List of Tourism e kit Tutorials

The Basics

- Tutorial 0:   Why you need to be online
- Tutorial 1:   Internet: planning my success
- Tutorial 2:   Initial assessment of my website
- Tutorial 3:   Web strategy: assessment and components
- Tutorial 4:   Web strategy: cost and timings
- Tutorial 5:   Finding a good web professional
- Tutorial 6:   Planning for a new website
- Tutorial 7:   Email best practices
- Tutorial 7A: Online etiquette
- Tutorial 7B   National broadband network (NBN)

Website

- Tutorial 8:   Registering a domain name 101
- Tutorial 9:   Domain name: advanced
- Tutorial 10:   Organising hosting for my site
- Tutorial 11:   The Internet, social media and the tourism industry
- Tutorial 12:   Target market 101
- Tutorial 13:   Website 101: visual design and content
- Tutorial 14:   Website 101: usability and technology
- Tutorial 15:   What is a content management system?
- Tutorial 16:   Images 101
- Tutorial 16a: Videos for my website
- Tutorial 17:   Mobile technology for tourism
- Tutorial 17A: Mobile technology for tourism: advanced
- Tutorial 17B: Website, mobile website or mobile application
- Tutorial 17C: Responsive design for web and mobile
- Tutorial 18:   Security and backups

Search Engine Optimisation

- Tutorial 19:   Search engines 101
- Tutorial 20:   Critical components of optimising a website
- Tutorial 21:   Keywords
- Tutorial 22:   Understanding inbound links to my site
- Tutorial 23:   Sourcing inbound links
- Tutorial 23a: Travel and tourism links

E-marketing

- Tutorial 24:   Bringing people to my site with e-marketing
- Tutorial 24a: Converting a prospect into a guest
- Tutorial 25:   Email marketing
- Tutorial 26:   Pay per click 101
- Tutorial 27:   Setting up a PPC campaign with Google AdWords
- Tutorial 31:   Australian Tourism Data Warehouse (ATDW)
- Tutorial 31A: Optimising your ATDW Listing
- Tutorial 32:   Tourism Exchange Australia
- Tutorial 33:   Google tools

Online Bookings

- Tutorial 34:   Online booking systems

Analysis and Statistics

- Tutorial 36:   Tracking and reporting

Online Distribution

- Tutorial 38:   Online distribution 101
- Tutorial 39:   Online distribution: advanced
- Tutorial 39A: Online travel agents

Social Media

- Tutorial 40:   Social media for tourism
- Tutorial 40A: Managing multiple social media accounts
- Tutorial 40B: Social media and the law
- Tutorial 41:   Group buying & Daily deal sites
- Tutorial 42:   Online tourism communities
- Tutorial 43:   Facebook for tourism
- Tutorial 44:   Twitter for tourism
- Tutorial 45:   Online reputation management
- Tutorial 46:   TripAdvisor for tourism
- Tutorial 47:   YouTube and video hosting websites
- Tutorial 48:   Flickr and photo hosting websites
- Tutorial 49:   Blogging for tourism

Working Digitally in China

- Tutorial 50:   Online in China – introduction
- Tutorial 51:   Online in China – developing a Chinese website
- Tutorial 52:   Online in China – search engines
- Tutorial 53:   Online in China – social media
- Tutorial 54:   Online in China – getting started