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WEB 2.0, Social Marketing Strategies and Distribution Channels for City Destinations: Enhancing the Participatory Role of Travelers and Exploiting their

Collective Intelligence

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Abstract

During the last decades, the use of Web 2.0 applications for the generation, dissemination, and sharing of user-generated content (UGC) and the creation of new value added services are enormous. Web 2.0 tools have tremendously changed the way people search, find, read, gather, share, develop, and consume information, as well as on the way people communicate with each other and collaboratively create new knowledge. UGC and Web 2.0 are also having a tremendous impact not only on the behaviour and decision-making of Internet users, but also on the e-business model that organizations need to develop and/or adapt in order to conduct business on the Internet. Organizations responsible to market and promote cities on the Internet are not an exception from these developments. This chapter aims to inform city tourism organizations responsible for the development of city portals about (a) the use of the major Web 2.0 tools in tourism and their impact on the tourism demand and supply; and (b) the ways and practices for integrating the use of Web 2.0 into their e-business model and e-marketing practices.

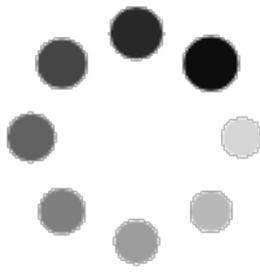
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