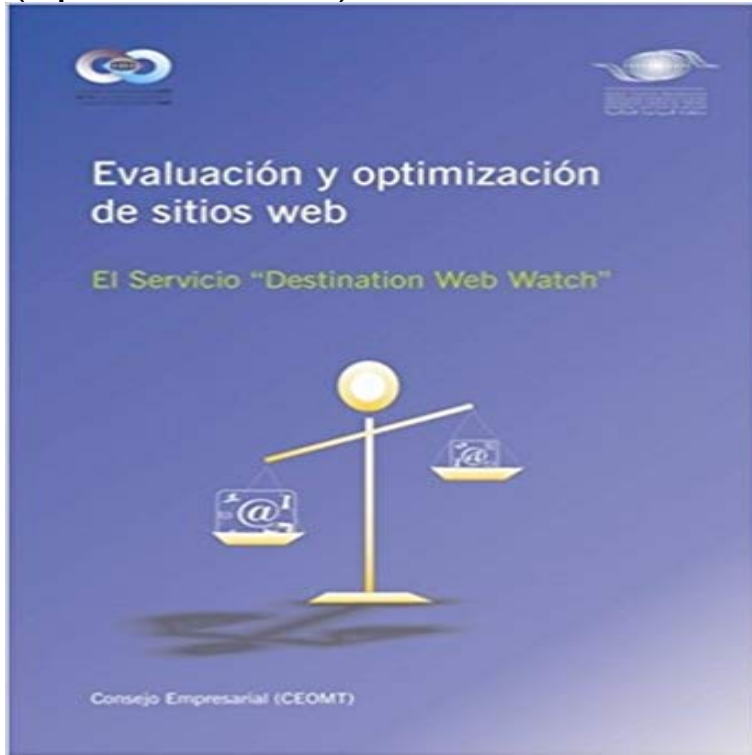


Evaluating and Improving Websites - The Destination Web Watch (Spanish Edition)



En los últimos años han aumentado notablemente las inversiones realizadas por las organizaciones de gestión de destinos (OGD) en sitios web. Las actividades de marketing a través de Internet constituyen una parte importante de los programas operacionales de muchas OGD locales, regionales y nacionales. La International Federation for Information Technologies and Travel & Tourism (Federación Internacional de Tecnologías de la Información y Turismo, IFITT) y la Organización Mundial del Turismo (OMT) han acordado establecer conjuntamente un plan para ayudar a las OGD en la evaluación y el análisis comparativo de la calidad y eficacia de sus actividades en Internet y de la rentabilidad de sus inversiones. Este informe es una introducción al citado plan, denominado Destination Web Watch de la OMT y de la IFITT.

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