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The tourism website of the Basque Country can be considered as ideal as that of Navarre, because it has abundant and precise information, its design is clear, clean and functional, and provides information on the Xacobeo 2010 through an image at the top of the page. However, it has been considered the second best website because we think that it should aimed for a less sober design and better visibility of the featured content and links of interest.

Like the previous two, the websites of La Rioja and Castile and León reached 21 points, which is very close to the score of the ideal website, according to the measurement parameters. Both lack a link to the official site of the Xacobeo 2010, but scored well in other variables, and take very good advantage of the tools provided by the Internet to promote tourism in their territories. They occupy the third and fourth places, respectively, because the buttons to return to the home page, their sitemaps and the contact section do not have enough visibility, and because, although they appear on the home page, their location and treatment is not appropriate. The contact option and access to the site map need to be more visible. Finally, their information is not as ordered and functional as it is in the website of Navarre.

Our research confirmed our hypothesis that the tourism website of Galicia would be the most complete in terms of information on the Jacobean holy year because it is in fact the most notorious and popular tourist event of the Galician community. In terms of the second variable, “Xacobeo 2010 and Way of St. James”, the Galician website was the only one that achieved the maximum of 4 points. However, it only reached 20 points because it lacks accessibility features for disabled people.

The websites of Asturias and Galicia reached 20 points. They are both ideal websites because their content and design are fully consistent with their purpose. However, they fail in some parameters. The website of Asturias offers accessibility features for disabled people but does not provide information on the operation of these features; while the website of Galicia, as already mentioned, is not accessible for disabled people.

The group of “Acceptable” websites includes, in descending order, those of Aragon, Valencia, Catalonia, Cantabria and Andalusia. They are in this category because they failed in some of the variables considered in the analysis.

Aragon’s website does not have complete information on the Xacobeo 2010 and the Way of St. James, which is surprising given that in this community (Somport) the Aragonese way starts to later join the Roncesvalles way, in Puente de la Reina, and finally start the oldest and most renowned route way of St. James: the French way. The downloading of audiovisual material in Aragon’s website is slow, but its design and the segmentation of links according to touristic typologies are pleasant and functional.



The tourist website of the Valencian Community (18 points) has a good design and content, and uses Internet tools correctly in the promoting of tourism. However, it does not offer content on the Way of St. James, despite being the starting point of three routes: *Camino de Levante*, which starts in the city of Valencia, and the two Southern ways, which originate in Alicante.

Catalonia, with 17 points, has a tourist website that provides information on the so-called Catalan way, although it is very general and not very helpful for users. According to the criteria of quality, it has a correct design, its tourism information is basic, and its menu of content is complex. The website does not have a map to facilitate the visualisation of content. It has a wide range of languages, but does not have help for disabled people, which is negative.

Cantabria (15 points) offers complete tourist information, but the design of the website does not facilitate usability. The structure of content is a bit chaotic and does not have aids for persons with disabilities. Despite the historic Northern way crosses its territory, Cantabria's website offers scarce information on the Way of St. James.

Andalusia is the last website in the “Acceptable” group (with 15 points). Its home page contains many images that facilitate the finding of contents. However, the site's design can be improved, because its start menu is automatically lost when the users access a part of the menu, and this breaks its structural function and complicates users' navigation.

The website of Andalusia lacks accessibility features for disabled people, but has a wider variety of languages, which includes Chinese and Japanese. It lacks information on the Way of St. James, even though Seville is the starting point of the historic *Vía de la Plata* route.

The tourism websites with the worst scores and classified as “improvable” were those of the autonomous communities of Castile-La Mancha and Extremadura. We can say that the website of Castile-La Mancha (13 points) is not functional because it lacks aids for people with disabilities; its design is not the most appropriate to highlight the most relevant content; and does not provide information about the Way of St. James, which crosses this region in the East.

In the last place is the tourism website of Extremadura, with 11 points. It has few links of interest and lacks a structured and functional design. It offers basic information, but in an unattractive way. It does not provide accessibility features for disabled people and it is only offered in Spanish (although it has inactive icons for other languages). Despite Extremadura is crossed by *Vía de la Plata*, its website does not include any information on the Way of St. James and the Xacobeo. Its design is deficient and its content scarce. It has not taken advantage of Internet tools to showcase its touristic potential and the image of its community.

#### 4. Conclusions

Based on the analysis of the websites' content and design, in the following table we offer recommendations for improvement:

**Table 4. Recommendations for improvement**

Tourism websites	Recommendations for improvement
Navarra	To include on the homepage a link to the official website of the Xacobeo 2010. To add button to increase the default font size.
Basque Country	To use a most appealing design. To add button to increase the default font size.
La Rioja	To improve the location and the size of the contact and sitemap icons, to improve their visibility. To add button to increase the default font size.
Castile and León	To improve the location and the size of the contact and sitemap icons, to improve their visibility. To add button to increase the default font size.
Galicia	To include icon of accessibility for disabled users. To add button to increase the default font size.
Asturias	To activate the icon of accessibility for disabled users. To add button to increase the default font size.
Aragon	To reduce the downloading time of audiovisual media and to enrich the information on the Way of St. James. To add button to increase the default font size.
Valencia	To include information on the Way of St. James.
Catalonia	To include the option of accessibility and the sitemap. To add button to increase the default font size. To add information on the Way of St. James.
Cantabria	To improve the structure of content. To include the option of accessibility for disabled users. To offer more information on the Way of St. James. To add button to increase the default font size.
Andalusia	To improve design. To include the option of accessibility for disabled users. To include information on the Way of St. James. To add button to increase the default font size.
Castile-La Mancha	To improve the design, accessibility and visibility. To add button to increase the default font size. To include information on the Way of St. James.
Extremadura	To improve the design. To activate the languages. To include the option of accessibility for disabled users. To include links of interest, to improve the information on services, commerce, culture, nature and leisure. To include information on the Way of St. James. To add button to increase the default font size.

Source: Authors' own creation

It is necessary to stress that the tourism website of the Galician community is the most complete in terms of information on the Xacobeo 2010 and the Way of St. James, which fully confirms our initial hypothesis. The information on the Xacobeo 2010 and the Way of St. James in the websites of the autonomous communities that are crossed by the historic routes is uneven and varied, which only partially confirms the hypothesis that these communities would take advantage of the holy event and the way of St. James to promote themselves.

At the beginning of this work we defended the importance of a good management of websites to achieve the objectives of the promotion of the Way of St. James and the Xacobeo 2010. Now that the analysis has been completed, we conclude that the use of the tools and applications designed to facilitate greater and better development of the information is not completely efficient within the revised websites.

Instead, the analysis has showed that none of the websites of the autonomous communities managed to achieve the maximum score, because they did not meet completely all the parameters of quality in all the variables: content, Xacobeo 2010 and Way of St. James, design, links, accessibility and navigation. The analysis allows us to assert that, except for Galicia's website, there is a lack of promotion of events related to the Xacobeo 2010 in all of the websites.

The absence in the websites of a link to the official website of the Xacobeo 2010 can be seen as an opportunity of promotion for Galicia over the other communities. However, we think otherwise because the lack of information in the websites produces disenchantment in the users and potential tourist, who disappointedly leave the websites to find out what they need elsewhere, and conversely abundant information on the Xacobeo 2010 increases users' interest and may impact the community that provides the information.

This could be explain that four of the websites -those of Asturias, Cantabria, Galicia and Castile and León- use the Xacobeo 2010 logo to access the content on the Way of St. James. Regarding information on the Way of St. James, most websites included it: eight out of thirteen communities, which are those that possess the oldest historical routes (Northern Way and French Way) and have signed the agreement on online promotion with the Ministry of Industry, Tourism and Commerce.

The five communities that do not include information on the Way of St. James (Andalusia, Castile-La Mancha, Catalonia, Valencia, and Extremadura), and especially those whose traditional product has been in the sun and beach, are missing a very important opportunity to enrich their tourist offer. These communities should not only promote the Way of St. James during the current year, but permanently because that would enrich the interest on their own natural and cultural touristic attractions they are trying to promote, due to the decreasing interest in their sun and beaches.

Regarding the degree of quality of the tourism websites, the room for improvement is broad, since only 46.15% of the websites are ideal, while 38.46% are acceptable and 14.39% can be improved. These significant differences between the different websites reveal that their online strategies do not follow basic guidelines of information management, and that the autonomous communities should exploit their unique advantages over other communities, but do not do so. This is the case of Galicia which should have focused on the creation of an unbeatable tourism website on the occasion of the Xacobeo 2010.

Based on the tourist significance of the holy year in Spain, its long duration, and the dynamic and changing nature of the Internet, we believe it is relevant to continue examining the tourism websites of these autonomous communities, throughout 2010, in order to observe possible improvements and obtain, thus, more decisive conclusions.

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## 6. Notes

[1] Most studies on the use of websites by the Spanish autonomous communities is available in the proceedings of the conferences organised by Turitec (Tourism and information and communications technologies) at: <http://www.turismo.uma.es/turitec/turitec/index.htm>.

[2] *Codex Calixtinus* or *Liber Sancti Jacobi*, retrieved on 7 January, 2010, from [http://www.jacobeo.net/compartida/Codex\\_Calixtinus.pdf](http://www.jacobeo.net/compartida/Codex_Calixtinus.pdf)

[3] Santos (2002: 43-45) explains in details the various reasons for the reconversion of the Way of St. James in one of the main objects of the national and Galician tourism policies.

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