

COMPETITIVENESS OF THE TOURISM SECTOR IN PORTUGAL – THE CASE OF BAIXO MONDEGO E BAIXO VOUGA

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Our main objective is to analyze how a great, diverse tourism offer in a quite limited geographic area, corresponding to the Baixo Mondego and Baixo Vouga, can make it more competitive. We propose to identify the territorial factors that can increase competitiveness of the tourism sector, both regionally and nationally. We intend to identify the region's most valued aspects by visitors, as well as its least praised ones; additionally, we will pinpoint existing and potential outbound travel markets, and identify those that are characterized by higher levels of wealth and touristic demand. A quantitative approach will be complemented by a qualitative analysis, based on interviews of entrepreneurial, academic and institutional entities. Deeper knowledge of the regional tourism sector will allow us to contribute to the adaptation of tourism oriented policies and strategies that would promote the role of tourism in the regional, economical development. As the relevance of the tourism sector for wealth and job creation becomes ever more acknowledged, we intend to clarify the measure to which the tourism economic impact affects the region.

KEYWORDS: Tourism Economics, Destinations Competitiveness, Sustainable Development.

A PROCURA TURÍSTICA NA REGIÃO NORTE DE PORTUGAL: MODELO LOGARITMO VS MODELO DE PRIMEIRAS DIFERENÇAS

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O principal objectivo, deste trabalho, assenta em modelar a Procura Turística na Região Norte de Portugal utilizando modelos econométricos, tendo por base o modelo linear geral. Pretende-se assim, construir um instrumento que permita obter uma visão antecipada da evolução da procura turística para a Região Norte de Portugal, uma vez que esta tem revelado, nos últimos anos, algumas potencialidades como chamariz de fluxos turísticos significativos. Para tal e como objecto de estudo utilizou-se a série temporal de turismo "Dormidas Mensais registadas, nos

estabelecimentos hoteleiros, na Região Norte de Portugal", compreendidas entre o período de Janeiro de 1996 a Dezembro 2009. O modelo das primeiras diferenças garantiu ser adequado para explicar o comportamento da procura turística na Região Norte de Portugal.

PALAVRAS-CHAVE: Turismo, Procura Turística, Modelos Econométricos, Região Norte de Portugal.

ONLINE ADVERTISING IN THE TOURISM INDUSTRY AND ITS IMPACT ON CONSUMERS

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The study depicts the various tools of online advertising and their effects on customers, in particular tourists to the Algarve region in Portugal. The purpose of this study is to find out about the degree of Internet usage of travelers and tourists as well as their preferences in online advertising. Furthermore, modern online marketing methods are researched and compared in order to find the most successful ones. Current trends and most effective online advertising methods are researched through secondary literature, a personal interview with the marketing & sales manager of the ROBINSON Club Quinta da Ria in Portugal and a survey. Altogether 248 tourists were questioned at the Faro airport in Portugal. Through the investigation it is found out that the majority of tourists to the Algarve region uses and prefers the Internet as a medium to gain travel relevant information and to book a holiday. The literature review describes all components of online advertising as Search Marketing, interactive advertising, online public relations, viral marketing, opt-in email marketing and online partnerships. Out of these methods Search Marketing, especially sponsored listings, generate rejection, if compared to organic ranking results. Further, tourists have negative attitudes towards banner and pop-up advertising and consider them as Spam. Opt-in E-mail marketing on the other hand generates positive perceptions and as a result is one of the most successful online marketing methods. The use of social media represents a very effective, widely spread and well liked communication and advertising tool. In general, tourists have more negative attitudes towards advertising on the Internet.

KEYWORDS: Online Advertising, Tourism, Search Marketing, Interactive Advertising, Viral Marketing, E-Mail, Banner, Internet.