Digital Marketing in Tourism

Lecturer:
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Lecturers:
Lecturers and seminars – 45 hours

Course description
Tourism is one of the world’s leading industries, representing 7% of total world exports and 40% of services exports. At the same time, travel and tourism directly generates 108 million jobs and additionally supports a total of 284 million jobs worldwide (1 in every 11 of all jobs is tourism related). According to UNWTO, international tourist arrivals (overnight visitors) increased by 3.9% in 2016, reaching a total of 1,235 million. International tourist arrivals worldwide are expected to reach 1.4 billion by 2020, and 1.8 billion by the year 2030 (UNWTO).

Digital marketing today has become an indispensable part of every business irrespective of its size and type. 34% of the businesses already had an integrated digital marketing plan in 2016 and 72% marketers believe that traditional marketing is no longer sufficient and digital marketing will make their company revenue to be increased by 30% by the end of 2017. The increasing role of digital marketing has affected the way businesses promote their offerings to existing as well as new customers. The need for digital marketing has been felt like never before in the tourism industry wherein customers have instant access to all kinds of information on the latest offers and best prices. Today digital marketing plays a critical role in the success of each business which exists in the tourism industry.

Considering all this facts we are aware how it is important for you to have more knowledge and skills in digital marketing in tourism. This course will teach students how to use digital marketing tools in tourism. During this course students will learn main online marketing concepts and their practical meaning on web for implementation of online business.

This course will also give students understanding of major e-marketing trends present at the market today and give them understanding of expected development in the future.

At the end of the course students will gain a lot of practical knowledge throughout the development of their own marketing plan, also whilst planning websites, by using Google AdWords and Facebook marketing tools. During course students will create e-marketing campaign for their project idea. Marketing campaign will utilize e-marketing tools and technologies which will previously be explained and demonstrated in the class.

The course consists of lectures, practical work and guest speakers.