

Developing Marketing Skills for Tourism

Technology in Tourism Marketing

Socially Responsible Marketing

Social Media Marketing

Marketing Skills for Tourism

Creativity

- make something out of nothing
- Create the branding, create the positioning, find the niche
- develop the words, the visuals, the images that make a brand
- the brochure, the website, the positioning statement
- Keeping fresh and current so that I can think of new ways of approaching
- industry partnerships and a new sponsorship program
- Innovative Product development
- 5 Stage process
 - Saturation
 - Preparation
 - Incubation
 - Illumination
 - verification

Communication

- Learn 3 languages – mother tongue, national & international
- Polite speech, Good body language
- Good personality
- Courtesy calls
- Letters
- Fax
- Email messages
- Must allow visitor to speak
- If language is barrier then show standard pictures or symbols
- Neat maintenance of travel documents
- Advertisement in target customer's language

- Self Motivation
 - Self motivated to work and deliver concrete results
 - Motivation and morale are closely related
 - If morale is high motivation will be high to give sterling performance
 - Motivation factors are – backgrounds, education, family status, economic condition
 - Person to person treatment would develop the organization
- Team building
 - Socio cultural norms, if the team changes this norms and values effect is immediate and ever lasting
 - Tasks are completed faster than an individual does - Rome was not built in a day, Rome was not built by on neither
 - Team work leads to synergy
 - Team work gives status recognition, reverence to all
 - Single person cannot deliver results on his own
 - Groups become teams
 - Common working approach, performance goals
 - Hard work, discipline, dedication to purpose , willingness to adopt new technologies
 - 1. Thank a colleague
 - 2. Compliment a colleague
 - 3. Invite a colleague

Technology in Tourism

- The impact of technology on most industries can't be overstated—more so in the hospitality and tourism industry.
- After all, for at least 10 years now, we all browse reviews on TripAdvisor and search for flights, hotels, rental cars, tourist information and more online.
- Use different platforms. Digital marketing tools include websites, email, Facebook, Instagram, Twitter, Youtube, etc.

Augmented and virtual reality

- The past few years have seen an increase in AR or VR popularity among travel and tourism companies, and the trend is set to continue. These technologies are being used either for content marketing or to enhance the customers' experiences.
- For example, airlines have started using VR technology to show travellers the cabins in advance, in order to increase ticket or ancillary services sales.

Artificial intelligence

- AI is behind many evolving technologies and innovations in the travel and tourism sector. The ways in which it helps the industry can be classified into three major categories: Machine Learning, ChatBots or TravelBots, and Robots.

Internet of things

- IoT has a lot of potential to shape the future of the travel and tourism industry, and companies have started to realize that.
- An example of an industry player using IoT to reduce anxiety and stress levels associated with lost bags is Lufthansa. Passengers can track their baggage via a link found on their mobile boarding pass in the Lufthansa app.

Voice Technology:

- Voice technology is another digital novelty that is beginning to disrupt the travel and tourism sector, as more and more customers switch from typed-in search to voice interactions.
- More and more hotels have started experimenting with voice-activated devices.
- Among them are: W Austin of Marriott International, Kimpton Alexis Hotel, and Westin Buffalo.

Wi-Fi connectivity- 5G Technology

When travelling, people want to always be connected, either to get destination ideas, options regarding places to visit or eat, find directions to points of interest, or share their experience with friends via social media or other connectivity platforms.

As a result, investing in network services helps companies offer a more seamless and highly personalized experience to customers, boosts operational efficiency, real-time decision making, strengthens the physical (via CCTV) and the cyber security, along with data privacy.

Wearable devices

Despite a sluggish start, travel and tourism companies are gradually using this technology to offer customers a more personalized and united experience.

For instance, the Walt Disney Company deployed a wearable, customizable, RFID-equipped MagicBand, which connects to the theme park infrastructure, to reduce waiting times and track guests' locations and activities.

Socially Responsible Marketing

Social responsibility in marketing involves focusing efforts on attracting consumers who want to make a positive difference with their purchases.

Recyclable packaging, promotions that spread awareness of societal issues and problems, and directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies.

Green washing (environmentally sustainable) is more common and has evolved to encompass a broad span of issues beyond environmental responsibility

Some of the most common green washing techniques include:

- Misdirection (e.g. highlighting philanthropic donations to popular social and/or environmental causes as a way to distract from a troubled environmental/social record)
- Self-aggrandizement (e.g. implying that a particular practice makes them exceptionally responsible when that practice is, in fact, standard within an industry)
- Ambiguity (e.g. using vague language to describe a long-term commitment to broad social and environmental values)
- Magnification (e.g. focusing attention on a positive practice that is not, in fact, particularly significant in terms of making change)
- Proclamations (e.g. making social/environmental claims that cannot be verified or corroborated without access to confidential data)
- Implied Association (e.g. using language or imagery similar to those which carry official or significant positive meaning for ethical consumers such as “fairly traded” to imply official fair trade certification.)

Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

The Five Core Pillars of Social Media Marketing

1. Strategy
2. Planning and Publishing
3. Listening and Engagement
4. Analytics
5. Advertising