

SOME PROBLEMS OF INTERNET USAGE IN TOURIST PROMOTION OF EUROPEAN COUNTRIES

Summary

The paper presents some problems of the Internet usage in the tourist promotion of European countries. It shows that the Internet has become an important promotion tool. National tourism organizations (NTOs), which are responsible for tourist destinations' promotion specialize in promotion by Internet.

The establishment of B2B and B2C made possible to support of tourist businesses and promotion in customers' sector.

The research conducted by Finnish Tourist Board showed that in 1998 the Internet had a significant influence on mode of travel choice.

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