

**Proposed Theme**

*Amplifying brand presence and return on marketing investment in the global marketplace through Digital Marketing.*

*Date: Wednesday, 5 October 2022*

*Time: 11:30-18:00*

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## 1. Overview

Global advancements in communication and technological innovation have catalysed marketing era. As a result, information and communication technologies have contributed significantly to the development and growth of the tourism industry.

Tourists use the Internet in all phases of the customer journey. In 2020, the typical user spent on average 6 h and 43 min online each day, which was about 40% of their working life, (Handbook of e-tourism, 2020). Therefore, internet, ICT tools, and the Web revolution play a pivotal role in marketing of destinations, products, experiences, attractions and services in the global marketplace. This cuts across the entire value chain and ecosystem across - National Tourism Organisations, Ministries, Destination Management organisations, Product and Experiences/Attractions owners, Travel Trade and Hospitality sub-sectors.

It is worth noting that mobile devices account for more than half of all the online time, but most Internet users still use a combination of mobiles and computers to access the Internet. Therefore, digital marketing offers great opportunities for tourism organizations and suppliers to promote and sell their offers and to establish long-lasting relationship with their customers.

Given that the tourism industry is considered to be a marketing, communication and information intensive industry, there is a power shift from service providers and suppliers to the consumers who now have ability to attract and influence others with their shared experiences on digital platforms. Therefore, travel consumers and value-partners have become co-creators of digital content on different media.

In the context of Small and Medium-sized Enterprises (SMEs), the UNWTO Digital Futures Programme seeks to accelerate economic recovery of the tourism sector by supporting Small and Medium-sized Enterprises (SMEs) to unleash digital technologies to create jobs and enhance future resilience in the linkages of the tourism value chain post COVID-19,

The UNWTO Digital Futures Programme for small and medium-sized enterprises (SMEs) has the ambition to reach out to at least 1 million SMEs and to increase their competitiveness across six key digital dimensions – Connectivity, Business Growth, E-Commerce, Big Data and Analytics, and Payments & Security – by providing online trainings that uptake the use of digital technologies and tools. In order to accelerate digital transformation, innovation and ‘

sustainable solutions for SMEs and Startups in the tourism Sector, the UNWTO has fostered a partnership with MasterCard. Additional key partners that work on Global Tech will follow.

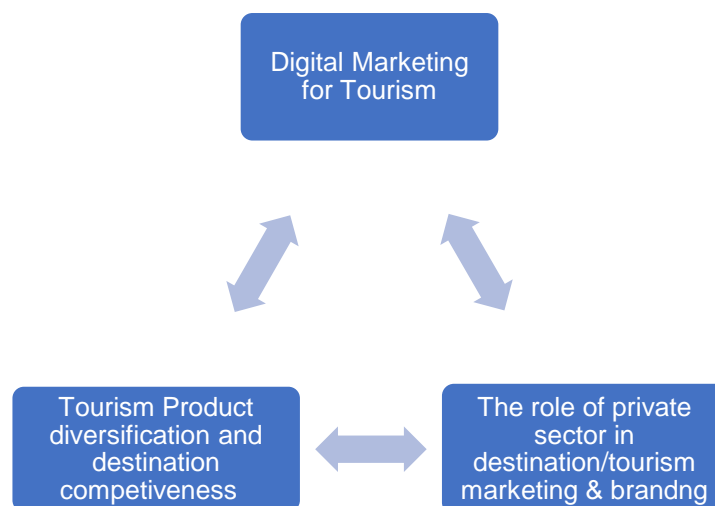
## 2. Key focus areas

The overview above, suggests that technological innovation and digital marketing have become absolute imperative for the global tourism ecosystem. As a result, destinations, firms and all stakeholders have all adopted various digital marketing strategies, programmes and plans to enhance their marketing and value-creation efforts. This trend has further bolstered the role of the private of the private sector in destination marketing and branding.

Adding to this, there is a need for product diversification as way to strengthening destination, products and services competitiveness and ultimately increase arrivals at the destination level and revenue growth all levels of tourism development.

In view of this the key focus areas of the symposium will not only focus on digital marketing, but also cover the role of private sector in destination marketing as well as insights into product diversification and competitiveness as depicted in Figure 1 below:

**Figure 1: Key Focus Areas of Tanzania Symposium**



### 3. The Profile of target audience

- Middle to lower-level management officers in tourism related organisations and companies both in private and public sector (National Tourism Organisations, Ministries responsible for Tourism, Hospitality Organisations (Accommodation Facilities, Travel Trade, (Leisure and Business Travel, Travel Media, Academic Institutions, etc.) as well as non-governmental organisations.
- Officials and professionals who influence the decision-making tourism marketing strategies, programme and budgets such as Marketing Officers, Sales & Marketing Managers, Sales Managers, Public Relations officers, Communication Managers and Officers
- Representatives of Business Tourism, and Travel, Convention Centres and Meeting Venues, Convention and Visitor Bureau Corporate, Incentive Planners, Association Meeting Planners and managers.
- Academia – Educators and students in travel, tourism and hospitality training
- SMMEs, Entrepreneurs and Youth in tourism, travel, hospitality & owners of accommodation facilities.
- Sales, Marketing, Public Relations and Stakeholder Relations Officials.

### 4. The rationale

The programme aims to support stakeholders and all attendees across Africa's tourism value chain to strengthen their competitiveness through this professional development and capacity building programme encapsulating Digital Marketing, the role of private sector in destination marketing and product diversification.

It is critical to note that dynamic and agile content will continue to lead the way for marketing across sub-sectors across Africa's tourism ecosystem and digital marketing, as result, digital marketing has become an absolute imperative in tourism marketing, as whole.

From SMEs perspective, this is of particular significance for brand equity building, stakeholder engagements, travel consumer interactions, sales and business development in the tourism sector.

## 5. Specific objectives

- Understanding the difference and comparative advantages traditional and digital marketing in Covid-19 era marketing.
- Understanding the role of the private sector in destination branding and marketing
- Understand the role of the digital marketer in the tourism brand management, stakeholder relations management, business development and sales (client acquisition and retention)
- Understand the strategic and operational imperative of digital marketing in tourism marketing across the entire tourism value chain
- To learn about tourism Product diversification and destination competitiveness Gain knowledge of digital marketing techniques useful for the tourism sector (public and private institutions) and their respective organisation

## 6. The curriculum and programme

It involves social media marketing, search engine optimization, content marketing, influencer marketing, and affiliate marketing as most sought after digital marketing strategies.

The methodology will be action-learning orientated that entail presentations and syndicated exercises as outlined in the work plan below:

11:30-11:35	<b>Welcome introduction</b> <b>Elcia Grandcourt</b> , Director, Africa Department, UNWTO & Tanzania's Representative
11:35-12:00	<b>Keynote I: Digital Futures for SMEs a platform to accelerate tourism recovery</b> <b>Natalia Bayona</b> , Director Innovation, Education, and Investments at UNWTO (followed by a video presentation)
12:00-12:30	<b>Keynote II: Market Intelligent tools for the tourism sector</b> <b>Angelica Mkok</b> Industry Affairs, Amadeus
12:30-13:00	<b>Keynote III: Data Analytics to enable strategic decisions</b> <b>Victor Ndlovu</b> , Director, Business Development, East Africa, Mastercard
13:00 – 14:00	<b>Networking Lunch</b>
14:00 – 15:30	<b>Workshop I: Bridging the gap between traditional and digital marketing: critical tools and platforms for result-orientated digital and social media marketing</b> <b>Kwakye Donkor</b> , Chief Executive, Africa Tourism Partners
15:30 – 16:30	<b>Syndicated Exercises &amp; Group Presentations</b>
16:30 - 16:45	<b>Refreshment Break and Networking Session</b>

16:45 – 18:00	<b>Workshop II: Tourism Product Diversification and Destination Competitiveness.</b> <b>Kwakye Donkor</b> , Chief Executive, Africa Tourism Partners

## 7. Desired outcomes

The desired outcomes for the delegates of the symposium will include the following:

- To gain insight into how to use digital marketing to amplify brand presence, develop customised content for consumption on social media and increase revenues after engaging with more consumers.
- To learn about new developments and trends in tourism digital including digital marketing for tourism businesses and destinations.
- To understand the benefits and challenges of digital marketing focusing on website publishing, traffic building, and digital marketing campaign planning.
- To establish the role of private and public sector interests in the context of destination marketing.
- To appreciate the significance of tourism Product diversification and destination

### **KINDLY NOTE THAT THE SYMPOSIUM:**

- **WILL ONLY BE CONDUCTED IN ENGLISH**
- **ATTENDANCE IS BY INVITATION ONLY**