



19 November - 21 November 2017

**UNWTO - UAE**  
**Tourism Leadership Programme**  
2017 Theme:

# Digital Marketing in Tourism

Programme Hosted & Sponsored by  
The Ministry of Economy of the United Arab Emirates



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



الإمارات العربية المتحدة  
وزارة الاقتصاد

visit**UAE**

## Programme Hosted & Sponsored by The Ministry of Economy of the United Arab Emirates

The UAE Tourism Leadership Programme is a series of executive training courses in tourism that take place every year with a different theme or on a different topic.

This year's course is designed to equip participants with capacity, knowledge and skills on Digital Marketing in Tourism. It is conceived as an immersion to the topic of leadership, with a theoretical-practical approach which will strengthen leadership and offers networking opportunities.

An Executive Conference on the latest trends on this topic will be also held at the beginning of the course for high-level managers.

During the 3-day course, participants will learn about Digital Marketing and particularly about how to develop a digital marketing strategy which is integrated with the customer journey.

### OBJECTIVES

The objective of this Executive Training Course is to provide participants with knowledge, skills, tools, best practices and a forum for discussion about current developments in Digital Marketing strategy and implementation. Moreover, the objectives of the 3-day course is to offer participants with:

- An understanding of key concepts and useful frameworks vital for developing a successful Digital Marketing strategy
- Practical experience in conceptualising and developing an Digital Marketing strategy using the concepts of 'Personas' and the 'Customer Journey' and applying the UNWTO approaches and methodologies
- Awareness of the importance to research and match local needs and customer wishes, dreams and behaviour
- An understanding of the tools, channels and content categories the 'Digital Marketing Toolbox' offers
- Be able to evaluate and optimise an existing Digital Marketing strategy and plan
- Be able to oversee and/or apply important Digital Marketing tools and tactics
- Have gained insight in how to evaluate and measure success

### Emirates Host

Emirates Host has been launched in 2016 by the Ministry of Economy of the UAE as one of the tourism initiatives in the strategic plan 2017-2021. It is the first official training center for tourism sector in a federal level. Leadership programme is its first training programme and more training programmes will follow. Emirates Host main objective is to develop and enhance human resources capabilities working in tourism.

## Participants

This 3-day course is addressed to industry professionals and government officials from Tourism Administration, private companies, associations and academia who have or will have responsibilities in the tourism sector of their country.

## Quick Facts

**Length:** 3 days, 21 hours

**Location:** United Arab Emirates

**Dates:** 19 November - 21 November 2017, from 08h00 to 15h00

**Registration Deadline:** 22 October 2017

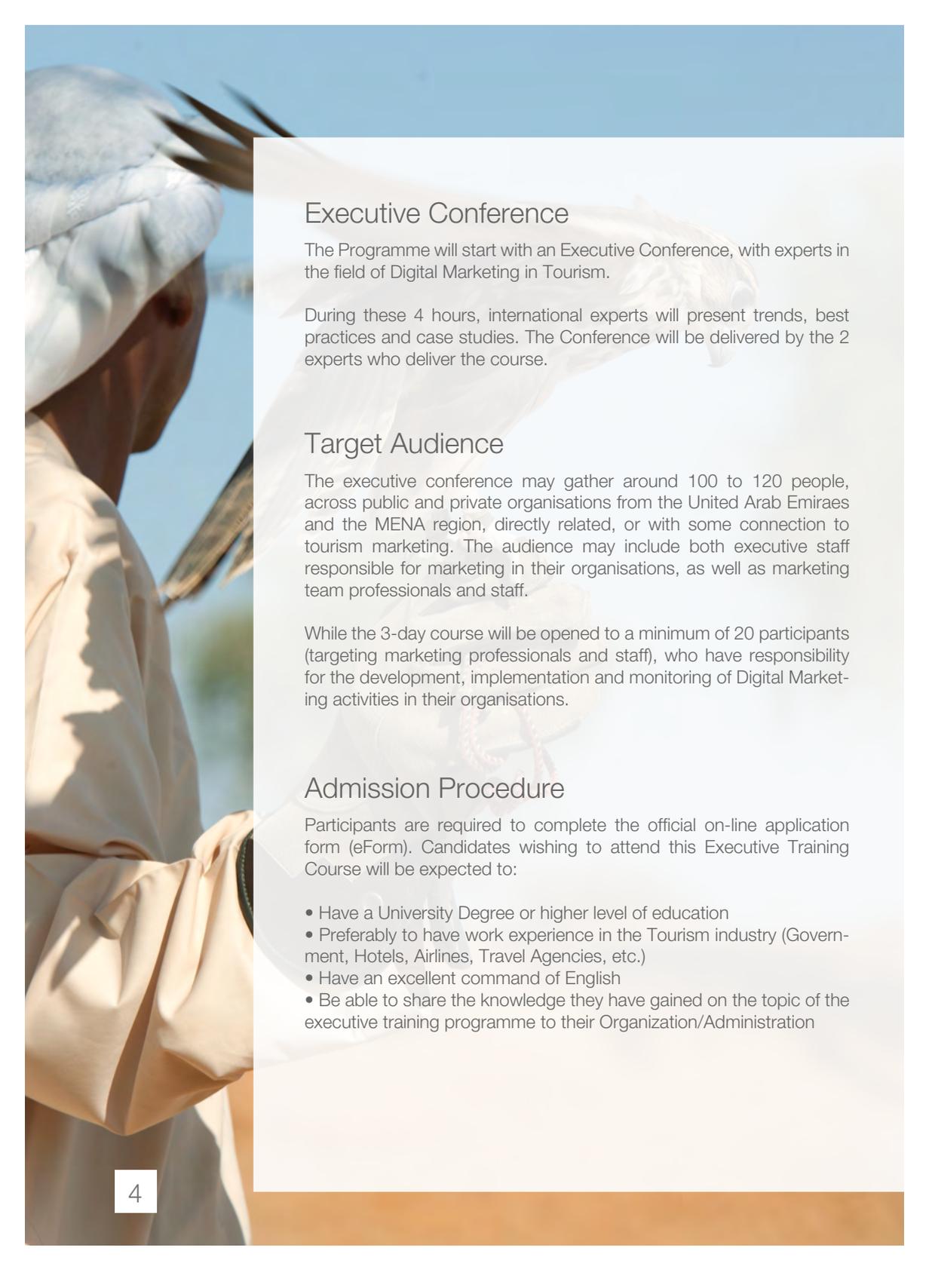
**Language of instruction:** English

### Modules:

This course is to follow the philosophy of the Global Code of Ethics for Tourism.

1. A customer centred approach to Digital Marketing - working with “Personas”
2. The Customer Journey: Imagining the “Persona’s experience cycle”
3. Digital Marketing and the SOSTAC framework





## Executive Conference

The Programme will start with an Executive Conference, with experts in the field of Digital Marketing in Tourism.

During these 4 hours, international experts will present trends, best practices and case studies. The Conference will be delivered by the 2 experts who deliver the course.

## Target Audience

The executive conference may gather around 100 to 120 people, across public and private organisations from the United Arab Emirates and the MENA region, directly related, or with some connection to tourism marketing. The audience may include both executive staff responsible for marketing in their organisations, as well as marketing team professionals and staff.

While the 3-day course will be opened to a minimum of 20 participants (targeting marketing professionals and staff), who have responsibility for the development, implementation and monitoring of Digital Marketing activities in their organisations.

## Admission Procedure

Participants are required to complete the official on-line application form (eForm). Candidates wishing to attend this Executive Training Course will be expected to:

- Have a University Degree or higher level of education
- Preferably to have work experience in the Tourism industry (Government, Hotels, Airlines, Travel Agencies, etc.)
- Have an excellent command of English
- Be able to share the knowledge they have gained on the topic of the executive training programme to their Organization/Administration

## Registration Procedure

Those candidates wishing to apply for this Executive Training Programme will have to:

- Fulfill all the above mentioned requirements
- Complete the application eForm
- Send a copy of their CV
- Send a copy of their passport (if not UAE national)
- Send a letter of motivation through “Application eForm”  
<https://survey.zohopublic.com/zs/RmB0sZ>
- Obtain an international insurance policy which fully covers their stay in UAE (international participants)

## Certificate

The participants who successfully complete the UNWTO Executive Training Programme on “Digital Marketing in Tourism”, will obtain their course certificate with official recognition from the World Tourism Organization (UNWTO), the UNWTO.Themis Foundation and the Ministry of Economy of the United Arab Emirates.

## Venue Info



**GRAND | HYATT**  
DUBAI

P.O. Box 7978, Dubai, United Arab Emirates  
Tel. +971 4 317 1234  
Fax +971 4 317 1235

<http://dubai.grand.hyatt.com/>

The image also includes several photographs of the hotel's interior, showing a large conference room with long tables and chairs, a lounge area with red seating, and a dining area with a chandelier.

## Tuition Fee

The Tuition fee of the programme is \$ 1,465 USD. This fee will cover costs for the on-site Components of the programme and the provision of course materials, lunch and refreshments. Costs of travel to and from UAE, additional meals and accommodation are not included.

A 10 per cent discount for participants who completed the previous 2016 course will be offered.

## Fostering Knowledge, Education & Capacity Building

*"I have studied tourism and my Master degree was based on Tourism Development. With this course I wanted to add more value to my knowledge and so far gained experience, make more connections with people from the industry as well as to develop particular skills as a leader in tourism. Taking into consideration that this is an UNWTO course, I believe it is the best place to start with this kind of formations.*

*Today's session was a great session on Leadership development with focus on tourism. We were given very useful tools on how to manage the team, be a visionary in industry and how to lead the group of people with different skills and objectives.*

*I would definitely recommend this kind of courses to all industry professionals, working in different fields and with different profiles. It is a great opportunity to meet and learn from leading experts and to exchange experiences with people from the country and region."*



Vikas Tembhare, Managing Director/Lead Consultant - IND Trade Consultancy Middle East FZE - together with H.E. Sultan Bin Saeed Al Mansoori, Minister of Economy of UAE in the Closing Ceremony of the 2016 edition.

# tourism in numbers

**1,235** million

2016 proved to be another excellent year for international tourism despite many challenges. International tourist arrivals grew for the seventh consecutive year to reach 1.2 billion, a sequence of uninterrupted growth not recorded since the 1960s. The strongest growth was recorded in the Africa and Asia and the Pacific regions.

International tourist arrivals reached 1,235 million in 2016.

**46** million

2016 saw growth in international arrivals of some 46 million, or 4%, over 2015.

**7** years

Tourism has grown above average, at around 4% per year, for seven straight years.

**300** million

300 million more people travelled internationally for tourism between 2008 and 2016.

Growth in advanced economy destinations (+5%) exceeded that of emerging economies (+2%) in 2016.

## WHY TOURISM MATTERS



## TOURISM IS MUCH MORE THAN YOU IMAGINE

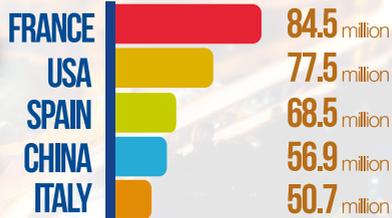
## INTERNATIONAL TOURIST ARRIVALS 2016



**WORLD: 1,235 MILLION**

# WORLD'S TOP TOURIST DESTINATIONS

INTERNATIONAL TOURIST ARRIVALS 2015



# WORLD'S TOP TOURISM SPENDERS

INTERNATIONAL TOURISM EXPENDITURE 2016



## About UNWTO

The World Tourism Organization (UNWTO) is the United Nations specialized agency mandated with the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide.

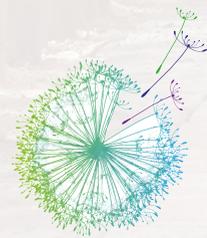
UNWTO upholds the implementation of the Global Code of Ethics for Tourism to maximize tourism's socio-economic contribution while minimizing its possible negative impacts. UNWTO is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs) geared towards universal sustainable development.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects around the world.

UNWTO's membership includes 157 countries, 6 territories, two Permanent Observers and over 480 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

**TRAVEL.  
ENJOY.  
RESPECT.**

**#TRAVELEJOYRESPECT**



**2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT**



## UNWTO **Elibrary**

The UNWTO Elibrary is the largest online collection of publications and statistics in the field of international tourism. It includes over 1165 UNWTO publications and 900 regularly updated tourism data sets (Tourism Factbook).

Find out how you can access this invaluable source of knowledge by visiting [www.e-unwto.org](http://www.e-unwto.org) or contacting [elibrary@unwto.org](mailto:elibrary@unwto.org)

***UNWTO ELibrary – where knowledge no longer depends on distance!***

**EMIRATES HOST**  
TOURISM CAPABILITIES DEVELOPMENT PROGRAMS



UNITED ARAB EMIRATES  
MINISTRY OF ECONOMY



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