



Caracterización del turista 2.0 como sustento para desarrollar estrategias de promoción en los establecimientos de hospedaje [

2019

text (article)

Analítica

The hospitality industry represents a piece of indispensable for the development of tourism in any destination, since a tourist inevitably need a place where to spend the night in addition to transportation and food services; it is also important to note that Today the internet plays a role for tourists, since they use the web not only as an inspiration to travel, as a guide to reach its destination, as a source of information about what to do, what to eat or to disseminate in their networks of each step you give, but also to seek out where to stay, compare prices, book, criticize or recommend the services that have been used. Under this scenario, employers or authorities of the sector often do not recognize the existence of this new traveler named tourist 2.0 or e-turista and therefore do not cover their expectations and needs, since they do not know their characteristics and behavior, as well, services and lodging establishments promotion strategies do not take into account their particularities and needs. By what we see to the promotion strategies to retain or to any establishment hosting position should be defined not only by the facilities or services offered by if not depending on changing demand characteristics and that today includes more and more new visitors those in which the internet plays a vital role in its way to travel. The objective of this research is to know the tourist 2.0 features as livelihood to propose strategies of promotion for lodging establishments. Used quantitative research made it possible to describe tourists who consider that the internet plays a central role in their journey, was characterized based on geographic variables, psychographic, demographic and to determine consumption habits generation to which it belongs, sex, occupation, education, residence, marital status, reasons for travel, expenses, method of payment, mobile device used, usage and behavior in social networks during their travels, level of influence of forums, apps

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