

IMAGE AND PROMOTION OF TOURIST DESTINATIONS IN THE INTERNET

The Case of Municipalities in the Island of Madeira

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Tourists want to know different places of their everyday lives and therefore the image of a destination promoted on the Internet can be a stimulus for potential travelers. The image of the destination on the Internet not only arouses interest and curiosity for travel, but is also part of the decision process of a tourist. This paper seeks to identify the elements most valued by the tourist towns of Madeira Island, through the Internet, to persuade tourists to visit their region and analyze the importance that the municipalities of Madeira attach to the Internet to promote their destination. On methodological issues, the author chose to make a content analysis of the sites of the municipalities of Madeira Island referenced in the network in 2011, and had a connection to tourism. It can be conclude that the sites of the municipalities value the natural landscape to attract tourists.

KEY WORDS: *tourism, promotion, destination image, internet.*