



INSTITUTO POLITÉCNICO DE BRAGANÇA Escola Superior de Comunicação,
Administração e Turismo

Tourism Website Analysis Managed by the Government Entity – Mozambique Case Study

Brito José Bonjisse

Dissertação apresentada à Escola Superior de Comunicação, Administração e Turismo para obtenção do Grau de Mestre em Marketing Turístico.

Trabalho efetuado sob a orientação do(a):

Elisabete da Anunciação Paulo Morais

Mirandela, September 2017.

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Dedication

“I dedicate this work to my daughter Shelby Brito Bonjisse, fiancée Elsa Gipsone Labuquene, my parents and brothers”.

Resumo

O objetivo geral desta dissertação foi de efetuar uma análise do website de Moçambique e propor soluções de melhoria.

Muitos estudos foram feitos, no entanto, esta dissertação propõe novos critérios de avaliação de websites. Com este trabalho pretende-se compreender e melhorar a avaliação de websites em turismo.

São apresentados cinco modelos para avaliar websites na área do turismo e proposto um novo modelo para avaliar websites baseando-se nas similaridades e diferenças dos modelos anteriormente estudados. Por sua vez, o novo modelo é aplicado neste trabalho.

Este estudo começa com a parte introdutória, seguido de uma revisão de literatura, análise de websites de Moçambique e Portugal, comparação dos websites de Portugal e Moçambique, análise swot dos websites de Moçambique e Portugal.

O método utilizado para a pesquisa foi a abordagem qualitativa através de leitura de revistas, livros, artigos, interpretação de fenómenos e multiplataforma digital (biblioteca online).

De acordo com os resultados desta análise, constata-se a necessidade de cumprir com as recomendações de melhoria de modo a solucionar os problemas do estudo em causa.

Palavras-chave: *Turismo, Modelo de Avaliação de Website, Qualidade do Website, Moçambique, Portugal.*

Abstract

The aim of the dissertation is to analyse Mozambican website and propose the implementation of improvements and solutions were necessary.

Many studies have proposed new website evaluation frameworks and criteria, and this research understands and improves website evaluation based on models related to the tourism Websites.

Through those five models, the research proposed a new model based on the previous models discussed in this dissertation.

The paper includes chapters on literature review, analysis of Mozambique and Portugal, which will be a comparison of the websites of Portugal and Mozambique, and lastly is the swot analysis of Mozambique and Portugal websites.

The research method used is the qualitative approach, which include use of journals, books, papers, interpreting different written data on the topic, and digital multiplatform (online library).

Recommendation for improvement and steps towards problem solving will be put forward according to the findings of the research.

Keywords: *Tourism, Website Evaluation model, Website Quality, Mozambique, Portugal*

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First of all I would like to thank the Lord who helped me day by day with power, health and motivation in order to succeed in my new stage of career and in life, it means that it wasn't my cleverness or expertise, but it was the Lord who helped me during the 2 years of doing a Master in Tourism Marketing at Escola Superior de Administração, Comunicação e Turismo (ESACT) in Portugal – Mirandela.

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Thank you very much!

List of Abbreviations and / or Acronyms

B.C - Before Christ

CSS - Cascading Style Sheets

DMOs - Destination Marketing Organizations

GDP - Gross Domestic Product

HTML - HyperText Markup Language

HTTP - Hypertext Transfer Protocol

Ios - iPhone OS

ICT - Information Communication Technology

IT- Information Technology

IPB – Instituto Politécnico de Bragança

IM - Instant Messenger

MTSP - Mozambique Tourism Strategic Plan

MITUR - Ministry of Tourism

MICUTUR - Ministry of Tourism and Culture

NTOs - National tourist organizations

PKI - Public key infrastructures

ROI - Return on investment

SEO - Search engine optimization

SQL - Structured Query Language

TCP/IP - Transmission Control Protocol/Internet Protocol

UN - United Nations

US - United State

UNWTO - World Tourism Organisation

URL - Uniform Resource Locator

WTTC - World Travel and Tourism Council

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WWW - World Wide Web

WQI - The Web Quality Index

W3C - The World Wide Web Consortium

WSG - Web Style Guide

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Introduction

Problem Contextualization

According to Mozambique Tourism Strategic Plan (MTSP, 2013) Tourism is of growing economic importance around the World. It is an international business that in 2001 contributed 4.2% to the Gross Domestic Product (GDP) of the economy and employed 8.2% of the World's economically active population. Currently data from the World Travel and Tourism Council (WTTC) concluded despite the ever-increasing and unpredictable shocks from terrorist attacks and political instability, to health pandemics and natural disasters, Travel and Tourism continued to show its resilience in 2016, contributing direct GDP growth of 3.1% and supporting 6 million net additional jobs in the sector. In total, Travel and Tourism generated US\$7.6 trillion (10.2% of global GDP) and 292 million jobs in 2016, equivalent to 1 in 10 jobs in the global economy.

World Tourism Organisation (UNWTO, 2015) predicted that by 2030, Asia and the Pacific will see an increase of 4.9% per year in the number of tourists which represents an increase from 355 to 535 million. According to Cunha (2003) Mozambique tourism started with the Khoi Khoi and San, who were the first people to live there. Other people called Bantu arrived by 200 B.C. between the IX-XIII centuries, people from the Gulf of Persia traveled to Mozambique with goals of trade. This saw a steady flow of foreign emigrants to Mozambique.

In 1498 Vasco da Gama arrived in Mozambique and began a new era of trade between Mozambique and Portugal. From 1953-1973, tourism in Mozambique reached its eighth development in southern Africa in term of Tourists number. Tourists came from the hinterland (Malawi, Zimbabwe and South Africa) and Portugal, with leisure purposes of enjoying the sun and the beach (Cunha, 2003). In fact MTSP (2013) realized that due to the civil war of 16 years between Frelimo and Renamo, the number of tourists greatly reduced. In 1992, the two political parties reached a peace agreement, which restored some order to the country and saw to the revitalization of the tourism industry. Priorities were given to the tourism sector in the hope of promoting the country abroad.

According to MTSP (2013) said by 2000, the Ministry of Tourism (MITUR) was created, and it is now known as the Ministry of Tourism and Culture (MICUTUR). In this context there was the emergence of domestic tourism, and other new types of tourism were developed. These include: Sustainable Tourism (Cultural Tourism, Eco-Tourism or Nature Tourism, Community Based Tourism).

According to UNWTO estimates, the regions of Africa, Asia, Middle East, Central Europe, Eastern and Mediterranean are expected to record a growth of over 4% per year by 2030,

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compared to the world average of about 2.2%, however, the regions of Africa and the Middle East will increase by 61 million arrivals to 149 million and 50 134 million respectively. This is a scenario that has started to manifest in Mozambique where the number of tourists has noticeably grown as compared to earlier years.

The Americas and Europe will register lower growth. Europe will continue to contribute in international arrivals, going from 475 million to 744 million and in the Americas the contribution will 150 million to 248 million arrivals (Morrison & Mill, 2002).

Mozambique achieved revenue of \$ 197 million, compared to 2011 where revenues reached a value of \$ 231 million. In terms of tourist flows in 2009, 1 461 000 tourists visited the country, a year later passed by the Mozambican border 1.718 million tourists, an increase of around 18% (UNWTO, 2012).

Data from the WTTC indicate that in 2011, the direct contribution of tourism to Mozambique's GDP was 3% and the year 2012 foresaw an increase of 2.8%. In terms of job creation, in 2011, they were generated 233,000 direct jobs, which is about 2.5% of the total employment.

According (MSTP, 2013) tourism in Mozambique is gradually assuming its potential in the national economy, growth of the fruit of investments over the past few years. The country has been focusing on a particular tourism focused on biodiversity and nature conservation projects and sustainable economic development. The geographical location and natural beauty of the country puts it in a privileged competitive situation in the African tourist market. However, the full development of this sector faces some obstacles, particularly the deficiency in terms of transport infrastructure, health and water supply, in addition to the high prices of travel, making the destination Mozambique a little inaccessible to Europe and the West markets. In terms of hospitality, Mozambique has experienced considerable growth, particularly with regard to luxury and first class hotels. According to UNWTO (2013) there are about 1,435 hotels and similar establishments identified in Mozambique. As it turns out, the latest data released by the World Tourism Organization, in 2013 reviews that Mozambique received nearly 2 million visitors, corresponding to a 10.7% decrease in comparison to 2012. On the revenue generated by tourism activity, data for 2013 indicate an amount of 241 million USD, which shows a decrease of 3.6% as compared to the previous year. About 72% of the tourists who entered into Mozambique are from the African continent, especially from South Africa (44.3% of the total in 2013) and Malawi (12%). Europe represents 20% of tourists, Portugal and the United Kingdom being the main emitting countries (3.9% and 2.6% respectively of the total of tourists in 2013). Though tourism is a cross-sector, it is an activity that has so far contributed little to the economic development of Mozambique.

Justification

According MTSP (2013) Mozambique is not yet perceived as an international tourist destination.

Mozambique is a country that offers natural and cultural tourism assets, but its exploitation is failure because of past of political unrest, natural disasters and socio-economic problems.

However the Mozambique brand over the last few years has been damaged by international press, which portrays a threat of political instability, bad police acting, security incidents for tourist's environmental degradation caused by poaching, illegal forest exploitation and overfishing.

Marketing must therefore be undertaken as a parallel process to product development and improved infrastructure provision.

The existence at an early stage of an online marketing strategy for Mozambique is a significant progress, however, this requires a great improvement in terms of online content, marketing applications and social media and their adoption and implementation.

The Marketing effort should be taken, the planning process of MTSP need to be implemented in order to achieve the marketing goals for Mozambique as tourism destination.

Table 1- Strategic Marketing Focus for Mozambique

Summary Strategic Marketing Focus for Mozambique		
Market Segments	Domestic	(1) Business, (2) Leisure, (3) MICE
	Regional	(1) Business, (2) Leisure, (3) MICE, (4) Special interest
	International	(1) Visiting Friends and Relatives (VFR), (2) Leisure, (3) Business, (4) Special interest
Niches	Diving, Eco-tourism, Birding, Hunting, Hiking, Adventure, cruising, Deep sea-fishing, "luxury" market, and Sun, sand and sea	
Source Markets	1. "Natural markets": domestic market, Portugal, South Africa, Zimbabwe, Swaziland 2. Niche markets: Spain, Italy, UK, Germany, US, Netherlands. 3. Emerging 'synergy' markets: Brazil, Saudi-Arabia, UAE, Angola	
Mozambique Regions	South	Regions/domestic: Sun, sand and sea and water sports. International market, niche approach: diving, ecotourism and culture
	Centre	Niche approach to all markets focusing on adventure and eco-tourism, and focus on business and commerce and Sun, sand and sea to domestic and nearby regional markets.
	North	Exclusive destination for affluent segments, mainly marketed to international markets. Image of exclusive 'island' destination with strong cultural influence. Eco-tourism niches for 'unspoiled wilderness' of Niassa and interior of Cabo Delgado (luxury eco-tourism, adventure, backpackers, hunting)

Source: adapted from MTSP (2013)

The impact of the table above is to promote Mozambique internationally, marketing it to be one of favourite destination in Africa. Through the marketing development it assumes to make sure the stakeholders and local community benefits from the tourism business.

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Currently in 2017 through the updated MTSP revised in 2015, the strategic marketing have been carried out looking for the new trends of consumer behaviour and technology development.

Research Questions

The research seeks to answer the following issues:

- Are there any models to evaluate websites in Tourism?

The models to evaluate website in Tourism is not easier question, the relevance of this questions is because to identify and to answer this research question needs a deep research and to come at the end with solutions.

- What are the main differences between the Mozambican and Portuguese websites?

This research question is made in order to compare Mozambique and Portugal websites, it did not choose a African Country, or another Country because Portugal is one of top tourism destination around the world at ranking, that's why the study have chosen this Country believing on good contribution for the study.

- How can the operation and quality of the Mozambican website be improved?

The quality of Mozambique website can be improved, so this question is important at once well identified the weaknesses and made a good analysis.

Adopted methodology

This study will be conducted by documental research like reading journals, books, papers, interpreting phenomena and digital multiplatform (ex.online library). It is important to highlight that this is a qualitative method approach, which comes to study things in their natural settings about models of tourism evaluation websites found on previous studies, and at the end suggest a new model to apply in this study.

Dissertation Structure

This present document is organized based on research development, conception, analysis, Implementation and conclusion. Introduction approach, which presents problem contextualization. It shows up the topic justification, identify research questions, adopted methodology. Chapter 1 - Literature Review, this section describe the key concepts defined trough the long discussion of several authors who agree and disagree with the Tourism

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concept, the synthesis by the research and also the support authors ideas about the findings of main theme, lastly by new model presentation. Chapter 2 - contains the methodology, objectives of the research, the phases covered during the project realization. Chapter 3 - is all about analysis of Mozambique and Portugal websites, comparison of websites are presented, then the SWOT analysis of the same websites. And last deals with conclusion of this thesis, limitations of the study and possible future research.

1. Literature Review

The United Nations (UN) and the World Tourism Organization (UNWTO, 2010), specializing in the UN agency for tourism, based in Spain, defines "**tourism** as a set of activities of persons traveling and staying in places outside their normal environment not more than a year for leisure, business and other reasons not related to paid activities in the place visited." **Tourism**, according to (UNWTO, 2015) "is the activity where a traveler visits a location outside of their usual environment, for less than a year, and with the main purpose different from the exercise of remunerated activities by local entities visited". The definition of **tourism** despite several discussions and contributions in an attempt to define it, that prevails is the one of UNWTO, as the World Tourism Organization. It is important to note that the definitions formulated in the UNWTO are related to international tourism statistics and leave blank the other factors linked to the tourism sector and that, there may be more studies on the generally accepted concept.

1.1. Internet marketing of tourism

Electronic commerce has a far-reaching impact on the tourism market (Palmer & McCole, 2000).

The new websites offers a large amount of information instantly, so it is becoming increasingly important as a destination marketing and promotion tool for the tourism industry, especially for hotels and travel agencies Morrison, Kim, & So (2007) and for large organizations eg. Destinations Marketing Organizations (DMOs) and National Tourist Organizations (NTOs).

Moreover, the web has great potential for promoting regional tourism, and is relatively inexpensive compared with other promotion and advertising media. An effective website can reach global audiences: it is accessible 24 hours a day from anywhere in the world (Standing & Vasudavan, 2000). The content of a website is thus very important, and must be updated regularly in the field of tourism marketing as in any other field (Huang, Chou, & Lin, 2010).

An effective website can reach global audiences: it is accessible 24 hours a day from anywhere in the world. The content of a website is thus very important, and must be updated regularly in the field of tourism marketing as in any other field (Huang, Chou, & Lin, 2010).

Travelers search for information on tourism websites and the content of these websites is one of the main factors contributing to repeated visits (Lee & Ho, 2007).

Moreover, moving from simply offering information to interactive designs allows tourism organizations to identify consumers' interests and encourage their participation, thereby increasing the likelihood that they will return to the site. This also allows these organizations to understand tourists' preferences and consequently to communicate with them individually and

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provide them with personalised services (Doolin et al., 2002). Therefore, many online visitors may be attracted using government tourism websites based on bibliographical indication and belief of the research in the portal of the state is one of the first sources of information looking for visitors to travel.

The link between tourism and World Wide Web (WWW) is so closer today, which means that tourists are seeking products and services through the Internet.

It is important to highlight that there is too much information in the world, but the Internet tools help consumers to get their needs and wants meet no matter their distance from any destination, based on interactivity state websites or destinations website.

Cooper, Fletcher, Fyall, Wanhill, & Gilbert (2002) say the Internet can also strengthen marketing functions and distant destinations communications, whether peripheral or by tourism enterprises of small and medium businesses by enabling direct communication with potential consumers. Therefore, it offers unprecedented opportunities and affordable for the representation and global marketing for large and small tourism service providers.

Electronic commerce has a far-reaching impact on the tourism market according to Palmer and McCole (2000). The Internet (with the newest web technology) offers a large amount of information instantly, so it is becoming increasingly important as a destination marketing and promotion tool for the tourism industry, especially for hotels and travel agencies (Morrison et al, 2007) and for large organizations (eg. DMOs and national tourist organizations (NTOs) (Doolin et al., 2002).

Travelers search for information on tourism websites, according to Lee & Ho (2007), the content of these website is one of the main factors contributing to repeated visits (Purinton & Rosen, 2004). Moreover, moving from simply offering information to interactive designs allows tourism organizations to identify consumers' interests and encourage their participation, thereby increasing the likelihood that they will return to the site. This also allows these organizations to understand tourists' preferences and consequently to communicate with them individually and provide them with personalised services (Doolin et al., 2002).

The way a website presents information, graphics, and photos in many ways influences how these messages are received by "viewers" (Rosen & Purinton, 2004). Therefore, many online visitors may be attracted through the use of government tourism websites.

In the travel agencies market today there are many alternatives of online agencies that develop interfaces appropriate consumers. The Internet also offers unique opportunity for multimedia presentations, which enables greater interaction of those seeking information and those providing it.

However, for tourism to exploit the full potential element of e-commerce and their customers, it is necessary to have security in transmissions, guaranteed credibility and accountability of

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information, ensured copyright, reduction of confusion and dissatisfaction of users. With the growth and sophistication of tourist demand, came a new dependence on electronic media by consumers, suppliers and intermediaries daily. Increasing numbers of consumers use commercial sites and non-commercial Internet for planning, search, booking, acquisition and changes in tourism products.

Tourist experiences are empowered with information technology and the use of systems of information and booking to improve personal efficiency.

1.2. The role and Importance of the Websites

According to the thesis of Azevedo (2009) websites are increasingly important tools in any marketing strategy. The paradigm shift in business development is leading the companies to the growing adoption of a relational model and direct communication with the consumer, as opposed to the traditional model in their marketing strategies.

It is in this context that the importance of communication tools is highlighted, and particularly the Internet, especially when enriched by appropriate and attuned multimedia content with the marketing plan (Azevedo, 2009).

In fact Azevedo (2009) the use of websites and multimedia as tools to support sales, promotion of the image and growth, enhances the performance and profitability of companies.

With the use of all this, they gain increasing importance for the production and content structuring services normally directed to three areas:

1. **Institutional Strand (websites with institutional content)** - presentation of companies, their products and or services.
2. **Shed commercial (commercial websites)** - Commercial Performance, by providing consumers with direct sales of products or services. In addition to this commercial aspect, this type of content can also include an institutional component.
3. **Communication support strand (content in "micro sites")** - small set of supporting communication content. They are used for special campaigns and are generally characterized by a short period of life.

A few years ago the navigation tools were more complicated to use, production websites and their content did not have as many tools as today and access was so expensive that only large companies and universities considered the use of the Internet as having a cost / benefit advantage. Today, access is easier and cheaper, site production costs decreased significantly and the associated tools are more accessible. Consequently, the number of Internet users continues to grow (Miguel, Altamirano, & Valarezo ,2016).

1.3. Websites for tourism promotion and advertising

The definition of the term website is sometimes ambiguous and from the point of view of users- it is used as a synonym of web page due to their close relation. For Garcia (2001,6) defines a "website as a group of pages on the WWW that are regarded as a single entity and are structured according to a rigorous content organisation system". Websites must be accessible and intuitive to allow easy navigation and the customisation of criteria and requirements.

However, today the technological tools are not the only important aspects in the development of a website. As mentioned by Garcia (2001,6) "the best proposal of any website to make users loyal is to offer quality content... that distinguishes it from other websites. This produces in users the need to return to the website on a regular basis. Differentiating content clearly offers a range of mechanisms (forums, announcements board, chat, email, etc.) to establish a relationship with users".

Miguel, Altamirano, & Valarezo (2016) summarise the essential features of the websites of cities and destinations:

- 1. Easy to find, either through a search engine or directly.**
- 2. Speed.** The website must operate and respond quickly.
- 3. Usability.** The site must be attractive, easy to use, graphically coherent, and keep the interest of the user.
- 4. Content.** The site must provide quality information that is interesting, correct, updated, Creative and entertaining for the user.
- 5. Interactivity.** The website must provide users with the ability to find the information they require, facilitate bookings, links, customer support and service.

All these aspects should be considered when creating a tourism promotion website, since these aspects are becoming increasingly important in the field of communication. "The development of new technologies has led to the perception of corporate websites as business cards which communicate by themselves and as powerful tools for access to and for users, so it is convenient and indispensable for the image, information and activities of companies and public bodies to be reflected in their websites. The website is, in short, a communication tool that must be consistent with the institutional objectives, and must contribute to the transmission of information" (Poyatos & Martinez, 2011).

Promotion through websites needs to be complemented with the creation of profiles on the main social networks, to promote interactive communication in which users can become voluntary content generators and promoters of the tourist destinations.

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Websites should promote collaborative tourism communication 2.0 through the generation of quality multimedia content that can be shared and turned viral by tourists 2.0, through the integration of digital tools that improve the experience of planning and travelling, such as search engines for tourist services, interactive maps, audio guides, traveller applications, etc. They should also include online spaces for advice and communication and collaborative digital platforms in which travellers can share information, references and experiences.

1.4. Communication Tools

According to Savelau (2009) the internet has brought us several new mainstream communication tools, which is a revolutionary that has saved us time in creating and delivering messages. In several years' time, we have extended the tools openly so that they become accessible to everyone that is in the form of hundreds of new forms of information presentation and transportation. This creates a feeling of virtual presence no matter how big the distance is between two communicators. Among the very basic communication tools available in any online environment, we have:

Websites

Although there are several definitions about websites, Savelau (2009) defined differently than others "websites are so called spaces on a computer and the internet where people put information about themselves, their interests, services and businesses."

In other words, website is an electronic brochure available to the whole world 24 hours a day. Within the website, each screen full of information is called a page, which may contain text, graphic images, photographs, or video and sound. "Links" embedded within a page transport viewers to other pages, which allow users to decide the order they want to see the pages by clicking the links that interest them. Modern websites are no longer only presentational, e.g. "brochures or magazines-like", but create a fully interactive and personalized virtual information resources (more at Web 2.0) (Savelau,2009).

Email

A shorthand term for Electronic Mail, which is being exchanged through the Internet Transmission Control Protocol/Internet Protocol (TCP/IP). Once created an email address with any Internet Service Provider, you can communicate, receive news, send files and transfer photos within seconds to any part of the world. Email is widely used also for public communication, mainly in mailing lists. A typical email address has two parts, your user name and domain/server name, separated by "@" email symbol (for example, yourname@domain.com).

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Forum

Forum or message board allows users to post questions or discussion topics and invite the respective community to react. People reply to the original message or reply to previous answers within the same website or discussion space, and this way they build a discussion.

Forums can be public or restricted to members of a certain community. In most cases, replying or posting new forum threads requires you to be logged in. Usually, forums are moderated by an administrator who watches over guideline and policy violations and tries to keep the discussion reasonable.

Chat

Chat is an interactive online space or a website, where all participants get together at the same time and using the same form, send each other public or private messages that are being screened as a list of posts on one page. Once you login into a chat, you are able to read messages live and write to one or all participants a message reacting to an ongoing discussion or invite them to start a new one.

Mailing List

Mailing list it is a virtual email group of people gathered together through subscribing to one email address. Once a message sent by any of the participants to the common email, it is being forwarded automatically to the whole group subscribed. Mailing lists are mainly used as a mass information or networking tool. When you post anything, it goes around to everyone and everyone's reply is sent to the rest of the group.

Newsletters

Newsletters are very similar to mailing lists, however, they support only a one way communication: one author sends a message to an unlimited number of people, who are voluntarily subscribed to one email address (for example, you receive newsletters as updates from your school or university, or if you are subscribed to any news website).

With the development of technology, websites, communication platforms and messaging opportunities were greatly extended. Networking and using video in communication found its place and became possible to be used by everyone.

Video-Conferences

They are online interactive spaces, where users login in order to chat through messages or voice conversations using a microphone and a web-camera. Video conferences allow participants to see each other online in live regime and communicate with each other as if they were using a video-phone.

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Instant Messenger (IM)

Instant Messenger is free communication software that normally requires creating an account and a nickname. Communicators are widely used to having private chats in the form of messaging, video and file exchange or phone services. Several of new IM's support conferencing (chats for more than two people) and let you call landlines worldwide.

Web 2.0

Web 2.0 has emerged a new vision and approach from developing technology into more interactive and communicational. Magazine-like websites were replaced with dynamic, interactive online spaces where not only authors but also visitors can contribute widely and help in building the website and shape its content. This was done by providing users with an opportunity to register and become a co-author or editor on the website, receive tools to add new content and share it with friends and colleagues.

Social Networks

These have emerged from understanding that active online users might want to be connected virtually and keep in permanent touch with each other, sharing life updates, news, interests and etc. Profiles, or in other words - virtual personal pages that help you to learn about each other were set up in many websites and linked together with inner chats, messaging and additional features, such as video, music, and photo sharing, groups by interests, schooling and work, etc. Some social networks are specifically set by interests, for example - those who love music and design go to MySpace.

1.5. Techniques/parameters to evaluate tourism websites

In the field of communication, it is increasingly important and necessary to monitor and evaluate the implemented communication strategies. In the field of digital tourist communication however, there are no established models or parameters to evaluate the communication strategies carried out through websites.

There are numerous reports from the field of technology that allow improving the construction of websites and models that analyse specific cases based on technical functions. There are also measurement systems that allow the evaluation of the return on investment (ROI) and the impact of advertising. There is an increasing number of tools used to measure the results of digital communication campaigns. Under the umbrella term "web analytics", a variety of tools have been developed to measure and analyse data on the behaviour of the online audience and achieve web traffic optimisation and meet the objectives of e-commerce (Lamas, 2010).

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It is necessary to work on the development of a method to evaluate the quality and communicative efficacy of tourism websites (Cavia, Rovira, Luque, & Cavaller, 2014; Poyatos & Martínez, 2011), since Search Engine Optimization (SEO) is currently the main metrics system for websites. In the context of the WWW, SEO is the process of affecting the visibility of a website in search engine results so that it appears among the first results. Likewise, SEO can be defined as the set of procedures and techniques that are intended to provide a website or a web page with maximum visibility on the Internet (Codina & Marcos, 2005)

The study of parameters to evaluate a website began years ago, but for this chapter models related to tourism website are more appealing. The main objective is to come up with a presentation of the author's studies.

1.5.1. Model 1 - Standardization of the language according to the parameters, number of indicators and description

Despite the study done, it is necessary to look on it well, and each author has their point of view when they determine the techniques to evaluate a tourism website. Cavia et al. (2014) mainly focus on the use of a very simple statistical operator: weighted average and also the indicators were evaluated using different measurement scales, depending on their meaning.

The Web Quality Index (WQI) for destination websites is an assessment system that consists of a set of twelve parameters (table 2) that are examined in each website with the aim of analysing its quality. Each parameter is evaluated by means of a set of indicators that can vary from the presence/absence of an element/feature to a qualitative scale assessed by an expert.

Table 2: Model presented by Cavia et al. (2014)

Parameters	Number of Indicators	Description
1.Homepage	13	Measures the suitability and appeal of the websites homepage
2.Content amount and quality	15	The websites content is assessed in terms of variety and suitability to the tourists need
3.Information architecture	10	Examines the way the website is organised and structured in order to enable users' to have access to information
4.Usability and accessibility	17	Considers user friendliness on the website and availability for use by people with sensory difficulties
5.Positioning	8	Verifies whether the website is designed to assist positioning algorithms within web search engines

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6.Commercialization	7	Considers the options of distributing tourist products and services through the website
7.Languages	6	Assesses the existence of several languages aside from the official languages of the destination in question
8.Brand Image	12	Examines how the destinations brand image is conveyed and managed via the websites content
9.Persuasiveness	8	looks into the websites persuasiveness capacity, that is, its capability to convince visitors that the destinations are worth
10.Interactivity	9	Examines the two-way communicative relationship between the user and the website content, between the user and the destinations managers and between the user and other users
11.Social Web	13	Studies the presence of 2.0 tools on the official destination website
12.Mobile Communications	5	Considers whether the official destination website is adapted for mobile communication using smartphones or tablets
Total	123	

Source: Adapted from Cavia et al (2014)

1.5.2. Model 2 - Computers in Human Behavior

This study refers to Kim (2006), Figure 1, for the classification of online tourism information sources, so he concluded that there are some elements specifically personal blogs, public websites, companies' websites, websites for social media.

According to his study, it is possible to find out that personal blogs are related to travel experiences by individual tourists who then publish it on their blogs. Public Website - belongs to a country website that assume the control over marketing destination. Companies' websites - the products or services are provided by tourism companies such as airports, airlines, biodiversities, tourism products and services, etc. Websites for social media-related to facebook, WhatsApp, twitter, imo, skype and others, where the exchange of tourism information take place about a trip without limitations in terms of time and space.

This study refers to Loiaconu, Chen, & Goodhue (2002), Morrison & Mill (2003), Belanger & Shaupp (2005), Lee J. W. (2010) for the attributes of websites, and they found that security is defined as the safety of personal information during transactions on a travel website.

In general, security on any website should be seen in three ways, that is, protecting information during transmission and subsequent storage, security during online purchases/reservations, and privacy/confidentiality statements. Also, it would be used in many areas like the financial sector, public institutions, commercial market, so that the personal information of the users such as credit card numbers will not be misused.

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Interaction – Morrison & Mill (2003) also defined interactivity as the speed of a travel website, as felt by the user. In this study, interactivity was included as a part of the travel website interface. Lee (2010) on the other hand, defined interaction for blogs as a quick response between the users and the administrators.

From the point of the two studies mentioned above, it is important to enhance that the interaction is all about the consumers and the tourism information on a website. Information-trust - information quality is the ability of the system to convey the intended meaning of information (Chuang & Yuanzhuo, 2012).

Informational fit to task was utilized as information quality and was defined as the degree to which the information offered on the website satisfies job requirements and achieves an improvement of performance (Loiacono & Chen, 2002).

Lee T. (2005) defined trust as a customer's perception of the level of trust mechanisms provided by an online store, while Schaupp (2005) defined trustworthiness as a perception of confidence in the e-marketer's reliability and integrity. This study considers the point that information trust needs to focus on satisfying the needs and wants of the consumers, taking into consideration the fact that information is crucial, it should represent the right information about tourist products and services on a website. Personalization - has been used in a variety of ways, including tailored communication reliability and validity (Loiacono & Chen, 2002). According to the author it is possible to note that the online tourism information rose up into 4 types: company websites, social media websites, blogs and public websites. Other attributes were proposed by appealing attention on previous studies on the website evaluation factor, e-commerce success factor, web satisfaction, and so on.

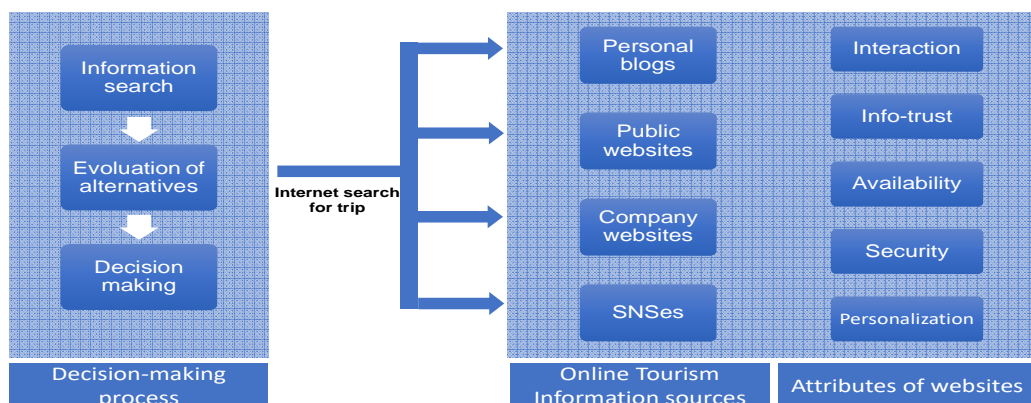


Figure 1. A conceptual model of the research (adapted from Kim, 2006)

1.5.3. Model 3 - Standardization of the language

The process of operationalizing evaluation criteria was based on the codification of each of the parameters used by the authors of the studied bibliography, using specifically, the studies of Barboza et al. (2000), Moraes (2000), Eschenfelder et al.(1997), Evans (2000), Smith (2001), Huang & Chao (2001),Gant & Gant (2002) apud Vilella (2003), which are focused on the evaluation of e-government sites. The coding was undertaken through the elaboration of codes composed by the first letter of the author's name, followed by a sequential number, which corresponds to the exact sequence of parameters used by each of them.

According to Vilella (2003) the effort to standardize the language used by each one of the authors grouping such parameters in the three dimensions proposed by the author (Content Analysis, Usability and Functionality). So it can be understood that some parameters are cited in different dimensions in the researched literature.

This is because of consensus disagreement among the different authors about the certain parameters to specific dimensions.

As an example, one can quote the parameter Accessibility, which for some authors refers to the Usability dimension and for others, the Functionality dimension (Vilella, 2003).

The table shows the authors, parameters, and dimensions to standardize the language used through the studies done. This classification according to studies researched by several authors is to answer the analysis of institutions of websites managed by Government agencies, that is, e-commerce, e-tourism and so on. The dimensions and parameters are variable according to the author that is why here is no chronological order. **See annex-1 table 1.**

1.5.4. Model 4 - Model of Housing Tourism Websites

According to Azevedo (2009), Figure 2 represents in more detail the structure of the model combining business performance attributes (with blue background) with attributes commonly used in a usability and credibility assessment of the website (green background).

This model interprets, evaluates, acts as a filter, choosing, highlighting, valuing or devaluing aspects of the target object, that is, the website to be evaluated. It is important to say that the objective of this model proposed by Azevedo (2009) is to ensure success in websites.

The production of an attitude depends on impact, information, references and tariffs. Every time, customers are getting ease and fast information on the internet through websites. According to the model, a production of an attitude goes to success websites.

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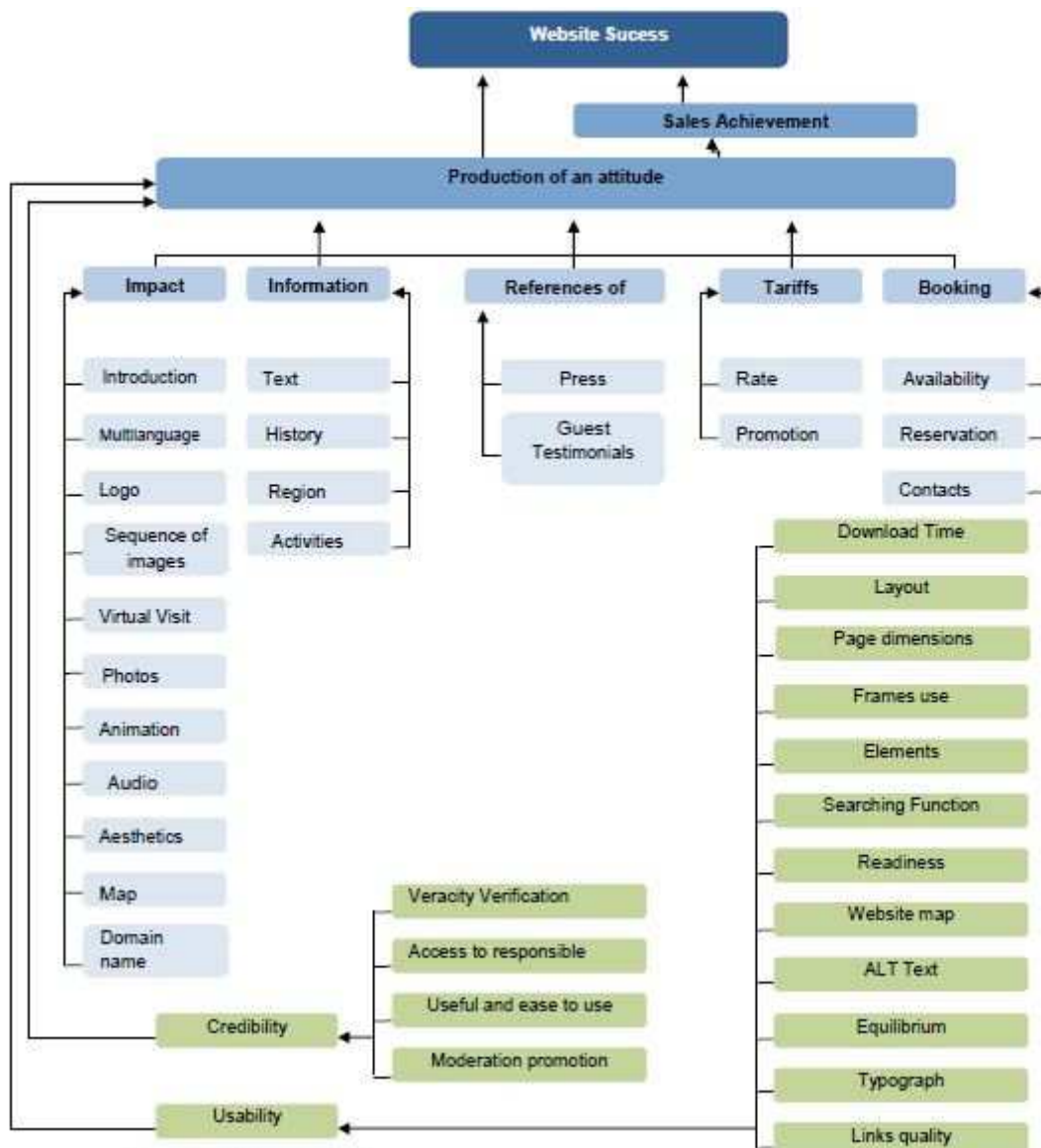


Figure 2. Model of Housing Tourism Websites (Adapted from Azevedo, 2009)

1.5.5. Model 5 - ISO 9126

ISO/IEC 9126 Software engineering — Product quality was an international standard for the evaluation of software quality. It has been replaced by **ISO/IEC 25010:2011**. The fundamental objective of the ISO/IEC 9126 standard is to address some of the well known human biases that can adversely affect the delivery and perception of a software development project. These biases include changing priorities after the start of a project or not having any clear definitions of "success". By clarifying, then agreeing on the project priorities and subsequently converting abstract priorities (compliance) to measurable values (output data can be validated against

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schema X with zero intervention), ISO/IEC 9126 tries to develop a common understanding of the project's objectives and goals (Figure 3).



Figure 3. Model ISO 9126 (adapted from ISO 9126)

Functionality - A set of attributes that bear on the existence of a set of functions and their specified properties. The functions are those that satisfy stated or implied needs.

Reliability - A set of attributes that bear on the capability of software to maintain its level of performance under stated conditions for a stated period of time.

Usability - A set of attributes that bear on the effort needed for use, and on the individual assessment of such use, by a stated or implied set of users.

Efficiency - A set of attributes that bear on the relationship between the level of performance of the software and the amount of resources used, under stated conditions.

Maintainability - A set of attributes that bear on the effort needed to make specified modifications.

Portability - A set of attributes that bear on the ability of software to be transferred from one environment to another.

2. Proposal of New Model

The 5 models discussed above have similarities and differences in terms of their parameters to evaluate a website. It is important to enhance that the first model comprises of 12 criteria, the second has 5 criteria, third has got 15 criteria, fourth model found the websites success should take in account the sales achievement, trough a production of an attitude toward websites impact, information, references of, tariffs, bookings staying focus on keys attributes such as credibility and usability. Lastly the fifth model done by ISO 9126 presents 6 criteria's to evaluate websites. The new model (Figure 4) comes to reinforce highlighted parameters of tourism websites evaluation, with the main focus being on quality, efficiency and efficacy.

According to the previous models, it gives a new picture on how to conduct techniques to evaluate tourism websites.

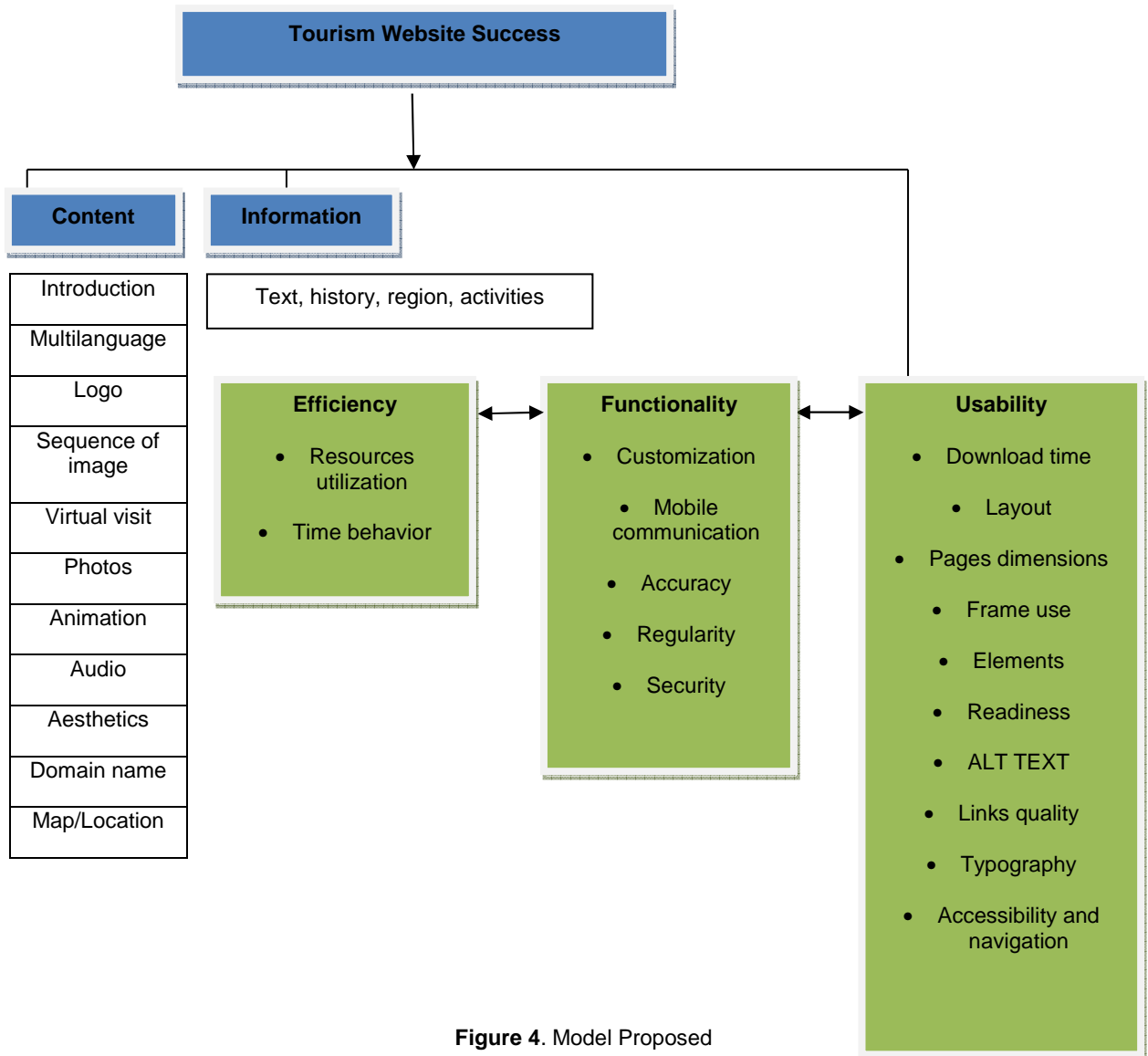


Figure 4. Model Proposed

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Content

In fact Huizingh (2000) differentiates the content dimension from design in websites, where content refers to information or services while design refers to the way in which information is presented.

However, combining information and design, Mentzas, Halaris, Papadomichelaki, & Magoutas (2006) assume the content criterion to be a sub-factor of quality dimension, providing some informational and presentational issues affecting the quality of e-government websites.

Multilanguage

In study of Azevedo (2009) "Multilanguage is the possibility of choosing a language between two or more". The multilanguage is important so far as to facilitate the customers of several countries to navigate in their own languages in order to make it easier to interact using internet for booking or purchasing goods or services on website.

Logo

Logos designed according to traits of credibility (expertise and trustworthiness) were suggested to significantly increase the tendency of site visitors to stay and interact with a website Haig, (2006). Logos or trademarks have long been considered an important part of corporate branding and visual identity strategies Cohen (1986); (Dandridge, Mitroff, & Joyce, 1980).

Most of the literature on logo design has focused on primary characteristics of "good" logo design for example, that a logo should evoke positive feelings of familiarity and affinity, be recognizable, and communicate clear meanings (Hoyer & Brown, 1990); (Henderson & Cote, 1998).

Sequence of images

According to Azevedo (2009) **Sequences of images** are sequence of several photographs, usually of general scope and they alternate automatically. Sequence of images are important because it can make sure customers perception about a tourism product or services by marketing, promoting a destination through mix of images about the place and influencing them to go to see and experiment at first hand the unique experience on their trip.

Virtual Visit

Actual reality-based 3D surveying techniques like laser scanning and photogrammetry are currently able to produce precise, detailed and photo-realistic 3D digital representations useful for documentation, archaeological and architectural analyses, visualization, divulgation and educational purposes, museum exhibitions or virtual tourism (Jimenez, Morabito, & Romandino, 2016).

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Unity plays a fundamental role (i) for the management of complex reality-based 3D models and high resolutions panoramic images and (ii) for the integration, synchronization and processing of various devices and data. Indeed Unity must communicate with different devices in order to coordinate a second display (Oculus Rift) and acquire and process the 3D data observed by the Kinect (Jimenez, Morabito, & Romandino, 2016).

Virtual visit currently is important at once, people are becoming more familiar through the trends of technologies, and what they need is just staying focus on easier tools to navigate to a certain destination. The 3D, gamification in e-tourism is true, customers behavior trends are more relevant on looking tourism information before, during and after trip. The device of 3D make sure customers to get images visualization, experiences on their home or somewhere.

Photos

Digital photos are no longer seen as an act of memory, but rather as a tool for constructing self identity and communication. They are increasingly easily shared online with the masses, and they also empower people to shape their identities and memories (Vandjick, 2008).

Animation

Animation refers to a perception of “agency”, that is, an entity's capacity to take self-directed action, to move in a life like fashion. For Hagtvedt (2011) distinguish between “agent animation”, which gives viewers a sense that the logo moves of its own volition; and “object animation”, which does not. Agent animation connotes agency, i.e., the perception that the object moves on its own in a life like fashion (e.g., a jumping logo), while object animation entails motion that is not life like (e.g., a logo gliding down vertically). Hagtvedt (2011) report that agent animation encourages more favorable attitudes toward a “dynamic” firm (e.g. an entertainment company), but less favorable attitudes toward a “stable” firm (e.g., an insurance company). Furthermore, favorable attitudes arise when the brand personality suggested by the animation is consistent with other brand cues, such as brand slogans or the logo graphic. Despite these findings, Hagtvedt (2011) did not investigate whether or not movement direction has an effect on consumer attitudes toward firms and their logos. Thus, a significant gap exists in the scant literature on logo movements.

Audio

The audio element is used to embed sound content in a HyperText Markup Language (HTML) document. The audio element was added as part of HTML5 (Van Dijck, 2008). The audio comes to reinforce sound entertainment to users. The youtube platform as example is more visible, and helps them to socialize on internet through video presentations.

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Aesthetics

Just like people use various cues derived from the outward appearance of a person to form a first impression (Brewer, 1988), visual design is used to quickly form an opinion of an artefact in the context of human computer interaction (Kim & Fesenmaier, 2008).

Sillence, Briggs, Harris, & Fishwick (2007) for instance, found that users tend to rate high quality content websites low if they are poorly designed. This result is an example of a halo effect Nisbett & Wilson (1977), e. g., a form of judgment bias occurring if the judgment of a property influences other (usually unrelated) judgments. Schenkman & Jonssons (2000) found that **aesthetics** are the best predictor of a website's overall evaluation, underlining the importance of aesthetics as a result of halo effects.

Domain Name

A domain name is what a person enters in their internet browser's address bar to access a website (Kim & Fesenmaier, 2008). The domain name is important to users when they wish to obtain information, also it assists users in selecting desired domains in the internet, its server providers the machine address back to the computers.

Map/location

According to Azevedo (2009) Phone and email contact information are essential to a destination. Map/location is very essential as well, because it guides point of information of the destination about the location, it can give Google-maps, addresses, phone number and email contact of a selected location.

Text

Text refers to all information available to the users on the websites (Kim & Fesenmaier, 2008)

History

Descriptive text on the origins of the country/destination or historical context where it is positioned Azevedo (2009)

Region

Region in the web page refers to the references, texts and / or images about the region where the country or destination is located Azevedo (2009).

Activities

Activities are the information about various leisure activities available on the destination and / or the countries exposed on the website Azevedo (2009).

Usability Approaches

Usability is a new knowledge (since the 80's) that is concerned with the characteristics of the software (and websites) so that it is considered easy and pleasant to use (Jakob & Tahir, 2000). Usability is a qualitative attribute that measures the ease of use of an interface in its "Usability".

This concept also applies to the methods used during the design of the website to enhance the ease of its final use.

The authors define usability as being the result composed of 5 characteristics:

- 1) Accessibility / understanding: ease with which users grasp the basic tasks of the website the first time they visit it.
- 2) Efficiency: how quickly users take advantage of the website after getting used to its design.
- 3) Memorization: How easily do users use the website after a period of absence? That is, your first visits to the website were enough to, after absence, resume efficient use of it?
- 4) Errors: Regarding the errors that occurred during the use of the website, it is necessary to evaluate how many, how serious and how easy it was for the user to recover from these errors.
- 5) Satisfaction: degree of pleasure in using website design.

According to Azevedo (2009), they also highlight an additional characteristic that is considered important: **utility**. This concept relates to the effective functionality of the design, and has to do with the real satisfaction of the user's needs. Usability and utility complement each other to produce a positive effect. In short, the important thing is to respond to the needs of the user and not only provide satisfaction while browsing the website, but it is no use for the website to contain the necessary answers for the user if these answers are conditioned by inadequate interface.

The book is a regular reference when it comes to usability. In it, web pages are considered real estate of the most valuable. The authors point out that enormous amounts of money are here applied in a space that is not even one square centimeter in size. The website is the face of the organization presented to the world, and potential customers look at it before eventually doing some business. That is why complexity or confusion can alienate customers.

Download time

According to Jakob Nielsen "Every web usability study have conducted since 1994, has shown the same thing: Users beg us to speed up page downloads" (Nielsen, 2000).

In other words, file size is a crucial factor in web usability. Most of us who have spent any time on the web, particularly on a dial up modem, would have to say a big "duh" to this, given how annoying it can be to wait for a long download and how quickly we will leave a page that is not

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crucial, instead of waiting. In his 2000 book, Nielsen quotes a classic paper by Miller (1968), which specifies a relationship between computer response time and users' perceptions: 0.1 second = limit for having the user feel the system is reacting instantaneously; 1 second = limit for user's flow of thought to remain uninterrupted; and 10 seconds = the limit for keeping user's attention focused on the dialogue.

Nah (2004) said although long download time of Web pages has been a consistent problem encountered by Web users, it is still controversial as to what constitutes an acceptable waiting time for a typical Web page download. Interestingly and ironically, the average American users that use dial-up connections wait about 30 seconds the first time they look at a new Web page (Nah, 2004).

Layout

According to Karkin (2014) since website layout is a very subjective issue, we focused on Cascading Style Sheets (CSS), a system which enables a consistent style among the different pages.

The World Wide Web consortium (W3C) defines CSS as “a simple mechanism for adding style (e.g., fonts, colors, spacing) to Web documents” (<http://www.w3.org/Style/CSS/#specs>). Thus, if a website has no issues related to CSS, this means that it is interoperable via web browsers in terms of style.

Pages Dimensions

According Web Style Guide (WSG,2004) although Web pages and conventional print documents share many graphic, functional, and editorial similarities, the computer screen, not the printed page, is the primary delivery site for Web-based information, and the computer screen is very different from the printed page. Computer screens are typically smaller than most opened books or magazines.

A common mistake in Web design is spreading the width of page graphics beyond the area most viewers can see on their seventeen- or nineteen-inch display screens.

Nowadays the definition of page dimensions of 2004 is no longer in use, because things are dynamic that's why responsive is currently vision as (Shields, 2012) said that Simply put, responsive design allows you to create experiences that are optimized for the device visitors are using to view your website, and the size of the window they have open. Essentially, a responsive website provides adynamic layout and sometimes content or functionality to fit the screen and context of visitors. This is more than just hiding content for the mobile experience. Since entirely new layout rules are applied at critical screen size and resolution breakpoints, it is possible to tailor one site to suit the desktop, tablet, and mobile experiences. These breakpoints are the predetermined size at which new layout rules are applied. For instance, sites may be

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laid out very differently for devices with a screen width of 320 pixels, as opposed to a width of 1200 pixels.

Frame use

According to WSG (2004) to frames are *meta*-documents that call and display multiple HTML documents in a single browser window. A frame document contains no BODY HTML tags, just the parameters for the frames and the URLs of the HTML documents designated to fill them. Frames-based pages do not function as an integrated unit, which is both good and bad. Frames are useful for certain content and greatly facilitate site maintenance. They provide a good way to maintain narrative and design consistency in your site; you can split the browser screen between site navigation and the material you wish to bring up with a link.

Frames are useful in a site whose contents are expected to change frequently. Because a frames-based site can be designed to have a single file for navigation, if you add or remove pages from the site you will have to modify only that one file.

Elements

According to Karkin (2014) visual elements although visual elements can be measured by various criteria, to evaluate usability the following criteria such as website performance at low resolutions, website appearances using different browsers, the availability of different language choices, and the presence of animation site search function.

Readiness

Discussing the diverse definitions of e-readiness Web Style Guide (2005) observes that the term represents multiple levels of Information Communication Technology (ICT) development and that exact definition of what constitutes "e-readiness" is still open for debate.

Similarly, agriculture and food in Canada found in 2001 that there are many degrees of e-readiness, which could include any one or more of the following.

- Using e-mail as the most preferred communication method
- Using a website for external and internal communication
- Selling goods and/ or services using online internet services
- Findings and purchasing computer equipment and software, supplies or services through a company website
- Sending electronic invoices to consumers and receiving electronic bills from suppliers
- Paying and receiving payments electronically the choice of e-readiness too largely depends on the purpose and goals of the particular assessment.

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Link quality

Having direct effects on demand and supply sides of e-government services, the service quality of website is assessed in terms of user satisfaction. User satisfaction is dependent on factors such as the maturity of websites, the level of government (local, national, or federal), and how well the needs of the citizens visiting the websites are identified and met (Bhattacharya & Gupta, 2012).

Garcia, Maciel, & Pinto (2005) point to three constitutive features that e-government websites must possess regarding quality: (a) meeting the information needs of citizens; (b) rendering services that allow citizens to make online transactions (e.g. sending a request and receiving an answer); and (c) harnessing the full potential of citizen engagement in public policy design and implementation. However, an evaluation of website quality is not easy to perform. Previous studies show that user perceptions and visitor feedback are important means for measuring the quality of e-government portals and websites (Alias, Idris, & Kasimini, 2011).

Typography

Bringhurst (1997) typography is the balance and interplay of letter forms on the page, a verbal and visual equation that helps the reader understand the form and absorb the substance of the page content. Typography plays a dual role as both verbal and visual communication. As readers scan a page they are subconsciously aware of both functions: first they survey the overall graphic patterns of the page, then they parse the language, or read. Good typography establishes a visual hierarchy for rendering prose on the page by providing visual punctuation and graphic accents that help readers understand relations between prose and pictures, headlines and subordinate blocks of text.

Accessibility and navigation

As known from the literature, accessibility means that websites are reachable by citizens who have physical, motoric or perceptual disabilities Lazar & Olalere (2011). Based on its very nature, government websites must be sensitive to in accessibility issues in order to ensure equal access. Furthermore, Kopackova & Michalek (2010) state that “public administration websites must be accessible inherently, since their purpose is to provide information to everyone without any exception”. Since the general well-being of websites is largely conditioned to the size and level of government in terms of social, financial and administrative aspects, local government websites may include some technical and usability deficiencies comprising accessibility issues when compared to national or federal levels of government (Kopackova & Michalek, 2010).

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Functionality

In their pioneering study pertinent to an effective commercial website application, Lu & Yeung (1998) state that two major components affecting usefulness of a website are functionality (i.e. content) and usability (i.e. design). High website usability can certainly encourage users to spend a longer time viewing the website and to come back again later. Website functionality, concerning whether the website provides sufficient information to help users accomplish their intended purposes, is more critical given that information provision and is the basic goal of a website. Since content quality is one of the most important factors that travelers seek when booking through an online reservation site (Dickinger & Brigitte, 2013) ; (Perdue, 2002).

Customization

In particular, the diffusion of customization practices has been boosted by the increasing application of web toolkits. Customization web toolkits consist of the sets of configurators, choice menus and design kits that allow the customer to interactively customize her/his own product

Franke & Schreier (2008) in web-enabled customization approaches, the customer plays an active role in the product definition thanks to interactive and involving toolkits, which enhance preference fit and the customer feeling of being the designer of her/his customized product.

Based on such advancements, the interactive marketing literature has classified customization models based on the degrees of freedom allowed to customers in the design process. Some studies Randall, Christian, & Ulrich (2005) have related design freedom to the potential combinations of product modules provided by the company to the customer. In addition, Franke, Schreier, & Kaiser (2008) have defined the degree of design freedom considering the opportunity for the customer to add content to the product beyond predefined modules. They apply to the customization context the concept of consumption integration, which has been proposed in the consumer behavior literature to indicate practices of product manipulation aimed at linking the self and the object (Holt, 1995).

Mobile Communication

Science information was formerly delivered to the public by the mass media in the form of news and magazines. On the one hand this was seen as one part of the expository phase of scientific practice, which is vital to the scientific enterprise Gregory & Miller (1998) and an integral component of the knowledge production Whitley (1985) on the other hand, science news has tended to be judged rather negatively by the scientific community (Lewenstein, 2001).

Since such representations differ greatly from traditions established in the textualization of scientific knowledge in research articles. As a result, science news is generally considered by

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the science community as being simplistic, inaccurate, sensational, and biased (Lewenstein, 2001).

It has been considered, however, that the 'authority-to-public' model has been turned 'inside-out' as the Internet and social media have shifted the boundaries between previously separated spheres of communication (Trench, 2008).

Science news is no longer consumed in isolation as it used to be, but instead is now contextualized by cues such as Facebook likes, readers' comments, or Twitter mentions (Brossard & Dietram, 2013).

The accuracy - integral to evaluating health-related information on the Internet is the accuracy and quality of the information presented to audiences. Accuracy refers to the communication of information that is consistent with accepted recommendations (Bonnar, Black, & Mattson, 2009).

Accuracy is needed so as to satisfy the customers need and want so as to have good and positive images of the site, so this element is crucial to a site.

Regularity is important to a website of goods and services. This includes being always up to date and changing tools, and adapting to the use of new technology (Bonnar et al.,2009).

Security

According to Ismailova (2017) Security is a crucial point in government web sites. Governmental infrastructures must support authentication, confidentiality and integrity, and the public key infrastructures (PKI) must be used to develop a new trust model. Besides this, there are problems related to the use of Web solutions as well. Poor coding practices can make Web applications vulnerable to attacks such as Structured Query Language (SQL) injection and cross-site scripting, which can cause disruption of service and loss of data, or bring the web application to a complete halt. In government web sites, consequences of such attacks can be disastrous.

Efficiency

Efficiency is comprised by two items such as resource utilization and time behaviour, efficiency is an issue that has raised a great interest within the scientific community. This interest is driven by the fact of living together in a highly competitive environment in which the first proposal to improve the profitability is to optimize the efficient use of resources (Tavares, 2002).

Seiford (1978-1996) the efficiency is necessary in order to minimize and to optimize use of resources utilization, time behaviour.

3. Methodology

According to Creswell & Vick (2007) there are 3 types of methodology namely: Quantitative, Qualitative and Mixed Methods Research.

Quantitative research - studies are appropriate for examining relationships between and among variables, describing trends, attitudes, or opinions of a population, as well as for testing the effects of a treatment or intervention on an outcome. While **Qualitative research** - is a reflexive practitioner, aware of his or her own political and cultural perspectives, yet willing to engage in self questioning and self understanding (Patton, 2002).

Mixed methods research are in the given elements of the two approaches.

3.1. Objectives

The aim is to looking for the various models studied by different authors about tourism websites and propose a new model based on the differences and similarities of them.

3.1.1. General Objective

- Implement analysis of Mozambique website and propose some improvements and solutions

3.1.2. Specific objectives

- Identify models to evaluate sites in Tourism area;
- Diagnose the communication tools used in websites;
- Describe SWOT analysis of the Mozambique and Portugal Websites;
- Compare Mozambique and Portugal websites.

The **methodology** is also the application of procedures and techniques that must be observed to build knowledge, with the purpose of proving its validity and utility in the various spheres of society (Prodanov & Freitas, 2013).

The research will be conducted using the **qualitative method approach - comparative descriptive** which aims to analyze the Mozambique and Portugal websites.

Scientific method to choose for a research project is fundamental (Barros & Lehfeld, 2000).

The methodological process is divided into six phases:

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1^a Phase - Theme development, problems, justification, objectives.

2^a Phase - It is characterized by the implementation phase, documental and bibliographical research.

3^a Phase - Compilation of literature review.

4^a Phase - Data analysis refers to analysis of the proposal model based on deep description of each elements of website.

5^a Phase - This stage took place a comparison of Mozambique and Portugal websites, Swot analysis, conclusion, limitations and future studies.

6^aPhase - The compilation and review of final work with the help of the computer in the scanning process.

The first stage - refers to the preparation of the project that corresponds to the discipline of study in Tourism Marketing. This involved identifying the problem and research questions, also objectives traced to the research.

The second stage - is characterized by literature review like use of written material (books and journals), virtual research on the models used in Tourism and Marketing field.

The third stage - The presentation of literature review based on the author's discussions and theme to support the research.

The Fourth Stage - refers to model proposed application in the study, evaluating each elements of the model by items showed on Mozambique and Portugal websites.

The Fifth stage - This stage took place a comparison of Mozambique and Portugal websites based on their tools, communication strategies, multimedia, products and services offered, design, speed, information contents and so on will be employed, followed by swot analysis and the conclusion, which discuss the work done, limitations of the study and possible future studies.

The sixth stage - the last stage is based on deep adjustment of the final work according to the orientation by the Supervisor and also a final writing.

4. Analysis of Mozambique and Portugal Websites

This chapter presents the analysis of Mozambique and Portugal websites, a comparison between Mozambique and Portugal websites are detailed and classified. The SWOT analysis of Mozambique and Portugal websites as well are identified.

The chapter uses the proposed model which includes the items below:

- Content (introduction, Multilanguage, logo, sequences of images, virtual visit, photos, animation, audio, aesthetics, domain name, map/location);
- Information (text, history, regions, activities);
- Efficiency (resources utilisation, time behaviour);
- Functionality (customization, mobile communication, accuracy, regularity, security);
- Usability (download time, Pages dimensions, frame use, elements, readiness, ALT TEXT, Links quality, typography, accessibility and navigation).

4.1. Mozambique

4.1.1. Content

Multilanguage

Mozambique website offers two languages namely: English and Portuguese. There is probably a lack of investment in various languages which would assure tourists by giving them vast language choices while navigating these websites aiming to target several audiences.

Logo

The logo explains the brightness of Mozambique through colors, it expresses that it is a country rich in culture and beaches. Mozambique offers beautiful and exotic white sand undiscovered beaches. But there is a limitation identified with the logo, this is the point that states that the logo does not look like it would be more valuable to a country as beautiful as Mozambique.

Sequences of images

Some of the images on the website do not open. It would make so much of a difference if the sequence of the images were divided into provinces and their respective cities instead of being random.

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Virtual Visit

There is not virtual visit.

Photos

The website features 8 photos next to the map, it displays 3 photos in the background. There is a need to increase the number of photos with the main focus being on the major tourist attractions as it is always necessary to welcome consumers showing some attractions that the tourist destination offers.

Animation

Almost none of the animating elements are thought to be a strong point if this is achieved, but it should be noted that although photographs are few, they are attractive and deserve more attention with the inclusion of more encouraging photographs for the website. Mozambique is a beautiful country through its culture, richness of flora and fauna, people, and its beautiful history. The site could bring images with animations in response to this aspects.

Audio

In the videos part, the titles of the videos appear and the videos do not read, which makes them difficult to access and some videos are not available. The videos available contains typical Mozambican music for each image to reflect the beauty of Mozambique. The youtube platform could be more visible in the site and more explored, thus creating a prominent use of the videos. The use of audio on the site is important and worth to exploit for the benefit of the general public and tourists.

Aesthetics

The appearance is consistent throughout the site, this includes the use of colours, fonts, icons and images on pages. The animations are appropriate and relevant to site content and make sure that the text is readable.

Domain name

The URL: <http://www.visitmozambique.net/uk>, but for the case of Mozambique the domain name of the website is essentially an element of Marketing since it conveys a strong image of the brand and its notoriety.

Map/Location

The map of Mozambique should be made in such a way that if one clicks on the pictures or at the point marks on the map one is given more information about the selected location to know more about the selected location.

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The site does not display the "Google-maps" which would be of tremendous help to the inbound and outbound tourists in identifying the location of tourist attractions that exist in the country.

4.1.2. Information

The information accurate and up to date is important on website, keywords also for Mozambique website, because good information conveys confidence, bring back the customers to visit the country.

Text

There are very good texts and well detailed, but should be good also to summarise some information on the website, because people there are no longer worried to read a lot of information, the idea is to be clear, objective and tell what is important, instead to be wasting time with long histories.

The text is free of spelling and grammatical need to be taken in to account, sentences, paragraphs and short headers, and numbered for is easy to search.

History

In general, the history of Mozambique is true, may be the website should state what is important, and try to be more specific on the history, because it appeals with more information and sometimes not related at all, may be dividing by time like pre-colonial era, colonial era and post colonial era.

Region

In fact, Mozambique regions on the website are exactly as they are: 10 Provinces, with a big city for each province, but some improvements are needed at the representation and selection criteria of information that represent the country on the website.

Activities

There are a lot of things to do in Mozambique, and some of them are described on the website. Mozambique offers water, air and land activities to perform, and all of these show up on the website.

4.1.3. Efficiency

Loading time is good on the site, it is a HTML site and it works properly. Downloading depend on the type of document, it takes a few seconds to download any type of document, including photos.

4.1.4. Functionality

Customization

Customization does not exist at all to the website, is government entity responsibility (Web-builders) to look on website customization according to their marketing, products, services. But there are search engines, social networks, for booking or to be chat for a service is not found the application, is just two (2) languages available, namely Portuguese and English.

Mobile communication

The website can be accessed using Smartphones or tablets, the site is responsive and works well on any Operating System and is multiplatform. It can therefore be endeavour to satisfy the consumers who intend to travel to Mozambique. It presents social networks like facebook, twitter and youtube, but there is a lack of updated presence of some social networks of greater use.

Accuracy

The accuracy is important to make sure the Mozambique websites, the site needs to be adjusted and improved for the consumers. Is realized that because there are some technology marketing tools that are not showed anymore, such newsletter, live chat, etc.

Regularity

Mozambique site is a static, since 2013 up to now the websites is not updated, although there are existence of some technologies tools, it has to adapt with the new trends for their services and products, accommodating by improving more, as another websites do.

Security

In term of security to the website is something that needs to be improved always, there are nothing safe and this tool should be looked as also very important application for guarantee the consumers buying online avoiding misuse.

4.1.5. Usability

Layout - page looks good because it is what the website planned before, despite the current changes that MICUTUR have been doing.

Pages dimensions - the pages allow you to go back to the homepage and skip to any point of the website, they are divided into menu, submenu, and each page contains its own information.

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Frame use - there are some frames used because as a web page or browser window which displays content independent of its container has the ability to load content independently.

Elements - defines functionality as the combination of 4 factors: adequacy, precision, interoperability, and security.

Readiness - some of the tools available are easy to use but it has some drawbacks like being difficult to access for booking some tourism services.

ALT TEXT - it is font-family: Arial, Helvetica, sans-serif; font-size: 12px.

Links quality - the links are organized, but they are closer because all the links are clearly identified and their obvious destination.

Typography - It is an integral part of any web design project and the use of custom fonts is an essential creative asset, contributing to the overall identity of a website as much as other important elements such as colors or artwork.

Structure and navigation - the content of the site is "logically" organized, the text links are available, the minimum number of clicks (a good rule of thumb is no more than 3 clicks).

4.2 Portugal

4.2.1. Content

Multilanguage

Portugal websites offer 10 languages such as: Portuguese, English, French, Deutsch, Italian, Netherland, Pycknn, Chinese, Japanese and Spanish to assure the main inbound tourists with possible ease navigation and to serve the various target audiences.

Logo

The logo is good, there is a good appearance, a spectacular brightness, the brand and identity of the existing tourist potential.

Sequences of images

The images are good, each region present its well organized images and the respective touristic points.

Virtual Visit

Portugal offers virtual visit, by travel guide using Smartphones or tablets, but in the near future they should improve using 3D visits for the consumers.

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Photos

There are 4 photos displayed in the background of the country's map, and it is always necessary to welcome consumers showing some attractions that the tourist destination offers.

Animation

The elements are remarkable, animations are appropriate and relevant to site content because it's always impressive when a website uses good illustration and animation. Some websites go above and beyond with beautiful illustrations to make their websites stand out from the rest.

Audio

The site has a great advantage in its video presentations, divided into regions that Portugal has as a tourist destination.

Aesthetics

The site presents a good appearance and color, well organized, presents animation of some tourist points existing in Portugal. The colours of the images are smooth and cannot be confused with the page background, colour combinations are suitable for the purpose and site theme.

Domain name

The URL: <https://www.visitportugal.com/pt-pt>, but for the case of Portugal, the domain name of the website is essentially as an element of Marketing.

Map/Location

The site display the "Google-maps" to the consumers in order to have access to visit the regions online, since the north, center and south of Portugal. The map of Portugal features localities, airports, motorways, parks, river and other nature reserves.

4.2.2. Information

Text

The information is accurate and up to date, there are very good texts that are well detailed and also readable. Lines are very large and their reading is not very tedious so as to give the customers a positive experience and satisfactions.

History

On the website there is no history about Portugal, may be it is relevant but the Portuguese should look on users satisfaction and rising tourists' curiosity regarding the destinations.

Regions

The website presents the regions of Portugal as they are, that is 3 regions, which are divided according to the biggest city of each region.

Activities

There is a lot to do in Portugal, and some of these activities are described on the website, Portugal offers water, air and land activities to enjoy during tourist visits.

4.2.3. Efficiency

Load time is on time, when is downloaded a file it just takes all about seconds, as well to click a site to visit is no more than 3 clicks as rules of thumb recommends a efficient and good website quality.

4.2.4. Functionality

Customization

The international marketing is well used by the Portugal website. It is able to satisfy the users' needs and wants through the services and application that use the new technologies such as newsletter, booking, have a chat with service in several languages, customers online complaint books, a travel guide, registration/profile tools which facilitate login using social networks such as facebook, twitter, google, open ID, planning application in order to see selected contents and create your own plan or brochure, meteorology showing up the weather of Portugal cities, calendar of dates.

Mobile communication

It presents social networks like facebook, instagram, twitter, youtube, pinterest and blogger.

Accuracy

The accuracy is important, some available tools such as newsletter, live chat, sharing and remember, etc are applied as marketing tools to pull customers to visit Portugal as dream or favourite destination.

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Regularity

Portugal site is a dynamic website offering a lot of facilities, webmasters are concerning about updating and improving always the services available looking towards customers satisfactions, behind technologies tools and consumer behaviour trends.

Security

The security website must support authentication, confidentiality and integrity. Portugal is considered as safe destination, thus, security needs to be looked around always, and keep it up avoiding poor coding practices that can make Web applications vulnerable to attacks and disastrous consequences can take place.

4.2.5. Usability

Download time - the downloading time depends on the file's size, then the preponderant factor is the quality of the internet connection and the availability of search engines.

Layout - It looks well designed because the builder paid attention on tourism resources available in Portugal and its potentialities.

Pages dimensions - established by Portugal, the pages allow you to go back to the homepage and skip to any point of the website, they are divided into menu, submenu, and each page contains its own information.

Frame use - there are some frame used, because as web page or browser window which displays content independent of its container, with the ability to load content independently.

Elements - there are elements which identify the Portugal website, such as functionality as the combination of 4 factors: adequacy, precision, interoperability, and security.

Readiness - the ease of some tools available so that can satisfy before, during and after consumers buying process decision.

ALT TEXT - font-family: "GothamXNarrow-Medium", Arial Narrow; font-size: 16px.

Links quality - the links are organized, but are so closer because all the links are clearly identified and their obvious destination.

Typography - this is related to Portuguese design, and it is an integral part of any web design project and the use of custom fonts is an essential creative asset, contributing to the overall identity of a website as much as other important elements such as colors or artwork.

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Structure and navigation

The content of the site is "logically" organized, the navigation structure is found located in the same place on every page of the site. The navigation structure allows the user to go back and access to higher levels of site easily. Information is available with a minimum number of clicks (a good rule of thumb is no more than 3 clicks). Navigation between different pages and sections of the site is obvious.

4.3. Comparison of Mozambique and Portugal

This comparison of Mozambique and Portugal website is based on classification by time used from Daniel Azevedo (2009), in his study entitled "**A Proposal of Housing Tourism Websites Model**". See table 4 below:

Table 3: Scale of quality applied to analyzed items

Quality of Item	Points	Criteria
Item absence	0 points	Total absence of the item being analyzed or fully present counter productive and especially negative
Very weak	1 points	The item is present but in a very rudimentary, imperceptible or with counter-productive impact.
Mediocre	2 points	Rudimentary item of poor quality, moderately negative and dispensable effect.
Sufficient	3 points	The item does not bring significant value, has a moderate effect or only presence without harming the website.
Good	4 points	The presence of the item is an added value on the website. It is balanced, has quality, makes the difference in relation to the standard.
Excellent	5 points	Item very good, achieved and very positive effect. Distinguishes by excellence.

Azevedo (2009) said the evaluation process is supported on a value scale ranging from 0 to 5 and has shown in table 5 above. It should be noted that the evaluation criteria should be

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understood according to the nature of the item to be evaluated and inevitably have a personal and subjective nature of the evaluator in question. In an ideal situation, the use of several evaluators would give greater solidity to the results and decrease the subjectivity.

Table 4: Comparison between Mozambique and Portugal websites

Items	Evaluation elements	Mozambique	Portugal	
Content	Introduction	4	4	
	Multilanguage	3	5	
	Logo	5	5	
	Sequences of images	4	4	
	Virtual visit	0	4	
	Photos	4	4	
	Animation	3	4	
	Audio	3	4	
	Aesthetics	4	4	
	Domain name	5	5	
	Map/Location	4	4	
	Information	Text	4	4
History		4	0	
Regions		4	4	
Activities		4	4	
Efficiency	Resources Utilisation	4	4	
	Time behavior	5	5	
Functionality	Customization	3	5	
	Mobile Communication	4	5	
	Accuracy	3	4	

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	Regularity	3	4
	Security	4	4
Usability	Download time	4	5
	Layout	4	4
	Pages dimensions	4	4
	Frame use	4	4
	Readiness	4	5
	ALT TEXT	4	4
	Links quality	5	5
	Typography	5	5
	Accessibility and Navigation	5	5

In the case of Portugal prudences of 0 goes to history and Mozambique was virtual visit. Is important to consider for 1 and 2 prudences were not identified and applied for none of the countries case. The result point out that in the case of Mozambique, the prudence of 3, goes to Multilanguage, audio, customization, animation, regularity and accuracy whereas for Portugal none identified. Mozambique website, the prudence of 4 has been as the average for the following items: text, regions, activities, history, introduction, sequences of images, photos, aesthetics, map/location, resources utilization, ALT TEXT, readiness, frame use, page dimensions, layout, security, mobile communication. Portugal case is also attributed prudence of 4 for such items namely: ALT TEXT, frame use, page dimensions, security, accuracy, regularity, sequences of images, introduction, virtual visit, photos, animation, audio, aesthetics, map/location, regions, resources utilization, text.

For Mozambique the prudence of 5 goes to the logo, domain name, time behavior, links quality, typography, accessibility and navigation, whereas Portugal has the following: Multilanguage, readiness, logo, domain name, download time, links quality, typography, accessibility and navigation.

4.4. SWOT analysis of Mozambique and Portugal Websites

SWOT analysis is an examination of an organization's internal strengths and weaknesses, its opportunities for growth and improvement, and the threats that the external environment presents to its survival. Well the SWOT analysis is based on the difference between the Mozambique and Portugal websites, see the table 5 and 6 below. It is important to examine so

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well the aspects of these sites and to have an idea of how far they are competitive and comparative advantages that each one has and in what aspects.

Table 5: Mozambique Website SWOT analysis

<p>Strength</p> <ul style="list-style-type: none"> ✓ Static ✓ Clear information available ✓ Good appearance ✓ Existence of logo ✓ Presence of photos ✓ Offering domain name ✓ Good texts and well detailed ✓ Website is divided in menu and submenu, ✓ Is efficiency ✓ Adapted using smartphones or tablets, in iOs system, Windows and Android. ✓ The content is logical organized ✓ The minimum of clicks (a good rule of thumb is no more than 3clicks) 	<p>Weakness</p> <ul style="list-style-type: none"> ✓ Limited languages on the site ✓ Images are no longer open ✓ The site link sometimes does not open ✓ Absence of google maps ✓ Lack of updated presence of social network like pinterest, skype,etc ✓ Video do not open, some video are not available.
<p>Opportunities</p> <ul style="list-style-type: none"> ✓ Located in Africa ✓ Located in developing country ✓ Expose services and goods worldwide 	<p>Threats</p> <ul style="list-style-type: none"> ✓ Website security issues ✓ Competitors government tourism websites around the world.

Source: author (2017)

It is realized that the Mozambican website is static, but it would be important if it were dynamic, and the responsibility for marketing the website is important to do so. The Strength of the website is that it is competitive to other websites, the services offered however should be improved by marketing internationally. The weaknesses is that it does not portray a website concerned with the satisfaction of the users, therefore they should be made positive, and worked on with the intervention of the players involved. It is believed that the Mozambique website can be compared to any official destination website worldwide because Mozambique has a tourism potentiality to be marketed and exposed through e-tourism.

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Table 6: Portugal Website SWOT analysis

<p>Strength</p> <ul style="list-style-type: none"> ✓ Dynamic ✓ Several languages ✓ Existence of social networks such as facebook, Instagram, Twitter, Youtube, Pinterest ✓ Clear information available ✓ Good appearance ✓ Existence of logo ✓ Presence of photos ✓ Offering domain name ✓ Good texts and well detailed ✓ Website is divided in menu and submenu, ✓ Is efficiency ✓ Adapted using smartphones or tablets, in iOS system, Windows and Android. ✓ The content is logical organized ✓ The minimum of clicks (a good rule of thumb is no more than 3clicks) 	<p>Weakness</p> <ul style="list-style-type: none"> ✓ Lack of Portugal history on the website
<p>Opportunities</p> <ul style="list-style-type: none"> ✓ Located in developed country ✓ Located in Europe ✓ Marketing services and goods worldwide 	<p>Threats</p> <ul style="list-style-type: none"> ✓ Competitors government tourism websites around the world.

Source: author (2017)

The Portugal Website is dynamic and offers several services for its consumers; while being concerned with satisfying their needs, desires and attracting several target markets at the same time. Although it has competitive advantages with Mozambican website, Portugal website should highlight a brief history of the country on the official website. Although it is a destination of excellence, the website marketers seek to innovating their pages and services so as to position Portugal as SMART city.

4.4.1. Recommendations

- To improve the operation quality of Mozambique website, the weaknesses and prudence of 0, 3 to Mozambique and Portugal should be transformed into action plan.
- Use of a 9 step problem solving technique, namely: conversion, content, research, maintenance, mobile, usability, SEO, measurement and designing.

Conclusion, Limitations, Future Research

To conclude there are several models to analyze tourism websites, the two government websites were evaluated based on the new model proposed in this research. The first model based on WQI for destination websites assessment system that consists of a set of twelve parameters. The Second model this study refers to Kim (2006) for the classification of online tourism information sources, so he concluded that there some elements specifically person blogs, public websites, companies websites, websites for social media. The third model came with many authors who studied parameters, and dimensions, with main aim to standardize the language for website managed by government agencies, e-commerce, e-tourism and so on. The model about evaluation housing tourism websites by Azevedo (2009) showed a new picture in order to guarantee the tourism website success based on usability, credibility, impact, information, tariffs, reservations and references. The model proposed by ISO9126 is forward quality on websites, each quality sub-characteristic are divided into attributes. An attribute is an entity which can be verified or measured in the software product. Attributes are not defined in the standard, as they vary between different software products. However the Last model is new model proposed a based on the previous studies in their similarities and differences. To reinforce that the new model created is believed to be clear, understandable, and applicable to evaluate a tourism website of a certain destination around the world. The main objective of this research was to implement analysis of Mozambique website and propose improvements and solutions to identified problems. During the thesis, tourism was defined in the literature review, and supporting studies were presented. A successful tourism business nowadays depends on the new technology, connectivity, and is also related to the consumer behaviour in planning a vacation. One of the moments of the research was the attribution of weights to the criteria for evaluating websites, based on the websites quality analysis scale described by Azevedo (2009). It is very interesting to notice that there were marked differences in the opinion of the researcher, who often attributed different weights to the different evaluated items.

But justifying this feeling, mostly with the argument that the verification of a certain criterion for evaluating the website of Mozambique and Portugal is of great importance, however the reality be it technological, financial or political, sometimes allows it not to be effective. However the evaluation is loaded with subjectivity and clearly influenced both by the environmental context and by the context. Therefore Subjectivity was also a strong feeling at the moment of assigning notes to the various criteria during the analysis of the websites as previously mentioned, the attribution of notes was simply limited to the situation of 0-5 in which he believed in assigning a note that revealed the degree of quality of a given attribute, with a gradation of one point for each classification.

The following results were found in the classification of the items with prudence of excellence in both countries: links quality, accessibility and navigation, typography, security, time behavior,

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domain name and logo. It should be noted that in terms of classification for both countries on a scale of 0 was found item for each, which makes the two countries competitive in relation to the quality of the website operation. A look at the overall satisfaction of the target audience shows that the Mozambique as well as the Portugal website requires more improvement. Although these sites are different, **Mozambique** should seek to work on updating the current tools constantly, always looking at the trend of new technologies and consumer behavior in order to position its niche market. **Portugal**, being a country already well known in terms of tourism and marketing, needs to look for target satisfaction and attract consumers looking for the carrying capacity, and as challenge, it should strive to be one of the favourite or dream destination around the world. Currently SMART destination is one of today's topics, so it is called public and private entities without convergent visions to get involved as well as residents in the various challenges of the digital era. The websites analyzed above should seek transparency in the information provided at all levels of the process and analysis of the effects of the decisions makers.

Limitations

The system of prudence make up the relative importance of each attribute, but the recognition of its limitations is evident and there is a need for improvement. It is a judgment of value, done by a single person, who can not at the time of grading, get rid a series numbers of elements that make up its intellectual structure and context.

In other words, what is meant here is that it is believed that the adoption of an evaluation methodology that assigns a scoring scale to the evaluated object can lead to a reduction in the interpretation of results, which can become superficial in the measure in which the ease of visualization of numbers overlaps the wealth of details of qualitative evaluation.

Another limitation of this research is the generation of rather ephemeral results, which are picture of the object to study in Governments Websites. This is a characteristic of the evaluation process which, as can be concluded, must be continuous, as the only way to to effectively enable the implementation of improvements with the evaluated object.

In spite of all the limitations highlighted above, it is believed that the research objective was achieved.

Future research

Another possible future research of the model could be achieved by including more attributes subject to evaluate in order to measure the image of a tourist destination.

In the future, the results of the implementation of this model could be consolidated (or not), through a process complementary to the model, that would allow to perceive the level adequacy in the weights used and to measure the association between the performance of the website promoter's economic activity. It is association, although it is possible but somewhat complex to determine, it would nevertheless be excellent contribution to the credibility of the model.

Another possible future enrichment of the model could be achieved through inclusion of more attributes subject to evaluation associated to the visibility of the website on the internet, namely in the aspects related to the optimization of pages in engines of a determining factor for the business success of a website. There are also need to study using Quantitative and Qualitative analysis to government websites in order to find out another results related to the study.

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Annex

Annex 1- Table 1: Standardization of the language according to the authors, mentioned parameters and their belonging to each dimension proposed by the authors

Author/s	Parameters	Dimensions
BARBOSA	Comprehensive/Covers and Purpose	Content
	Services	Functionality
	Visual and Graphic Planning	Usability
	Interface	Usability
	Communication/Participation/Feedback	Functionality
	Navigation	Usability
	Present	Content
	Metadata	Content
	Accessibility	Usability
	Perceptiveness	Content
	Authority/Copyright	Content
	Objectivity	Content
	Customization/Personalization	Functionality
ESCHENFELDER	Comprehensive /Covers and Purpose	Content
	Visual and Graphic Planning	Usability
	Interface	Usability
	Services	Functionality
	Communication/Participation/Feedback	Functionality
	Navigation	Usability
	Present	Content
	Metadata	Content
	Accessibility	Usability

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	Perceptiveness	Content
	Privacy	Functionality
	Links	Usability
	Authority/Copyright	Content
	Objectivity	Content
EVANS	Comprehensive/Covers and Purpose	Content
	Visual and Graphic Planning	Usability
	Services	Functionality
	Communication/Participation/Feedback	Functionality
	Navigation	Usability
	Present	Content
	Accessibility	Usability
	Perceptiveness	Content
	Privacy	Functionality
	Authority/Copyright	Content
SMITH	Comprehensive / Covers and Purpose	Content
	Visual and Graphic Planning	Usability
	Services	Functionality
	Communication/Participation/Feedback	Functionality
	Navigation	Usability
	Interface	Usability
	Present	Content
	Accessibility	Usability
	Perceptiveness	Content
	Privacy	Functionality
	Authority/Copyright	Content
	Objectivity	Content

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	Links	Usability
HUANG & CHAO	Comprehensive/Covers and Purpose	Content
	Visual and Graphic Planning	Usability
	Interface	Usability
	Navigation	Usability
	Links	Usability
	Objectivity	Content
GANT	Comprehensive /Covers and Purpose	Content
	Authority/Copyright	Content
	Communication/Participation/Feedback	Functionality
	Navigation	Usability
	Interface	Usability
	Present	Content
	Accessibility	Usability
	Perceptiveness	Content
	Customization/Personalization	Functionality

Source: Adapted from (Vilella, 2003)