

ANALYSIS OF THE BEST PROMOTIONAL STRATEGIES ON THE WEB DEVELOPED BY INTERNATIONAL TOURIST DESTINATIONS

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Additionally to the marketing strategies normally developed through the web, it is also necessary to create some strategies with specially focus on sensitization, valorization and preservation of natural and cultural resources available at tourist destinations. Hence, the purpose of this paper is to analyze the best strategies to promote tourist destinations on the Web based on the main international websites of the ranking of foreign tourist arrivals in 2004. In this context some suggestions are presented in order to aggregate value to destination marketing.

KEY WORDS: *strategies, Web, destinations, sustainability and sensitization.*