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European Travel Commission - World Tourism Organization

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The ETC/UNWTO Handbook on E-Marketing for Tourism Destinations is the first comprehensive e-marketing handbook for tourism destinations. The all-new 300-page publication is a practical how-to -manual for tourism destination staff at national, regional and city tourism organisations, designed to help improve e-marketing skills and

manage new projects. The book covers all the basics including website design, search engine optimisation, email marketing, social networking, and e-commerce. It has advice on how to build better content, get distribution of it, use CRM, succeed with online PR, support the travel trade on-territory, and get into mobile marketing. Web analytics, online research methods, and performance measurement get full treatment, and new areas such as digital television are also covered.