

EVALUATING THE USE OF INFORMATION SOURCES PRIOR TO TRAVEL AND THE TOURISM OFFICES IN THE DESTINATION

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The tourist information plays a key role into the destination promotion, also has a great influence on the creation and on the tourism destinations image (O'Leary 2005). Thus it is important for destination managers knowing what information sources are used by tourists during their trip planning and the use of the tourist offices at the destination. These objectives will be conducted in this paper. The results showed the influence of some socio-demographic variables in the source of information selected prior to the visit and the importance of the tourist office as a channel to achieve the tourists' demands. Therefore the correct management of the tourist information into the tourist office seems to be crucial for the tourism development.

KEY WORDS: *tourist offices, satisfaction, information.*