



El marketing turístico 2.0 en Ecuador: Caso visitaecuador.com [

2011

text (article)

Analítica

Tourism is a major player in the growth of world economies, so it is important to target efforts to promote the growth of this industry. Ecuador is a rich country in tourism, with natural and architectural sites, large intangible heritage in all its regions (festivals, religious, dances, folklore), etc. Not yet valued at 100% which is within the country, therefore it is important to promote the creation of web portals that encourage realize tourism in Ecuador. VisitaEcuador.com is a friendly site, which invites ecuadorian people and world population to enjoy the country, giving their partners special discounts on hotels, restaurants, etc. This virtual club is a model that uses technology on his website, developing a tourism marketing 2.0. Promotes the use of social networks to their partners to contribute personal experiences on web

Tourism is a major player in the growth of world economies, so it is important to target efforts to promote the growth of this industry. Ecuador is a rich country in tourism, with natural and architectural sites, large intangible heritage in all its regions (festivals, religious, dances, folklore), etc. Not yet valued at 100% which is within the country, therefore it is important to promote the creation of web portals that encourage realize tourism in Ecuador. VisitaEcuador.com is a friendly site, which invites ecuadorian people and world population to enjoy the country, giving their partners special discounts on hotels, restaurants, etc. This virtual club is a model that uses technology on his website, developing a tourism marketing 2.0. Promotes the use of social networks to their partners to contribute personal experiences on web

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzUwODkyNDM>

Título: El marketing turístico 2.0 en Ecuador: Caso visitaecuador.com electronic resource]

Editorial: 2011

Tipo Audiovisual: Marketing turístico Web 2 0 Portal web Tourism marketing Web 2 0 Web portal

Documento fuente: TURYDES: Revista sobre Turismo y Desarrollo local sostenible, ISSN 1988-5261, Vol. 4, N°. 10, 2011

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución,

comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: TURYDES: Revista sobre Turismo y Desarrollo local sostenible, ISSN 1988-5261, Vol. 4, Nº. 10, 2011

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es