platform, etc.:
- https://www.airbnb.es/
- https://www.edreams.co.uk
- https://www.booking.com

Peer-to-Peer (PRP) (Airbnb, Abritel, Homestay, Windy OnLine Apartments, etc.):
- https://www.airbnb.es/

Reservation centers, traditional and Online Travel Agencies (Lastminute, Jumbo, Destinia, Travelocity, Edreams, Hotelworld, etc.):
- https://www.edreams.co.uk

Internet distribution systems (Booking, Agoda, Expedia, Hotels.com, OnLine, etc.):
- https://www.booking.com
How do demographics influence purchase decision?

Women are 100% more likely to book based on images and 50% more likely to book based on brand loyalty.

Visitors Management in Protected Wetlands: Making them the allies of conservation
### 4. COMMUNICATION INSTRUMENTS AND PLANS

<table>
<thead>
<tr>
<th>Existent management instruments</th>
<th>a - Promotion and/or Communication Plan; b - Tourism Master Plan; c - Corporate Identity Manual; d - Social Networks Style Guide; e - Marketing Plan; f - Others (specify in comments field)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drafting date, period of validity and level of implementation achieved</td>
<td></td>
</tr>
<tr>
<td>Annual report</td>
<td>a - Yes; b - No</td>
</tr>
<tr>
<td>Current Communication Plan</td>
<td>Plan objectives, strategies, means, audiences, key messages, timeline, budget etc.</td>
</tr>
<tr>
<td>Comments</td>
<td></td>
</tr>
</tbody>
</table>
5. Facilities and current offline communication means

5.1. Communication facilities

5.1.1. Tourist Information offices

<table>
<thead>
<tr>
<th>Tourist Information Office (TC)</th>
<th>Coordinates[1]</th>
<th>Working season[2]</th>
<th>Opening hours</th>
<th>Institution to which it belongs</th>
</tr>
</thead>
<tbody>
<tr>
<td>TO1</td>
<td>GEOGRAPHICAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UTM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TO2</td>
<td>GEOGRAPHICAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UTM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TO3</td>
<td>GEOGRAPHICAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UTM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TO4</td>
<td>GEOGRAPHICAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>UTM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Functions:
- a - Visitor service
- b - Information on the site attractions, lodging, maps, and other items relevant to tourism
- c - Demand observatory (surveys)
- d - Promotion of the tourism offer
- e - Merchandising items
- f - Others (specify in comments field)

Comments

\[1\] Enter the geographical or UTM coordinates of the main access point.
5.1.2. Interactive kiosk

Comments (approximate number, preferred location, working period, etc.)

5.1.3. Temporary facilities (information stands, cornershops, etc.) and outdoor advertising structures (hoardings, signage, displays, etc.)

Comments (approximate number, preferred location, working period, etc.)

![Interactive kiosk image](image1)

### 5.2. Offline communication means

#### 5.2.1. Written advertising media

<table>
<thead>
<tr>
<th>Written media</th>
<th>a - Daily newspapers</th>
<th>b - Articles</th>
<th>c - Comments in specialised magazines</th>
<th>d - Newsletters</th>
<th>e - Own magazine</th>
<th>f - Press releases</th>
<th>g - Others (specify in comments field)</th>
</tr>
</thead>
</table>

Comments (number of insertions per week, regularity, name, quality and scope of the publication, languages used, etc.)

#### 5.2.2. Audio-visual advertising media

<table>
<thead>
<tr>
<th>Audio-visual media</th>
<th>a - Radio (radio slots, infomercials, direct advertising, sponsorship, bartering, etc.)</th>
<th>b - Television (documentaries, game shows, reality shows, advertising slots, movies and series, etc.)</th>
<th>c - Promotional videos</th>
<th>d - Video-mapping</th>
<th>e - Others (specify in comments field)</th>
</tr>
</thead>
</table>

Comments (number of insertions per week, regularity, name, quality and scope of the channel, languages used, etc.)

#### 5.2.3. Printed supports

<table>
<thead>
<tr>
<th>Printed supports</th>
<th>a - Leaflets</th>
<th>b - Brochures</th>
<th>c - Collections</th>
<th>d - Maps</th>
<th>e - Calendars of events</th>
<th>f - Posters</th>
<th>g - Catalogues</th>
<th>h - Banners</th>
<th>i - Others (specify in comments field)</th>
</tr>
</thead>
</table>

Comments (regularity, quality and scope, languages used, etc.)

![Printed supports image](image2)
### 6. CURRENT ONLINE COMMUNICATION MEANS

#### 6.1. Official Website

<table>
<thead>
<tr>
<th>URL and date of latest update</th>
<th></th>
</tr>
</thead>
</table>

#### Web contents

- Description of the attractions (What to visit?)
- Schedule of tourism activities and products (What to do?)
- Links to service providers (Where to eat and/or sleep?)
- Facilities
- Accessibility to the destination (How to get here?)
- Useful information for visitors
- Institutional information
- Contact information
- Online printed format
- Others (specify in comments field)

#### Web positioning [SEO]*

<table>
<thead>
<tr>
<th>[ranking in search engines]</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - After 10th place; 2 - From 10th to 7th place; 3 - From 6th to 4th place; 4 - 3rd or 2nd place; 5 - 1st place</td>
<td></td>
</tr>
</tbody>
</table>

#### Comments

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*SEO: Search Engine Optimization. It is a set of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (Google, Bing, Yahoo, etc.)
Strategic communication to improve sustainable tourism

- P1. To increase the capacity of the heritage site to develop a closer relationship with the tourism sector
- P2. To train the local communities in activities related with the tourism
- P3. To increase esteem for the destination through tourism activities and policies aimed to both Tourist and entrepreneurs

<table>
<thead>
<tr>
<th>INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clauses 1</td>
</tr>
<tr>
<td>Ind.1.1. Presence of links to providers of tourism services at the heritage site</td>
</tr>
<tr>
<td>Ind.1.2. Forms of collaboration between local stakeholders and the Public Administration</td>
</tr>
<tr>
<td>Clauses 2</td>
</tr>
<tr>
<td>Ind.2.1. Training of tourist assistance staff and site interpreters</td>
</tr>
<tr>
<td>Ind.2.2. It provides information about professional training institutions associated with the Dynamic tourism of the heritage site</td>
</tr>
<tr>
<td>Ind.2.3. It provides information about the existence of an official recognition or qualification for tourist guides</td>
</tr>
<tr>
<td>Clauses 3</td>
</tr>
<tr>
<td>Ind.3.1. There are interpretative messages about the heritage</td>
</tr>
<tr>
<td>Ind.3.2. It promotes the development of innovative marketing campaigns for the local population</td>
</tr>
<tr>
<td>Ind.3.3. It presents updated information about events and other activities related with the heritage site</td>
</tr>
<tr>
<td>Ind.3.4. There are photos, signatures or brand images of the institutions responsible for the site</td>
</tr>
<tr>
<td>Ind.3.5. It provides links to social networks</td>
</tr>
<tr>
<td>Ind.3.6. It offers acceptable levels of interactivity (languages, search engines, apps, RSS, etc.)</td>
</tr>
</tbody>
</table>

Key-content in websites:

- P1: To increase the capacity of the heritage site to develop a closer relationship with the tourism sector
  - 1.1. Presence of links to providers of the tourism services at the site

Where to eat and/or sleep? What to do? What to visit? Are there links to the tourism sector?
Key-web content:

- P1: To increase the capacity of the heritage site to develop a closer relationship with the tourism sector
  - Forms of collaboration between local stakeholders and the public administration
- List of official guides
- Supporting/Funding the site
- Creating new products
- Forming an alliance with other sites
Add some examples…

Key-content in websites:

- P2: To train the local communities in activities related with the tourism
  - Use the website to train customer assistance staff and site interpreters
  - Use the website to provide information about the existence of an official recognition or qualification of tourist guides
To increase esteem for the destination through tourism activities and policies aimed to both tourist and entrepreneurs.

- Are there interpretive messages about the heritage?
- Does the website used to promote the development of awareness-raising campaigns for the local population?
- Is information updated about events and other activities related with the heritage?
- Are there logotypes, signatures or brand images of the institutions responsible of the site?
- Does the website provide links to social media networks?
- Does the website offer acceptable levels of interactivity (languages, search engines appes, CRS’s, etc?)
### Social Networks and Blogs

<table>
<thead>
<tr>
<th>Platform</th>
<th>User Name</th>
<th>Followers</th>
<th>Following</th>
<th>Frequency</th>
<th>N-related topics covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
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<tr>
<td>YouTube</td>
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<td></td>
<td></td>
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<tr>
<td>Instagram</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**Others**

- Videos (Vimeo, etc.)
- Images (Flickr, etc.)
- Social networks (Discuz, etc.)
- Media networks (Telegram, WhatsApp, Google, social net.
- Professional (LinkedIn, etc.)
- Mapping (Google Maps, etc.)
- Other (specific to communities)

**Comments**

- Language, quality, scope, context, etc.

**Blog**

- Name
- Followers
- Frequency
- N-related topics covered

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**Kakadu National Park**

Kakadu National Park in the Northern Territory of Australia is one of the most naturally beautiful places in the world, and famous among tourists worldwide.

[Visit Kakadu National Park](#)

**Tweets**

- Kakadu National Park (@kakadu) 12 Sep 2011
  - **KakaduAustralia** Don't worry, it's not too late! Guests and teams are already on the road! Share your love for Kakadu National Park! 
  - [RT] [12222222222]

- Kakadu National Park (@kakadu) 12 Sep 2011
  - [Image: 6 Best Surfing Spots in Australia] Don't miss the opportunity to experience the best surfing in Australia! 

**Parks Australia**

Managing Australia's 13 Commonwealth National Parks, the Australian National Parks, Grasslands and 29 Commonwealth Grasslands, and 17 Commonwealth Nature Reserves.

[Visit Parks Australia](#)
Intellectual and emotional connections

Visitors Management in Protected Wetlands: Making them the allies of conservation

Here are your top 10 favourite photos of the year. Use our hashtag #NTAustralia for a chance to see your NT adventures posted on our Instagram page in 2015.

Ver traducción
Brief stories

PRESENTACIÓN DEL MENSAJE
DÍAS DE…

Yellowstone National Park

Check out these trumpeter swans along the Yellowstone River. The swans spend a significant amount of time preening which involves rubbing their bills in the oil-secreting uropygial gland near the base of the tail, then distributing the oil over the feathers. This helps waterproof the birds so they stay warm and dry.

Echa un vistazo a estos trompeteros cisnes a lo largo del Río Yellowstone. Los cisnes gastan una cantidad considerable de tiempo aseándose que implica frotar sus facturas en el petróleo-secante de glándula uropígea cerca de la base de la cola, luego distribuir el aceite sobre las plumas. Esto ayuda a prueba de agua las aves así que mantente caliente y seco.

Parque Nacional del Teide

El día 11 celebramos el Día Internacional de Las Montañas en el Parque Nacional del Teide.
Hoy compartimos la foto de Adrian Brito conmemorativa de la esfermerid. Gracias por compartirlo.
Public use management

Be part of the park's efforts to protect over 36 threatened or endangered species that reside here, by observing all wildlife from a safe distance, and approaching them only through the zoom lenses of your camera!

Photo by @G2photos

behaviour and actitudinal messages
Presentación del mensaje
Única proposición interpretativa (USP)
Anclaje del Texto e Imagen
Yin-Yang de la comunicación
Tipos de mensajes
Anchoring images with the text (to set up a relationship)
### 7. OTHER PROMOTIONAL ACTIONS

<table>
<thead>
<tr>
<th>Catching, positioning and/or loyalty actions</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a - Trade Fairs</td>
<td>b - Shows and/or exhibitions (artistic, show, cooking, fashion week, etc.)</td>
</tr>
</tbody>
</table>

**Comments**

---

### 8. BRAND IMAGE

<table>
<thead>
<tr>
<th>Naming (specify whether there is more than one brand name)</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Tangible attributes</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name, logo, corporate colours, contents, design, etc.</td>
<td>Intangible attributes (values)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Supports</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a - Signage</td>
<td>b - Uniforms</td>
</tr>
</tbody>
</table>

**Brand logo**

---

**Visitors Management in Protected Wetlands: Making them the allies of conservation**

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**RESERVE SU VISITA**

Reserve Alora: (+34) 959 44 24 74

http://donanareservas.com/reservar