

INNOVATION IN PROMOTION TOURISM IN THE MEDIA AND SOCIAL NETWORKS

A Comparative Study of Tourist Destinations

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The objective of this research was to analyze the innovations of tourism promotion in social media platforms (Facebook, Twitter, Youtube, Flickr, Tripadvisor, Blog and Social Bookmarking) by public tourist management and destination management organizations (national and international) chosen by the following criteria: 1) choose the public management tourist website of the State researchers and 2) compare with public management tourist websites of the top five most visited countries by international tourists in 2010 according to the WTO (2011), using Google and putting into consideration the maximum utilization social media channels. This study aims to present the theoretical importance of adopting Social Media Marketing (SMM) and Search Engine Marketing (SEM) strategies in terms of online tourism promotion of State and tourist regions, private and public organizations. The research methodology adopted the use of technical documents and bibliography which helped the technique of surveying through the observation of websites with qualitative structured forms applied between September 20th and 25th of 2011. It was possible to identify Facebook, Twitter, Youtube and Flickr as the top four social media platforms used for online tourist promotion. It was also possible to conclude that Valencian Community (ESP), Emilia Regina (ITA) and the French Riviera (FRA) stood out in the use of social media platforms, following by California (USA) and finally Paraná State (BRA), which is only beginning to move on from the original forms of social media platforms and therefore could be better exploited.

KEY WORDS: *tourist promotion, social media, social media marketing, marketing 2.0, tourism destinations.*