

Information usefulness auditing of tourism destination websites: Assessing Los Angeles, San Diego, and San Francisco's performance

# Information usefulness auditing of tourism destination websites: Assessing Los Angeles, San Diego, and San Francisco's performance

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Tourism-Marketing Performance Metrics and Usefulness Auditing of Destination Websites

ISBN: 978-1-84950-900-8, eISBN: 978-1-84950-901-5

ISSN: 1871-3173

Publication date: 24 September 2010

## Abstract

This chapter reports on how to assess the usefulness of official tourism websites; the study applies for information audit rubrics to assess the marketing websites for three cities in the state of California. The study provides tools that may be useful for designing destination websites to include information that visitors find useful. The three focal cities include Los Angeles (discoverlosangeles.com), San Diego (sandiego.org), and San Francisco (onlyinsanfrancisco.com). One of the hypotheses that the study examines is that destination websites are assessable in order of good, better, best. Findings: San Francisco provides the most useful information and is likely to be the most successful official tourism website. The assessment of San Francisco as the best website is the outcome of applying macro and micro rubrics covering: general and practical information, ability to book a vacation, digital and print materials, use of media components, and partnerships.

## Citation

Woolsey, C. (2010), "Information usefulness auditing of tourism destination websites: Assessing Los Angeles, San Diego, and San Francisco's performance", Woodside, A.G. (Ed.) *Tourism-Marketing Performance Metrics and Usefulness Auditing of Destination Websites (Advances in Culture, Tourism and Hospitality Research, Vol. 4)*, Emerald Group Publishing Limited, Bingley, pp. 15-26.

[https://doi.org/10.1108/S1871-3173\(2010\)0000004006](https://doi.org/10.1108/S1871-3173(2010)0000004006)

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**Publisher:** Emerald Group Publishing Limited

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San Diego's coastal seat makes it an ideal destination for adventurers and sun seekers. Whether you're hiking along the sandstone cliffs of Torrey Pines State Natural Reserve, walking through the frothy surf of Coronado Beach or admiring the postcard-worthy scenery at La Jolla Cove, you'll find little reason to stray far from the city's natural wonders. The Junípero Serra Museum, named for the Spanish monk who helped colonize San Diego and other areas of California, is also a must-see because its architecture and location have helped make it a famous San Diego landmark. It sits on a hill in Presidio Park near green spaces, picnic areas and memorials, and it provides great views of the city and the Pacific Ocean. Information usefulness auditing of tourism destination websites: Assessing Los Angeles, San Diego, and San Francisco's performance. Six drivers for high-user satisfaction of tourism websites: Performance auditing of Maine, Massachusetts, and New York's direct marketing strategies. Are tourism websites useful for travelers? Applying an information audit rubric for Mediterranean tourism destination websites. Performance auditing of tourism websites: France, Spain, and Portugal. Usefulness of Government and Private Destination Websites. Consumer-generated advertisements: Examining and c The San Diego Tourism Authority is a private, non-profit, mutual benefit corporation composed of approximately 1,000 member organizations, businesses, local governments, and individuals seeking a better community through the visitor industry. San Diego Tourism Authority members include tourism-related entities in such categories as lodging, dining, arts, attractions, shopping, and transportation, among others, as well as other companies indirectly involved in tourism. As a sales and marketing organization, the main objective of the San Diego Tourism Authority is to promote and market the San D...

