

Tourism Marketing and New Media: Poetry and Surf

Audiovisual and communication have become equivalent terms.

Brands must be everywhere at any time, also the DMOs and the tourism industry ones.

The new media emerge because of the need for brands to penetrate the attention of selective, informed and hyperactive consumers.

In fact, the specialist in the use of tourism marketing video Chris Torres suggests that tourism brands - large and small - should end up becoming media and broadcasters.

We should add another element to the equation: terminological limitations. Recently, some authors, such as Araceli Castelló-Martínez or Cristina del Pino-Romero, affirm that in order to be persuasive, communication needs strategy, empathy and creativity. These authors suggest overpassing the concept "Advertising" to Integrated Persuasive Communication.