

2018

# Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

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**ICME 2018**

**INTERNATIONAL CONFERENCE ON MARKETING AND  
ENTREPRENEUSHIP, NEAPOLIS UNIVERSITY  
PAFOS**

**7 - 8 December 2018**

**CONFERENCE PROCEEDINGS**



**Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites**

**Sotiroula Liasidou**

**Cyprus University of Technology**

**Abstract**

Tourism today is characterised by an omnivorous production of goods and services. Destinations are in a struggle to present their characteristics (nature, history, culture, food) in an attractive way and to stimulate the interest of visitors. Consumers have been armed with knowledge and are able to compose their travel itineraries. The paper aims to bring together the 28 EU member states official tourism websites and review their content. The 28 countries' Destination Management Organisations (DMOs) websites are studied in an attempt to understand each ones online establishment and to identify both similarities and differences among them in the way that tourism is promoted. The research incorporates critical discourse analysis (CDA) as the method to analyse the content of the websites for tourism promotion. The results of the study suggest that EU member states are positioned online by meeting the aims and interest of the post-/neo-Fordism traveller. The study is original because it considers the official tourism websites of the 28 EU by employing critical discourse analysis.

**Keywords: EU28, critical discourse analysis, official tourism websites, online content, tourist behaviour**

# AGENDA

1<sup>st</sup> International Conference on Marketing and Entrepreneurship – ICME 2018

7, 8 December 2018. Neapolis University, Pafos

Coordinator: Dr. Andreas Masouras

Meeting called by ICME 2018  
Attendees: open  
Please read: Instructions  
Rooms: Seminar room & G5

## Friday, 7<sup>th</sup> December 2018

10.30 – 11.00 Keynote speakers Seminar Room  
**Prof. Pantelis Sklias** | Rector, Neapolis University

**Prof. Constantinos Athanasopoulos**, Neapolis University | Η Προώθηση Δημοσιότητας των Στελεχών Επιχειρήσεων: Ουτοπία ή αναγκαιότητα;

**Prof. Angelos Tsaklagkanos**, Neapolis University | Η Τεχνολογική Διάσταση της Καινοτομίας

11.00 – 12.00 Session 1 Seminar Room  
**Mr. Kokou George**, Industry Liaison Office, Cyprus University of Technology | Innovation as a

powerful tool for Problem Solving: The key role of Universities

**Mr. Harry Ph. Sophocleous**, Strategico Consulting Group | Voting Consuming Behaviour, Political communication campaigns and Ideological Clarity - a parallel review of academic/empirical evidence

**Prof. Anastasia Reppa**, Neapolis University | Επιχειρηματική Εκπαίδευση στα Σχολεία

**Prof. Polimenis Vassilis**, Aristotle University of Thessaloniki / Neapolis University | StartUps financing

**12.00 – 12.30 Coffee break**

12.30 – 13.15

Session 2

Seminar Room

**Dr. Sotiroula Liasidou**, Cyprus University of Technology | Promoting the European member states online: A critical discourse analysis (CDA) of the official tourism websites

**Prof. Sofia Anastasiadou**, University of Western Macedonia & **Ms. Zafeiria E. Papadaki**, International Hellenic University | Consumers' perceptions toward E-Service Quality, Perceived Value, Purchase and Loyalty Intentions

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Implicative Statistical Analysis vs  
Principal Components Analysis

**Dr. Thomas Fotiadis & Prof. Sofia Anastasiadou,**  
University of Western Macedonia | Contemporary  
advanced statistical methods for the science of  
marketing: Principal Components Analysis vs  
Analysee Factorielle des Correspondances

**13.15 – 14.15 Lunch**

14.15 – 15.15

**Session 3**

Seminar Room

**Dr. Artemis Savvidou,** Neapolis University |  
Παγκοσμιοποίηση και Ανταγωνισμός. Ρυθμίσεις  
υπερεθνικού και εθνικού επιπέδου και ιδίως  
ποινικής υφής

**Mr. Anastasiadis Lazaros,** University of Crete &  
**Mr. Christoforidis Christos,** Neapolis University |  
Evaluating citizens' actual perceptions and  
expectations and assessing e-Service Quality Gap  
in Public Sector related to e-Government Services

**Dr. Giossi Styliani,** University of Macedonia, **Prof.**  
**Sofia Anastasiadou,** University of Western  
Macedonia, **Mr. Gamanis Achilleas and Mr.**  
**Gamanis G. George** | Tracing the concept of

entrepreneurship and the role of an entrepreneur:  
A critical review

**Dr. Christos Papademetriou & Ms. Charalampous  
Constantia**, Neapolis University |  
Entrepreneurship and Innovation in Education:  
The model of the Inclusive Leader

**Saturday, 8<sup>th</sup> December 2018**

Session 4

**11.00 – 12.00, Room: G5**

**Mr. Ioannis Komodromos**, Neapolis University | New Generation of Consumers in the Tourism  
Industry: secondary research

**Mr. Petros Philippou**, Brand Strategist | Marketing Redefined

Workshop / Discussion / Συζήτηση.