UNWTO Course in Zimbabwe on eMarketing
23-27 March 2015

Following the request received from the Ministry of Tourism and Hospitality Industry of Zimbabwe, the World Tourism Organization with the support of its UNWTO.Themis Foundation has designed the following 5-day course on eMarketing, which could be offered in English, to the relevant officials and stakeholders of this country.

1- Introduction

The rise of the Internet and expansion of new technologies has transformed the tourism sector in unprecedented ways. This presents immense opportunities yet also great challenges for National and Destination Marketing Organizations that need to keep pace in a constantly changing and competitive environment. As online information becomes one of the primary factors influencing travellers’ decisions, an effective eMarketing strategy is crucial to stand out on the global stage.

In this framework, the World Tourism Organization (UNWTO) and its UNWTO.Themis Foundation have designed a 5-day course in English, which wishes to examine some key elements of eMarketing, eMarketing strategy models and eMarketing strategy design.

2- Addressed to

This 5-day course is addressed to executive officials and stakeholders of Zimbabwe who have responsibility for the design, implementation and monitoring of eMarketing in the tourism sector.
3- Objective

The objective of this 5-day course is to provide participants with knowledge, skills, tools and a forum for discussion about key current issues and practices in eMarketing strategy.

More specifically, the objective of this course is to provide participants with:

- An understanding of key concepts in eMarketing and its processes
- Hands-on experience in the use and application of tools and techniques
- Practical experience in matching local needs with the UNWTO approaches and methodologies
- A network for support and cooperation for the design and implementation of an eMarketing strategy
- International best practice case studies relevant to the topics of this course.

Upon successful completion of this capacity building course, participants will be able to:

- Understand key concepts and processes
- Apply tools and international best practices in the local contexts
- Oversee eMarketing tourism strategy development and implementation

The capacity building activity will follow the philosophy of the Global Code of Ethics for Tourism.

4- Content

Module 1. Key concepts
1.1 Current trends in eMarketing
1.2 Branding
1.3 The Customer Journey
1.4 Internet Services
1.5 Product Market Partner Combinations (PMPC)
1.6 Media and Content Categories: Owned, Earned, Paid and Converged

Module 2. eMarketing strategy models
2.1 Getting Started: Building an Inbound Marketing Strategy and Creating a Hub-and-Spoke Architecture
2.2 Focussing on Content: Developing a Content Grid or Content Marketing Matrix
2.3 Inclusive eMarketing Planning Models: SOSTAC® and RACE

Module 3. eMarketing strategy design and budgeting
3.1 Situation – where are we now?
3.2 Objectives – where do we want to be?
3.3 Strategy – how do we get there?
3.4 Tactics – how exactly do we get there?
3.5 Action – what is our plan?
3.6 Monitor – did we get there?

5- Methodology and structure

The course will follow a theoretical-practical methodology which includes presentations, discussions, debates, group work and practical activities. The presentations, though mainly theoretical, are brief, conceptual, tool sharing and interactive through discussions, debates and Q&A sessions.

The practical activities aim at putting the content and tools seen during the course into real life situation. They include daily practical activities and group discussions, and a technical visit in an area related to the topic of the course. During this technical visit, participants are to conduct fieldwork, interviews and gather information from the key stakeholders, including the local community.

In order to maximise the benefits from the technical visits, participants will receive an introductory booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts needed for the course. Furthermore, they might be requested to prepare work/presentations on the subject.

The intention of this approach – the transmission and usage of various tools, the expertise of the experts and participants, the discussion forums, the practical group work and the international approach – is for participants to fully understand the topics of the courses and to be able to implement the acquired knowledge and skills in their work.

6- Final Activity/Project

On the last day of the course, participants are to present, in small groups, their final project on an eMarketing strategy for their technical visit site.