Model of Tourism for Engagement Adoption - MOTEA

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RESEARCH INTRODUCTION

MOTEA project focuses on **improving the digital communication of European tourist destinations** to contribute to sustainability and the development of inclusive and resilient cities.

This project emerges given that **websites represent:**

- Relevant resources for digital strategy (Inversini et al., 2014) and facilitate communication with external stakeholders (Inversini et al., 2014).

In the **tourism industry**:

- Tourism destination websites should prioritize their key characteristics (Zhang et al., 2023), and should be designed to be as simple and user-friendly as other marketing materials (McKnight, 2023).

Despite this, some **researchers doubt that tourism destinations are using websites effectively** as part of a Strategic Online Communication Approach (Olinski and Szamrowski, 2020). → This represents a **gap in the tourism destination communication** approach and an important justification for outlining a new model to improve websites' engagement (Zhang et al., 2023).

RESEARCH GOALS

Based on the above considerations, this project aims to **enhance the digital communication of European Tourist Destinations (ETD)** to transform them into "Smart Tourist Destinations" (STD) and promote sustainability.

From this general purpose, the following **specific objectives** are specified:

1. To **develop the MOTE-A scale** (Model of Tourism Websites Engagement-Adoption), which will be used to measure the level of engagement of tourists with destination webpages.

2. To **create a theoretical research model**, MOTE-P (Model of Tourism Engagement-Prediction) which seeks to establish relationships between the "engagement" generated by websites and other key economic tourism variables.

RESEARCH METHODOLOGY

Application of **two methodological approaches**

Qualitative

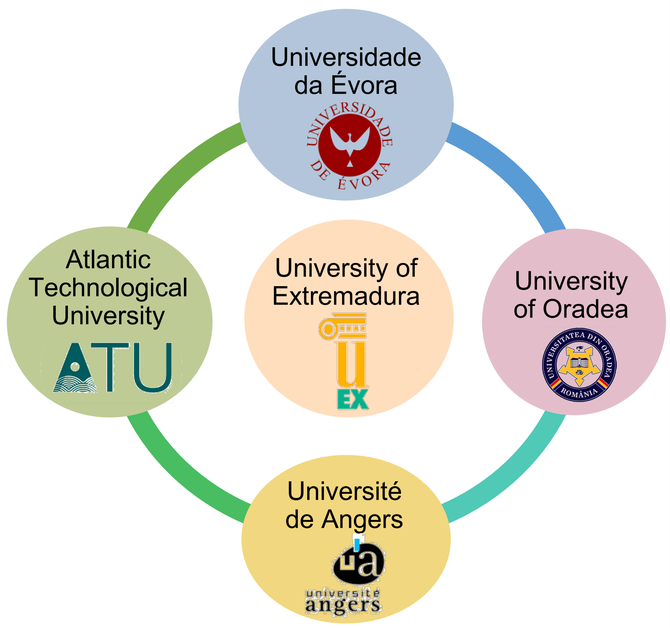
Task 1
- Literature review.
- Check list creation.

Task 2
- Selection of the websites sample.
- Check list application.

Quantitative

- Statistical analysis and tests with check list results.
- Structural equation methods (PLS) with previous results and other quantitative variables.

Collaboration of **five partners**



PRELIMINAR FINDINGS

Given the initial state of development of the project, the results obtained correspond to the **literature review and the website sample selection.** For **literature review**, the following steps has been carried out:

1. Database and research criteria selection

Data bases: Web of Science and Scopus
Search terms: engagement, digital, consumer, user, customer, webpage, website, tourism, marketing, digital platform, application, digital use.
Subject area: tourism, marketing, communication.
Type of document: Articles and book chapters.

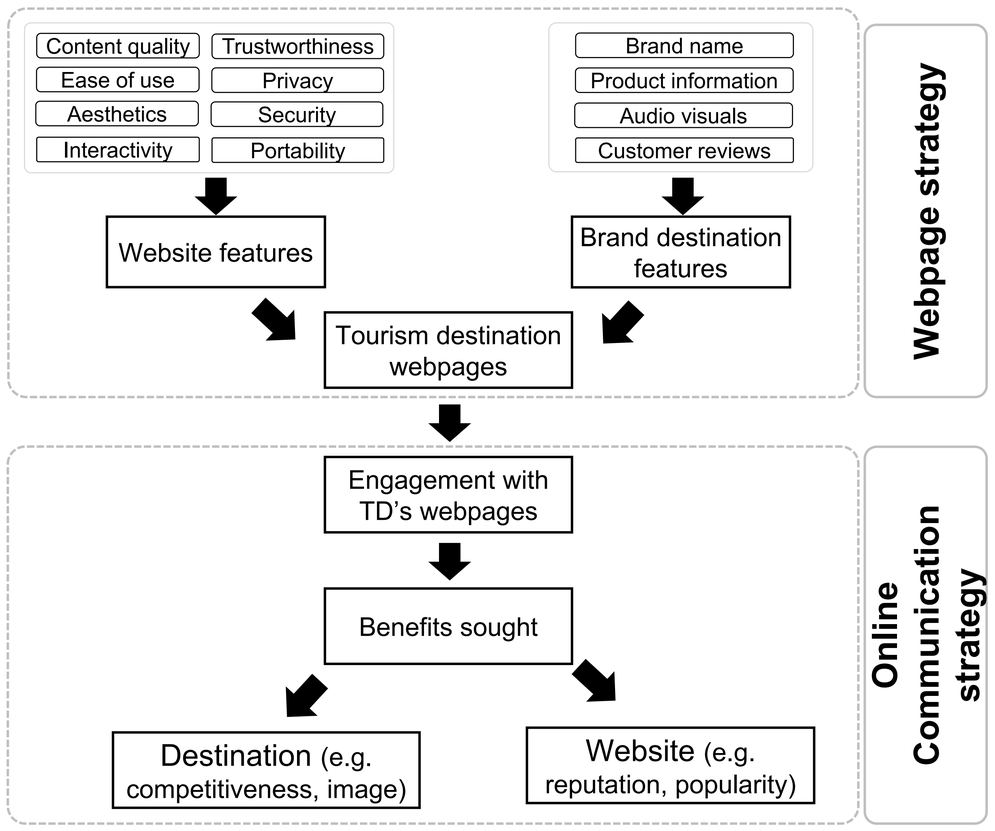
2. Process of collected material

- PRISMA method

3. Analysis and interpretation of information

- Content Analysis
- Selection of variables and items.
- MOTE-A scale proposal.

From the literature review, **61 documents** address the topic under study. A **proposed model** has been established as a result of the literature review. From this point, the next step will be the creation of a **list of factors** that will be employed in the MOTE-A scale development.
For **websites sample the selection** is performed on the bases of the European Commision document on the 100 cities participating in EU Mission for climate-neutral and smart cities by 2030.



PROPOSED MODEL

CONCLUSIONS

In general, MOTEA focuses on **studying ETDs' webpages** in the Strategic Online Communication Approach context for public engagement. The **expected result** of the project is the **development of a scale MOTE-A** (Model of Tourism Webpages for Engagement Adoption), applied to a sample of ETDs' webpages to show their level of engagement. Then, model MOTE-P (Prediction) will be tested with PLS to explain if greater engagement leads to better tourism economic results. This will allow a **better understanding of how digital communication impacts tourism and sustainability.**

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