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Department of Economics and Business Master (MSc) in Digital Marketing

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website marketing

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Abstract

The rapid evolution of technology has transformed marketing and has had a major impact on the tourism industry. Furthermore, the profile of travelers has changed and now they are looking for original experiences, are more active on social media sharing their experiences and even seek more information about a destination before deciding to visit it. For these reasons, managing the image of a destination and promoting it has become more difficult than ever before. This paper wishes to study one of the main types of Digital Marketing, website marketing, and more specifically to conduct a technical and content analysis of DMO websites and to investigate their relationship with the destination branding of a destination. To further support this purpose, a case study was also conducted for the official DMO website of the destination of Athens, "This is Athens". Thus, a quantitative survey was carried out using a closed questionnaire distributed electronically and answered by 108 professionals working in the tourism sector in Athens. As for the results, it was shown that the most important technical factor for a DMO website is the navigational friendliness from mobile devices, and that the level of trust regarding the content of these websites is high. Moreover, website marketing is not considered a type that has enough influence towards destination branding, while social media marketing was considered the most influential. Finally, with regard to the examined website, it can be seen that it communicates the identity of destination Athens to a great extent and that it is considered as a valuable source of information for someone who wishes to learn more about Athens.

Key words: Digital marketing, Tourism, website marketing, DMO website, destination branding, destination image

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