

EVALUATION OF THE QUALITY OF WEBSITES THAT MARKET CUBAN TOURIST DESTINATIONS

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The tourism industry evolves vertiginously and with it, diverse technologies that intervene in its operation, inside them play an important paper the commercialization and as part of this the use of technologies of information and communications. This investigation proposes a methodology to evaluate the quality of web sides that promote tourist destinations, based on several methodologies that precede it. The proposal is shown through its application to 21 web sides that promote the tourist destination Cuba, being commented the main obtained results.

KEY WORDS: *web sites, quality, tourist destinations.*