

TWITTER, YOUTUBE AND INNOVATION IN TOURISM PROMOTION ONLINE
Brazilians Ministry of Tourism Strategies Analysis

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Due to the enormous daily volume of promotional actions, shared and broadcasted via traditional ways, innovation on tourist promotion has become essential. Having said that, virtual communities nowadays are one excellent opportunity to create and develop moments of interaction, participation and engagement as main social characters on tourism. Therefore, this research aims to analyze promotional strategies performed by the Ministry of Tourism in Brazil on Twitter and YouTube's virtual communities at the present year, 2010. After collected data and careful analysis, it's possible to affirm that these communities are being utilized in a significant way on tourist promotion, providing content capable of generating interaction and consequently building up a relationship with the social actors involved with tourism.

KEY WORDS: *Twitter, Youtube, tourism promotion, innovation.*