

**TOURIST PROMOTION ON-LINE:
WEBSITE ANALYSIS AND PUBLIC POLICY IDENTIFICATION OF RECIFE'S CITY – BRAZIL**

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The tourist promotion on-line requires a more permanent and strict link between public and private sectors, since public policies are essential in order to achieve a sustainable tourism through the new technologies. The main objective of this study is to analyze the tourist site developed by Tourism Secretary of Recife City and identify the main actions of public policies aimed at promoting tourism on-line. By comparing the indicators for 2004 and 2009, it was found that the current site is more dynamic, interactive and business focus as a result of the development of specific public policies to promote tourism on-line.

KEY WORDS: *tourist promotion, promotion on-line public politics, indicators.*