

## **ABSTRACT**

eTourism strategies presentation will address a wide range of topics, including the list below:

- Innovative eTourism strategies for the future
- Adapt proactive and reactive eMarketing
- Integrating content from several providers
- Distribution strategies and intermediation challenges
- Context (location, mood, purpose) is becoming king
- Managing complaints online and dealing with tripadvisor comments
- Challenge of consistent online branding
- Develop experiences online
- Social networking and user-generated content
- Using Web 2.0 to develop brands and expand the service experience
- Use ICTs to develop virtual marketplaces to maximize multiplier effects