

DISCRIMINATION OF THE BEHAVIOR OF TOURISM BASED ON THE TECHNOLOGY USED

Comparison between Two Spanish Destinations

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The technology has definitely changed the paradigm of tourism. In the model of behavior of tourists, for each of the stages that make up the travel, technology has influenced and altered them, before, during, and in the later moments of the trip. This tendency to build businesses and destinations where prevail the technological criteria and the bet by the universal connectivity of the tourist should also consider different attitudes and needs in demand because it is possible that not all tourists they may have the need to be connected, be measured and be present in all the available applications. This work aims to determine, from a discrimination of types of destinations (rural versus urban), which attributes or services, are critical to differentiate the technological behavior of its tourists. It have studied the differences between a tourism that goes to a destination city in front of a target rural, analyzing relations between technological applications, social networks... and its use by the tourist destination. Is possible to determine indicators from the strategic segmentation of tourist experiences from the use and availability of information technologies.

KEY WORDS: *Tourist behavior, technology, smart destination, urban destination, rural destination.*