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Optimization of the Website for Smart Tourism Destination: A Case Study of Bogota

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Abstract

Purpose: This study aims to analyze key factors influencing Smart Tourism Destinations' website positioning. It provides a framework for destinations seeking to become STDs, optimizing digital presence, enhancing tourist experience, and strengthening competitiveness through usability, accessibility, interactivity, and credibility strategies.

Design/methodology/approach: The study will employ innovative netnographic methods, focusing on qualitative research, to examine the interaction between virtual communities and a destination's websites. This unique approach will be preceded by a theoretical exploration to understand the composition of an STD website, uncovering the key factors contributing to boosting the tourism sector's competitiveness through its online presence.

Findings: The qualitative results of this study will provide a model for the web positioning of any STD. By correlating the conceptual framework with quantitative findings, the study will determine the percentage level of each STD, identifying its specific needs, areas for improvement, and accolades that can serve as a benchmark for other cities. These findings will be instrumental in guiding future website development strategies for STDs.

Originality/ Significance: This study proposes theoretical, highly practical, and actionable alternatives that enhance the impact of the technological dimension in developing a destination's website. It will provide a comprehensive guide on the necessary components for positioning a destination's branding in the global tourism network, emphasizing the tourism product offered by the destination. These proposals empower the tourism industry to take control of its online presence and reputation, delivering tangible benefits.

Keywords: Bogota, SEGITTUR, Smart Tourism Destination, Tourism online reputation, Website.

INTRODUCTION

Information is vital to developing any initiative in today's globalized world. This is even more imperative since its basis of economic exchange is centered on exchanging information in the tourism industry. Tourism injects money into the local economy in multiple ways (Ullah et al., 2024); therefore, as technology advances, destinations must reinvent themselves in databases, data networks, software engineering, geographic information systems, and positioning systems to promote smart destinations, among other things (Guerra de los ríos, 2020).

In a globalized world, it's impossible to compete adequately and shorten the digital differences with developed countries if there isn't a competitive infrastructure in the tourism industry, and at the same time, adapt and understand the optimal functioning of the use of technologies in STD, so it becomes indispensable.

This article analyzes how a well-designed website generates competitive advantages and improves the positioning of Bogota as a Smart Tourism Destination. To do this, it will examine the use of innovative technologies on the website, digital marketing strategies, and user experience to identify best practices and recommend effectively implementing these tools in tourist destinations. The article aims to analyze the key factors that influence the positioning of Smart Tourism Destinations through their websites, based on the SEGITTUR model. It is hoped that any destination aspiring

to become a Smart Tourism Destination can use the results of this research to optimize its digital presence, improve the tourist experience, and strengthen its competitiveness in the global market. To this end, aspects such as usability, accessibility, interactivity, and information credibility are examined, identifying effective strategies for consolidating an efficient and innovative digital ecosystem.

This research is original and innovative since there hasn't been scientific research on the optimization of websites that position an STD, where any reader can find an explicit argument reflecting on how Bogotá can consolidate itself as an STD through its website and how this can be a competitive factor, allowing the city to connect with other destinations that have already been working on this model and which have generated strategies and promising practices that highlight the opportunities of tourism as a catalyst for the development and competitiveness of a territory.

Online tools and sources will be used, such as scientific articles and documents issued by public agents such as SEGITTUR, which is responsible for promoting innovation in the Spanish tourism sector and being the locomotive for the promotion and encouragement of the digital transformation of tourist destinations and areas, improving the living conditions of the population and tourists (SEGITTUR, 2019). Analyzing different studies by authors who have been recognized in technology issues, specifically in the use of websites for the tourism sector (Buhalis & Law, 2008), will help to have more certain or reliable answers and to have unlimited access to various opinions, theories, and hypotheses that will serve as support to develop a complete netnographic research. In this context, this study is based on two research questions:

Q1 According to SEGITTUR's STD model, how can a destination develop technological advances through its website, promoting tourism activity and strengthening its brand positioning?

Q2 How can an STD website provide complete information to tourists and people interested in knowing the city?

This is looking for Bogota's website to connect the city and implement a new digital infrastructure, which contains the primary tourist resources and standardized information about the destination. Based on an integral model of tourism management, such as Governance, Innovation, Technology, Accessibility, and Sustainability, these are the pillars of the STD management model. (Aïdi & Fabry, 2022), which allows the city to generate changes that positively impact the visitor's interaction with the destination, seen from a more inclusive environment that provides quality services and products but also looks to improve the resident's quality of life by extending those benefits generated for the tourist.

LITERATURE REVIEW

Smart Tourist Destinations

The notion of the term smart finds its origin in the 1990s. However, it increased significantly from 2008 onwards (Boes et al., 2016); a city can be classified as 'smart' when sustainable economic growth and high quality of life are achieved through investment in human capital, an adequate level of government involvement, and the existence of infrastructure that supports the proper dissemination of information throughout the city (Ivars-Baidal et al., 2017; Mandić & Garbin, 2019). When we talk about smart cities, it is essential to understand that the term smart refers to the transformation, revolution, and harnessing of networks in business to improve practices by adopting innovative technologies to optimize ecosystems and enhance the performance of organizational processes (Buhalis, O'Connor, et al., 2022).

All of the above ensure the sustainable development of the tourist territory, accessible to all, facilitating the interaction and integration of the visitor with the environment, increasing the quality of their experience in the destination, and improving the quality of life of the residents (Rodríguez et al., 2024) as well as increasing competitiveness (efficient use of tourism resources), improving the efficiency of production and marketing processes, promoting the sustainable development of the destination (environmental, economic and socio-cultural), improving the quality of the stay of visitors and residents and implementing tourism strategies that boost the economy of the territory, ensuring long-term positive effects (Akdu, 2020; Santos-Júnior et al., 2017).

The first step to becoming an STD is to carry out the diagnosis of the destination, according to the fulfillment of the requirements provided by the methodology given by the dimensions or axes of the model. Then, the action plan is implemented, ending with the delivery of the final STD label, which will entail monitoring and evaluation activities to advance in the STD framework (Sustacha et al., 2022).

Figure 1. Diagnostic Cycle, Planning, Execution and Follow-up

Source: (SEGITTUR, 2021a)

Within technological innovations, Artificial Intelligence (AI) is the combination of algorithms that aim to automate and streamline tasks, which tourism is using to gain a competitive advantage in the market since it allows for better performance in productivity, staff, and resources of a destination, as well as intervening in the improvement of decision-making (Lucas, 2023; Ramón, 2022).

One of these systems is Chatbots with artificial intelligence, a contribution to the communication needs between destination management organizations and tourists; these technologies support interconnectivity and provide greater comfort to tourists searching for information (Azorín et al., 2022).

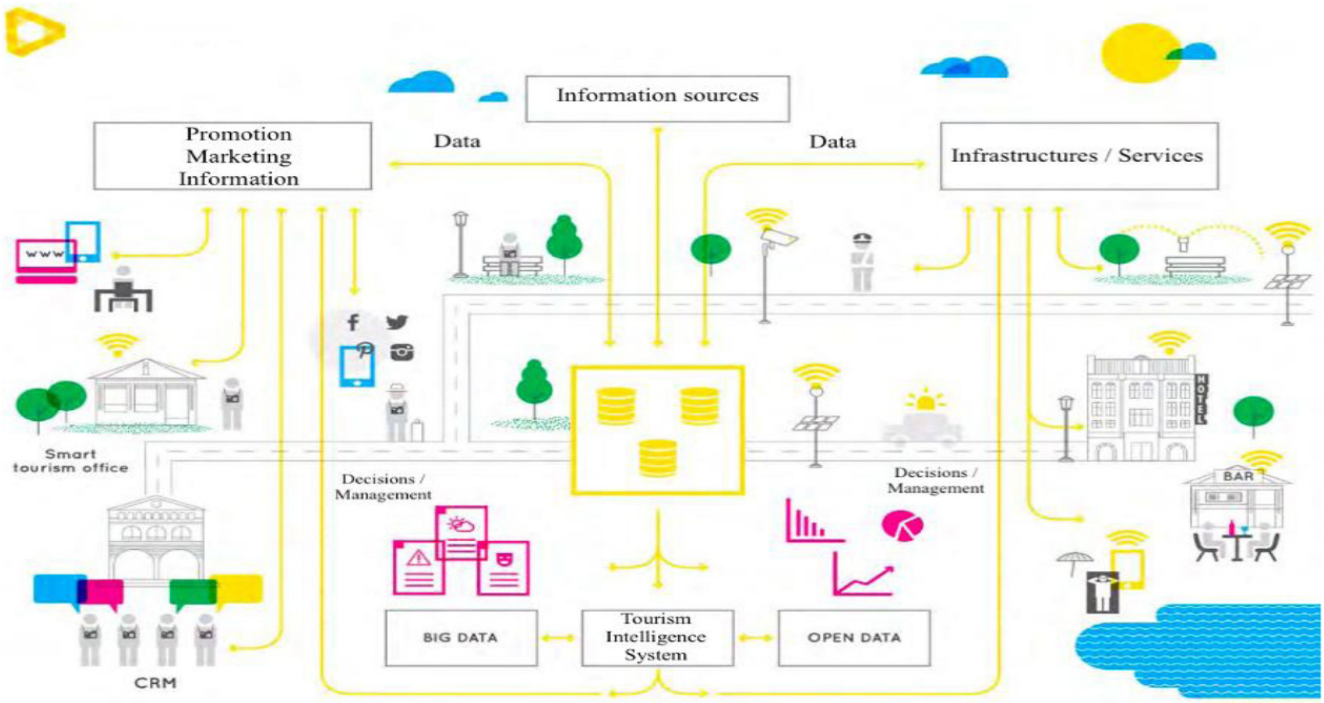

Figure 2. Evaluation of Technological Development Applied to a Destination

Source: (Lancis & García, 2015)

The Internet of Things allows the tourist unique experiences where, thanks to domotic control, the traveler can control a large part of the services provided by a hotel, natural, and tourist complex (Buhalis, 2020a; Gallego & Vaquero, 2022).

AI has been a driver of technological innovations, which optimize services and can have a closer relationship with the customer, where AI, Big Data, Internet of Things (IoT), and robotization, among other disaggregations, understand in real time the new demands of customers (Madrigal-Moreno et al., 2020), offering services through new channels by analyzing different shopping preferences and experiences (Samara et al., 2020).

SEGITTUR

The Spanish government agency has proposed a model for the creation of STDs to measure and improve their implementation (Díaz-González et al., 2022). The vision is the conversion of destinations into STD through five fundamental axes: innovation, sustainability, accessibility, governance, and technology, which is considered by them to be the basis for tourism development (Sousa & Cabral, 2018), allowing changes to be generated that positively impact the visitor's interaction with the destination, but which also seeks to improve the quality of life of the resident by extending those benefits that are generated for the tourist (Shafiee et al., 2021). SEGITTUR considers a Smart City in line with its urban development, calling them efficient cities that prioritize information and communication technologies (ICT) to design innovative urban spaces that facilitate sustainable development and improve the quality of life of its inhabitants (Rodríguez et al., 2024). Successful implementation of STDs can only be achieved through good management by local government, residents, and tourism planning experts (Shafiee et al., 2021).

Consolidating primarily in the territory strategies of online promotion and making communication strategies in social networks, in which users can access information and interact based on their experiences, having an input of experiential content through augmented reality, QR codes, video mapping, and mobile apps (Buhalis, Huang, et al., 2022).

Factors Affecting the Positioning of Websites

ICT has changed the way tourism information is communicated. There is no question that web environments are the principal instrument for the diffusion of information necessary for a tourist's planning (Sánchez & Bernabéu, 2021). The volume of data on the web is growing all the time, and so is its use (Qalati et al., 2021). Potential tourists increasingly use the web to obtain information about their destination. The study was carried out by (Abad & Álvarez, 2022) analyzing the contents of websites, which are the primary source of information for the potential importance of the Internet as a source of information.

It is essential to make programmers, graphic and content designers, as well as tourism technicians, aware of the need for good design and good content on their respective websites, as this may be the most direct image and the first impression that the potential tourist has when choosing a destination or tourism product (Xanthakis et al., 2024). The objectives of the website and the target audience must be well-defined at the time of design.

The website must anticipate the user, as they must ensure the achievement of their objectives with minimal effort. An evaluation of tourist destination websites is proposed, both from the point of view of usability and from the point of view of finding out whether they meet the requirements usually made of tourist websites.

To study the most significant possible number of aspects of the website of a tourist destination or product, we will focus on eight sections, which are Findability, Contents, Added Value, Multilinguality, Portability, Usability, Credibility and Solvency, and Interactivity, which checks whether people with disabilities can use the page.

Findability

This generic variable evaluates the degree of accessibility of the website web (Sinha et al., 2023), marking the possibility that certain information can be found, located, or recovered (Albakry et al., 2020; Gaignard et al., 2023). On the internet, 'You can't use what you can't find,' therefore, online positioning strategies are fundamental (Bastidas, 2020). When defining this characteristic, two dimensions must be considered: On the one hand, findability from outside the website, which is the positioning that this site must be found in search motors, but also, findability within the website itself to provide the necessary information using local search systems (Majó, 2015).

Contents

After analyzing the four previous variables, it is essential to examine the formal content of the page to see if it includes the main informative elements necessary (Matiza & Slabbert, 2022). This analysis may differ depending on the page to be analyzed and, above all, on the objectives it has set. In any case, one section is good to explore: the content language,

which allows us to identify the communicative capacity of the website through the language used (Cheng et al., 2023. Among the different aspects to be analyzed are the tone of the writing, the segmentation of content, the existence of FAQs, and the existence of clearly differentiated advertising. All these issues are highly relevant when internet content loses credibility due to the proliferation of fake news and news clutter (Pagnoni & Mariño, 2019; Vargas et al., 2022).

Added Value

Researchers in the tourism sector, such as (Nysveen, H & Lexhagen, M, 2001), have analyzed the concept of added value. Some variables examined on a website related to added value include news updates, the ability to set up alerts, virtual tours or 360° views, an online store, weather forecasts, and a live webcam.

Multilinguality

Bearing in mind that tourist destinations are visited by people from different parts of the world who communicate in various languages, websites must have the option to select the language in which the user feels most confident and interested in visiting both the website and the destination. Many companies do not take advantage of the benefits of multilingual dissemination of their corporate content to attract potential customers (Kisler et al., 2017; Rivera-Trigueros et al., 2020). It is important to emphasize that each language's content must be high-quality (Ibrahim et al., 2023; Kreutzer et al., 2022).

Portability

Portability is a condition of web technologies, which is the "Ability of the product or component to be effectively and efficiently transferred from one hardware, software, operational or usage environment to another."

Usability

The International Organization for Standardization (ISO9244-11:2018, 2018) considers usability "the extent to which specific users can use a product to achieve specific objectives with efficiency, effectiveness, and satisfaction in a specific context." (Mena & Gómez, 2021; Vila et al., 2021).

There are several methodologies for assessing usability, one of which is fuzzy logic, which allows us to analyze the usability of the content used on websites (Delgado et al., 2020; Martínez-Sala et al., 2020).

Credibility and Solvency

This variable is intended to assess the extent to which we can make use of the information on a website according to the credibility of the website and the reliability of its information (Verma & Dewani, 2020).

When assessing credibility, we must determine the website's responsibility, reliability, expertise, or professionalism (Hämäläinen et al., 2020; Hsieh & Li, 2020).

Some of the requirements that pages must meet to be considered credible are identity and authorship, updates, security elements, and intelligibility of the message (George et al., 2016; Tran et al., 2013).

Interactivity

Interactivity is the different actions that can be carried out within a website (Santos-Hermosa et al., 2023). One of the most important characteristics of web environments is the capacity to generate interactivity. Interaction is a mutual action that provides a reciprocal influence, allowing for dialogue (Jun & Yi, 2020). On tourist destination websites, it is imperative to offer elements that enable interaction between tourists and the local population (Martínez-Sala et al., 2017). This allows the three phases of travel (before, during, and after) to cross between them (Córdova-Morán & Freixa Font, 2017). The website must have a link to social networks to facilitate interaction with readers and ensure that the networks have updated and eye-catching information promoting growing followers. Guests' reviews help improve the quality of tourism destinations and establishments (Moya et al., 2020).

Bogotá Smart Tourism Destination Case

The authorities' advanced projects include using technologies in their development plan, promoting the city brand, obtaining an accessible communications infrastructure in the public space that enables ICTs, obtaining solutions to the city's problems (Perogil, 2017) and promoting the development of innovation in industries and improving public-private administrative efficiency to position Colombia's capital as an innovative and international city by 2025, among other access opportunities that would enable the financing of international cooperation projects; which will improve its

positioning as a tourist and investment destination (Herrera-Prado et al., 2024).

Bogotá selected SEGITTUR for the project, as the STD methodology of the Spanish Secretary of State for Tourism has been endorsed by international organizations such as the UN Tourism and the Inter-American Development Bank (IDB) and has been based on indicators and manuals developed by other organizations.

Following this model, in February 2022, Bogotá received the STD distinction, awarded by the State Society for the Management of Innovation and Tourism Technologies (SEGITTUR), presented to the Mayor of Bogotá, Claudia López (SEGITTUR, 2022).

The result of the diagnosis of Bogota issued by SEGITTUR satisfactorily proves that Bogotá's average degree of compliance with the total requirements is 71.9%.

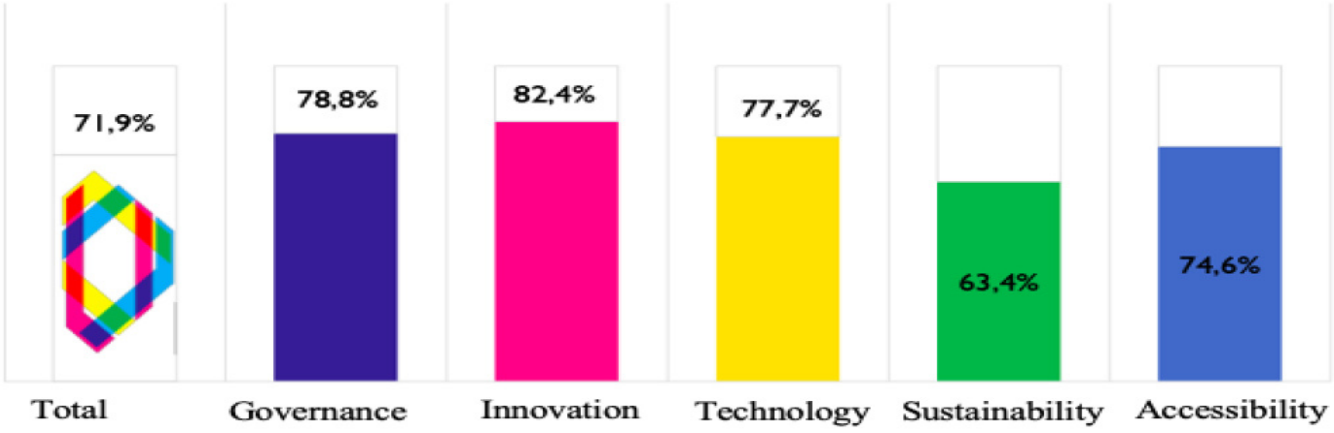

Figure 3 . Percentage evaluation of Bogota according to SEGITTUR

Source: (SEGITTUR, 2021a)

The result of homogeneity of the five axes shows a high degree of compliance in governance 78.8%, innovation with 82.4%, technology 77.7%, sustainability 63.4%, and accessibility 74.6% (SEGITTUR, 2021a).

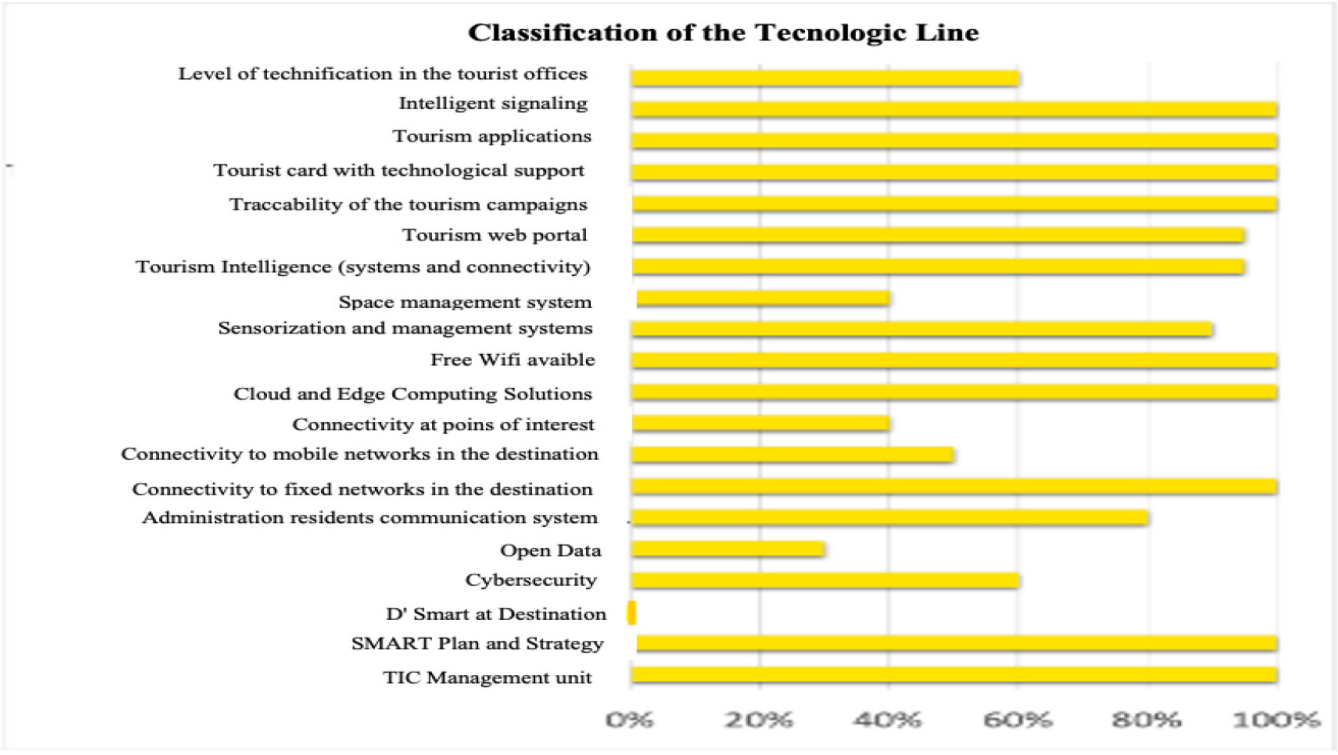

Figure 4. Evaluation of Technology Bogotá by SEGITTUR

METHODOLOGY

This research aims to analyze how a good website generates competitive advantages and improves the positioning of Bogota as an STD.

The case study as a methodological strategy is a valuable tool in research (Ramirez et al., 2019). Using this method, it is possible to penetrate the essence of a given problem, detailing each constituent part (Ramírez & Hervis, 2019); according to experts, this type of research is considered one of the most challenging and complex because of the demands it imposes on the researcher (Jiménez & Fraile, 2018).

Netnography is a technique used for the first time in 1999, initially called cyber-ethnography (Ward, 1999); later, in 2000, it was called virtual ethnography (Hine, 2000) , and in 2002, the term netnography appeared for the first time (Kozinets, 2002). The first study conducted in the tourism sector using this methodology dates back to 2012, in which online reputation management and its impact on tourists' decision-making when choosing a product was observed (Horster & Gottschalk, 2012).

This analysis focuses on the technology axis, centering on tourism marketing technologies. This research concentrates on the Bogota website and how it can be improved to strengthen the development of STDs in the city.

Quantitative data were collected through an online search conducted in 2023 and 2024.

For the qualitative phase, secondary sources, videoconferences, and meetings with the District Tourism Institute were used to consolidate the information.

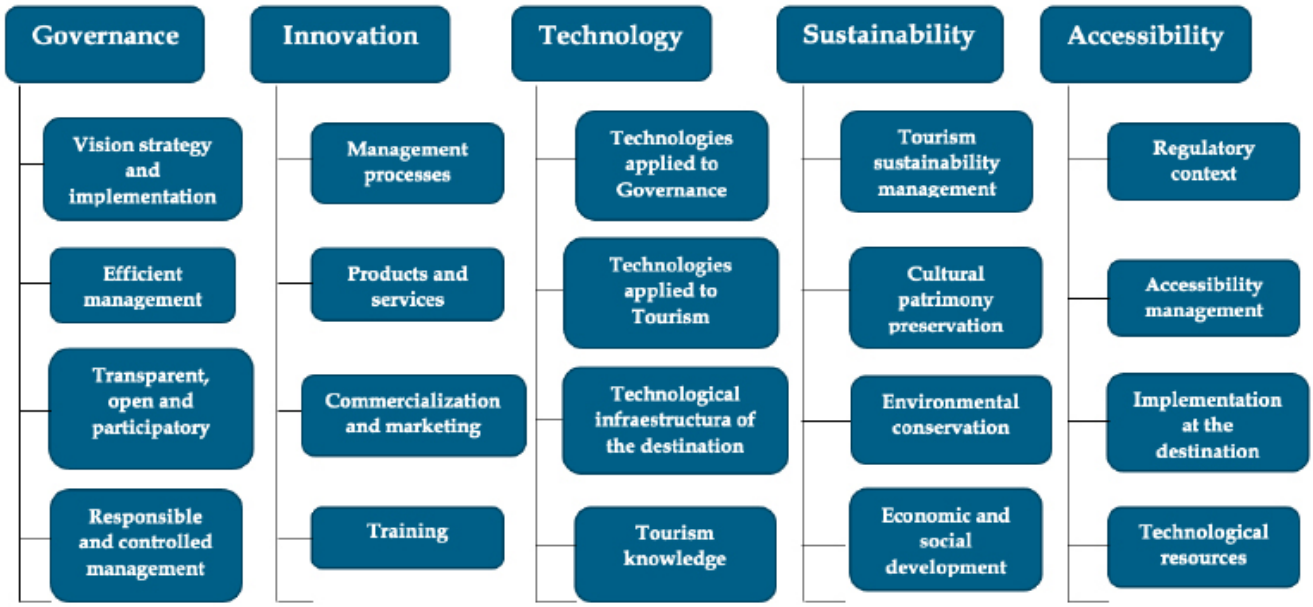

Figure 5. Analysis of STD dimensions and their sub-items

Source: (SEGITTUR, 2021b).

Measures

Previous studies that have used netnography have been mainly virtual communities. As a research method, some authors have proposed a series of steps that allow knowing how to carry it out, such as defining the scope of the research, selecting the type of community of interest, as well as identifying several essential information tools that collect data and once this information is collected, proceed with an interdisciplinary team to perform the respective analysis identifying the insights that will ultimately serve to create marketing and communication strategies, which will allow effective decision making (Ortiz. P & Sanchéz. W, 2015). This analysis focuses on the technology axis, "technologies applied to tourism marketing," seeking to improve the customer experience, strengthening the technology component proposed by SEGITTUR. (SEGITTUR, 2021a). For the present study, a netnography analysis was created, and the questions are related to the objective of positioning the web portal of an STD. The STDs analyzed are Torroella de Montgrí, Santa Susana, Val D'Aran, Lloret de Mar, Castelldefels, Salou, Medellín, Bogotá, and Tequila.

Data Analysis

This study analyzed the eight main variables that characterize a web page (see Table 1), obtaining maximum averages and taking a standard deviation to calculate the variation between one destination and another, having percentage comparisons of each destination. Three phases were analyzed: The first focuses on the objective of the general indicator, which details the variable by analyzing percentage comparisons of the different destinations concerning its composition, revealing the evaluation result. The second phase analyzes the performance of Bogota's web portal (case study) for other STDs, analyzing through the results obtained in general, each variable and sub-variable, to establish Bogota's position and recognize opportunities for improvement. The third and last phase focuses on any STD that wants to improve its performance to the evaluated variable, supported by recommendations taken from other destinations with a higher evaluation coefficient that details the use of technological tools applied to a tourism need based on a technological instrument.

The qualitative data analyzed through the netnographic consultation have measurable evaluation indicators on a scale of 0.00% to 1.00% (where 0 is deficient and one is efficient) for each web page of the 9 STDs, from which 201 variables were analyzed in each of the destinations, for a total of 1,608 sub-variables analyzed, divided into multiple sub-variables (see Table 1), which were used as evaluation indicators among the destinations mentioned.

Comparisons were made with the average results of each of the most efficient and deficient sub-variables to identify the needs and weaknesses of each territory. Likewise, the total results allusive to the general variables were taken to begin to create a data analysis whose composition is focused on the outstanding indicators of the different destinations, making a comparison between them, to discover the advances that have some over others and to identify strengths and opportunities for improvement. From there, it is decided to design viable and sustainable recommendations to improve the website on outstanding and exemplary destinations with efficient scores that can become models for others; all this to contribute to having a constructive and helpful model, which will promote the "must do" and the optimal management of the technological tool that needed to be used or modified to enhance the characteristics of the web according to the evaluated indicator.

Table 1. Variables and sub-variables of the consult

Variables and Number of subvariables analyzed	Subvariable
1. Findability (11)	- Own domain (1) - Specific and short URL (2) - Positioning in the search results (1) - Correct use of metatags (3) - Constant updating (1) - Authentic and different pages (3)
2. Content (91)	- Language and typology of information (11) - Information of destination (21) - Culture (24) - Gastronomy (15) - Accommodation (12) - Web services (8)
3. Added Value (10)	- New updates (2) - Useful destination related alerts (1) - Virtual tour of the destination (1) - Weather forecast at destination (1) - Online shop availability (1) - Online advice (forums, web cams, etc) (2) - Destination oriented advertising (2)

4. Mutilinguality (6)	- The site is offered in Spanish, English, Italian, French and other languages (4) - The official language corresponds to the offer (1) - Language link in a visible and easily accessible place(1)
5. Portability (7)	- Mobile versions of the website (2) - Apps for smartphones or tablets (1) - Free application (1) - Downloads from the web and applications (2) - Web visibility in different browsers (1)
6. Usability (32)	- Initial perception of the page (5) - Structure and navigability (10) - Rotation and Lay Out Design (11) - Interface control (6)
7. Credibility and solvency (18)	- Identity and authorship (8) - Upgrade (5) - Security (3) - Message intelligibility (2)
8. Interactivity (26)	- Web interactivity (13) - Social Networking, as: Facebook, Twitter, TikTok, YouTube, Instagram, Blogs, etc (12). - Use of chatboot or smart tools (1)

Source: Own elaboration.

CONSULTATION RESULTS

This analysis focuses on Bogota's web page (https://visitbogota.co/es), comparing it with other web portals of 9 DTIs, whose evaluation indicators are between 0.00% and 1.00% (where 0% is deficient and 1% is efficient). Eight variables are evaluated to identify areas of improvement.

Analysis and Recommendations Applied to the Website

1. Findability: The STDs that best manage this factor are Torroella de Montgrí, Castelldefels, Lloret de mar, and Salou, with 1%, while Bogotá presents 0.73% in the ratings of the 11 sub-variables analyzed. This demonstrates that these websites have a concrete and brief URL, excellent positioning in search results, constant updating, and correct use of metatags.

Bogotá presents errors caused by the wrong use of Metatags.

2. Contents: The three best scores of the STDs analyzed are Bogota 0.68%, Tequila 0.45%, and Castelldefels 0.43%, evaluated in 91 sub-variables.

Bogotá denoted excellence in the proposed indicators of language and typology of information since it uses short, clear, and friendly phrases without using scientific or erudite languages; advertising is differentiated from content; it segments content aimed at different types of tourists, and there is specific information for travel agents and the media, with sections of the press. The Destination Information sub-variable lacks interactive maps and information on currency and documents required for arrival at the destination. It continues with culture, whose lack prevails in the absence of classification of contents and the lack of a space that allows tourists to share their visit experience. Following gastronomy, where there is a lack of prices in the different restaurants, the possibility of making reservations and a calendar of gastronomic festivities. Accommodation, there is a lack of price information and the possibility of making reservations.

3. Added Value: The best results obtained were from Bogotá, Salou, Lloret de Mar, and Torroella de Montgrí with 0.40%, followed by Val D'Aran and Medellín with 0.30% and Santa Susanna with 0.20%; 10 sub-variables were analyzed (See Table 1).

Bogotá should include destination-oriented advertising, live webcams, and advice through forums and other social tools. It currently has a WhatsApp chat connected to a non-existent number.

4. Multilinguality: Salou, Valdaran, Torroella de Montgrí, and Lloret de Mar are the best-rated STDs with 1.00%, Bogotá with 0.29%, analyzing six language sub-variables (See Table 1).

Bogotá has only one language (Spanish).

5. Portability: The STD with the best score is Val D'Aran with 1.00%, followed by Torroella de Montgrí, Castelldefels, Lloret de Mar, Santa Susanna, and Salou with 0.43%, evaluated in 7 sub-variables (See Table 1).

Bogotá doesn't have any apps available for download.

6. Usability: The best scores were obtained by Bogotá with 0.70%, Santa Susanna and Salou with 0.63% and Castelldefels with 0.60%. Thirty-two sub-variables were analyzed (See Table 1).

Bogotá presents a redirection due to the change of URL (https://www.bogotadc.travel to https://visitbogota.co), increasing the loading time, which affects the website's optimization.

7. Credibility and Solvency: The best evaluated STD is Val D'Aran with 0.61%, Lloret de Mar with 0.50%, Bogotá 0.44%, and Tequila with 0.39%, evaluating 18 sub-variables (See Table 1).

Bogotá omits the person responsible for the website, and it is not clear that it is the official page of the destination because the page is positioned as https://www.bogotadc.travel, and with the change of government, the URL was changed to visitbogotá.co.

8. Interactivity: The best score corresponds to Lloret de Mar with 0.72%, followed by Salou with 0.61%, with 26 sub-variables analyzed (See Table 1).

Bogotá lacks an institutional e-mail and presents WhatsApp with a non-existent number. It doesn't have forums for debates and exchanges of opinions, and it doesn't have the TikTok social network.

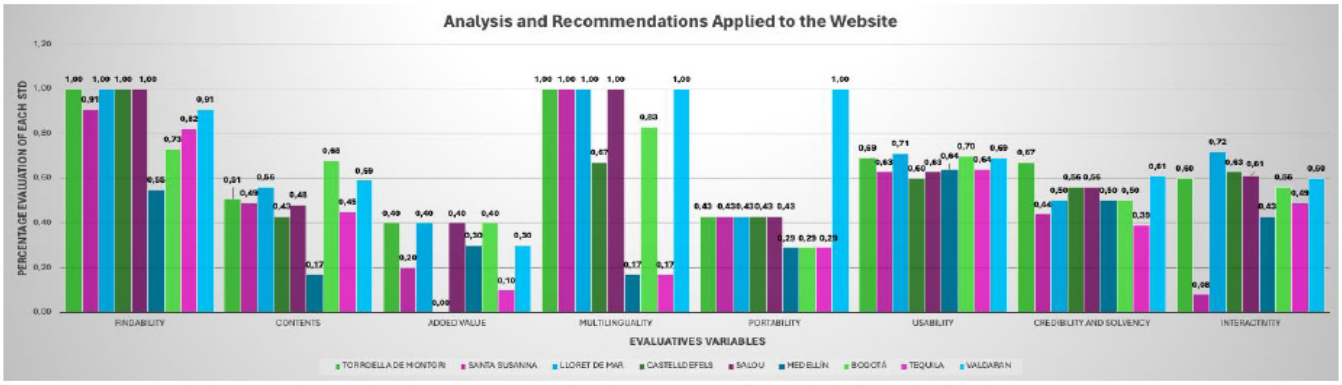

Figure 6. Analysis and Recommendations Applied to the Website

Source: Own creation

CONCLUSION

This article analyzes how a good website generates competitive advantages and improves the positioning of Bogota as an STD, carrying out a scientific, theoretical, and empirical study on the value of ICTs and AI on the web pages of a destination and how they can be crucial to its technological positioning.

It is essential to make programmers, graphic and content designers, and tourism experts aware of the need for good design and good content on their websites since it is the first impression tourists have when choosing a destination. The skill in the design of the websites that destinations have will mark their future development. Therefore, sites will become a fundamental vehicle for the territories to manage and lead their public through the contents the destination wishes to transmit (Quesada, 2019). The objectives of the website and the target audience must be well-defined at the time of designing it.

On the other hand, through the results obtained from the netnographic consultation, it is concluded that the STDs analyzed should master the website since it will be the source responsible for responding to market needs; whose website should

offer travelers and residents tourist, institutional, social, economic, cultural and general information about the place; improving the promotion, advertising, and dissemination of tourist information in terms of persuasion, communication of the destination brand, interaction and exchange of experiences. It can potentiate economic development and social impact by improving and strengthening local tourism and the supply of services related to the tourism sector and its activities. Therefore, it requires an interest on the part of the destination managers, the different levels of government, and the various stakeholders to strategically address the requirements of an STD in this virtual tourism space.

STDs can benefit from social networks, websites, and mobile applications to facilitate the integration of the destination and improve the tourist experience during their stay, making these tools a critical factor in detailing a tourism panorama before, during, and after the trip (Buhalis, 2020b). This will result in a website that anticipates the user's maximizing its objectives with minimum effort. Being obtained through the continuous improvement of information, contents, software updates, links and publications oriented to the destination, online advising, among other functionalities that are in constant demand by the users obtaining a digital print that allows detailing the visitor's profile knowing consumption patterns, duration of stay, displacement in the destination, and reviews on the services used; to promote attractions, events, services, and economy, which attracts a more agile, personalized, and unique tourist experience, thus differentiating it from other competing DTIs.

RECOMMENDATIONS

Findability

It's recommended to have constant updating, to be positioned in the search motors, using keywords that allude to the content of the web, to facilitate the search access, counting with multiple languages in the Metatags in order not to find errors with the appearance of other pages in a not selected language.

Contents

It's recommended to have a section for frequently asked questions. It should have a concise homepage with relevant information (money, monuments, cultural events, natural resources, culture, sports, history of the destination, tourist offices, weather) accompanied by interactive maps that help to have more accurate geolocation, showing transportation routes, presenting the cultural offer, providing links to make reservations at hotels and restaurants. Contains a gastronomic section detailing typical food and a list of restaurants. Present the hotel offer organized by accommodation type; present promotional videos of the destination, photo galleries, lists of activities, and complementary links to other destinations' websites.

Added Value

It's essential to have an information search engine and provide alerts and virtual tours to users, forums, chatbots, and social tools.

Multilinguality

It's recommended to do market research, define which languages are most relevant, and place them in a visible and easily accessible location.

Portability

It's recommended that the website has a responsive design compatible with tablets, smartphones, and computers.

Usability

It's recommended to have easily accessible links on topics and subtopics corresponding to the content of the page, which indicate to the user the areas already visited, in addition to having harmonies between the title and text, emphasizing what is essential, as well as ensuring that the color and font of the text are easily visible and readable. And prevent redirects since they increase the waiting time for the web to load.

Credibility and Solvency

It's recommended that the entities responsible for the territory (location and telephone number) and the authors responsible for the website be shown. To show the respective authors of the contents (copyright or reserved rights). And avoid changing the URL since it loses credibility.

Interactivity

It's recommended that an institutional email be included on the home page, the WhatsApp number be verified, and the social networks most used by tourists be implemented.

The recommendations provided in this research will be helpful not only in the current context but also in the future. Technological evolution and user trends may change, but the fundamental principles that have been established are designed to be flexible and adaptable to these transformations.

By following these guidelines, STDs can be confident that their websites will meet today's expectations, be well-positioned to meet the challenges, and take advantage of the opportunities the next ten years will bring.

This research presents a comprehensive guide to creating and maintaining robust, secure, and practical websites. By adopting these recommendations, STDs can ensure that their websites aren't only competitive today but also sustainable and relevant in the future.

FUTURE RESEARCH AND LIMITATIONS

From this study, there are many recommendations for future research, understanding the new consumer experience, the individual characteristics of tourists, and the attributes of the destination; one of them is the application of new technologies in the infrastructure and services of the city, smart signage, connectivity to mobile networks and points of interest, cybersecurity, and other tourism applications. This will provide a Smart vision in tourism, adapting more comprehensive, flexible, and personalized products, services, and experiences to new profiles of hyper-connected travelers (Buhalis et al., 2023).

This research is unique because it addresses any STD looking to consolidate itself through its web portal. This case study focuses on Bogota, which has contributed to improving digital marketing in the SEGITTUR model. Within the results of the consultation, there were several limitations, given that Bogota doesn't have now a technological development of Artificial Intelligence (AI), which is a crucial and competitive factor in identifying behavior patterns, consumer trends, and travel planning, making the tourists loyal to the territory.

RESEARCH IMPLICATIONS

Practical Implications

This article bridges academia and the productive sector since it offers tools for students, academics, and tourism stakeholders to manage an STD website.

Social Implications

This research will benefit teachers, tourism students, and tourism managers at the local level and, in general, the entire STD through the results used to promote and manage tourism.

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