DIFFERENT PERIODS OF THE USE OF TOURIST INFORMATION SOURCES IN VALENCIA, SPAIN

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This research examines the use of information sources in tourism, distinguishing different periods in the tourist decision process in Valencia, Spain. Using a quantitative research, by the means of a structured questionnaire, and the data analysis using descriptive statistics and T-analysis, the results show that the use of the information sources, the search intensity and the perceived importance of the sources, change according to the period during the vacations. In addition, the importance of those differences for the tourism management is specified.

KEY WORDS: tourism, sources, information, planning, destination.