

IDENTITY TOURIST DESTINATIONS IN WEBSITES
It's Relation to the Evaluation and the Consumer Attitudes

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This paper investigates how the identity of a tourist destination, presented on their official website from sustainability characteristics, is related to more positive assessment of fate and purchase intent among consumers. To this end, it was the use of a quasi-experiment. The results revealed that the subjects analyzed did not tend to have more positive attitudes in the assessment of targets that emphasize sustainability issues in their promotion via websites. Moreover, these elements do not contribute to the formation of a more positive and increasing intends to visit (purchase) the destination.

KEY WORDS: *identity, tourist destination, website, sustainability, consumer behavior.*