
On-line Tourism Marketing & Distribution: Introduction

Aim

This course explains and demonstrates on-line marketing and distribution for the tourism industry. The course will assist operators in developing a strategy for the adoption of on-line technology. Other NDA courses in *Search Engine Optimisation and Google Analytics* and *CRM Systems and E-mail Newsletters* teach how to setup and use the technology.

Audience

This course is designed for tourism operators who wish to promote and distribute their product on-line. The course is equally relevant to the accommodation, tours and attractions sectors of the industry. The course is likely to be of more relevance to small and medium size enterprises, rather than larger enterprises.

Pre-requisite skills:

This course assumes no existing knowledge.

Duration:

Half day.

Course Outcomes

On completion of this course attendees will be able to:

1. Understand the differences between traditional and on-line marketing
2. List alternative methods of promoting a website to potential clients
3. Understand how a website can be optimised for search engines
4. Understand how web analytics can be used to assess the effectiveness of a website
5. Evaluate customer relationship management systems
6. Evaluate e-mail newsletters
7. Understand the differences between traditional and on-line distribution
8. Evaluate e-distribution channels
9. Evaluate channel management systems
10. Evaluate on-line payment systems

Course Content

E-marketing

- What is e-marketing
- Advantages of e-marketing
- Limitations of e-marketing

E-marketing with a website

- Should I create my own website?
- How to engage a web developer

Promoting your website

- Include your domain name on all promotional material
- Search engine optimisation
Methods of optimising a website for search engines
How to optimise your website
- Google Alerts
How to create a Google Alert
- Pay per click advertising
How to advertise with Google AdWords
- Social media optimisation
- Promote your product with a blog

- Promote your product through an industry sector website

Web analytics

E-marketing with Google Maps

- Embed a Google Map on your website
- List your business with Google Maps

E-marketing with Google Street View

- Embed a Google Street View on your website

E-marketing with a Customer Relationship Management system

- What is a Customer Relationship Management (CRM) system?
- How do you use a CRM?
- What type of business benefits from a CRM?
- How do you create a CRM?

E-marketing with an E-mail newsletter

- What type of business benefits from an e-mail newsletter?
- How do you create an e-mail newsletter?

E-distribution

- What is e-distribution
- Costs and benefits of e-distribution
- E-distribution channels for tourism
- Direct outlets (Wotif, Stayz etc)
- Suggested direct outlets
- Channel management systems (Book Tasmania, Site Minder etc)
- Suggested channel management systems
- Payment options
- E-distribution from your own website
- Regional broadband: the Australian Broadband Guarantee
- Yield management

Glossary

Action plan

Appendix 1: how to write a website specification

Appendix 2: example of a web site specification

Appendix 3: link popularity and search engines

Appendix 4: web design

Appendix 5: e-mail marketing

Appendix 6: Wotif – yield management