

UNWTO Regional Course in Ghana

Tourism Marketing: from Product to Experience

12-17 October 2017
Accra, Ghana

Course Outline

In today's fast-changing and competitive environment, consumers unquestionably desire unique products and experiences - and businesses respond to this request by designing and promoting experiences that add value to their goods and services. This is particularly the case in the tourism sector, where living an experience, rather than fulfilling a need is instrumental in the purchase of goods and services.

Furthermore, it is important to be aware that digital technologies have introduced major changes to tourists' behaviour, tastes and their models of consumption. Consequently, traditional, one-way communication activities are rapidly losing their effectiveness, threatened by changes brought by experienced and digitally sophisticated consumers.

Thus, in a more and more competitive environment, the design of tourism experiences becomes a key issue in the tourism offer development process and for the enhancement of destination quality and competitiveness. Tourism experiences integrate elements related to emotional and psychological attributes, intuitive and social involvement and sensorial interactions, constituting determining factors for a destination's competitiveness. In this context, and in line with global trends, many destinations are embracing a new marketing approach, where experiences, stories and digital technologies are at the heart of their promotional activities.

The Executive Training Course is designed to equip officials and professionals of Ghana and its neighbouring countries with capacity, knowledge and skills about current trends in Tourism Marketing, and especially Experiential Marketing.

1- Introduction to the course

This Course focuses on the process that leads to the transformation of a product-oriented marketing to an experience-oriented one. The creation of customer value is an important and a foundational element of customer orientation which implies that a destination should create offers that are positively perceived by their visitors, and that satisfy their needs. The Course offers an introduction to current trends in tourism marketing, with practical examples on strategies and tactics implemented by destinations targeting the world's fastest growing markets, and practical information about relevant game changers that are shaping the tourism sector, globally, in Africa and in Ghana. Once the context is settled, an experience-oriented methodology will be approached, where both the design and implementation process will be revised through experiential marketing.

The aim of this Course is twofold: on the one side, it aims at enhancing the skills of participants in areas of tourism marketing; on the other side, it intends to respond to Ghana's and its neighboring countries' concrete need to consolidate its growth potential through tourism marketing using state of the art strategies and tools. In this view, the programme of the Course is designed to actively involve participants, present factual information and deliver tangible inputs as well as long-term benefits.

2- Target audience

This Course is aimed at executive officials and stakeholders in Ghana and the sub-region who are responsible for Marketing in the tourism sector.

3- Methodology and structure

The Course adopts a fact-driven approach, by presenting state-of-the-art theory through the analysis of real-life case examples and in-class activities, tailored to participants' knowledge and objectives. The modular structure adopted is conducive to a highly interactive learning experience that blends presentations, case studies, discussions, debates and practical activities.

Each of the modules adopts a similar structure, to facilitate in-class learning. Each module starts with a calibrated mix of theory and practical examples to introduce the main topic, followed by the presentation of real-life case examples which illustrate the details of an empirical use of the theoretical framework, and by a practical activity where participants can put the theoretical framework in to practice, tailoring this approach to their existing remits and responsibilities. Presentations will be brief, conceptual, tool-sharing and highly interactive, combined with discussions and debates.

The Course includes fieldwork in the form of a Technical Visit in an area related to the topic of the Course. During this Technical Visit, participants conduct fieldwork, interviews, gather information and interact with the

site managers and other relevant stakeholders, visitors and the local community. Participants will give two main presentations: one on the outcomes of the fieldwork and another on the final task.

Participants will be granted temporary access to all online resources of the UNWTO eLibrary. Participants may also receive articles and reading material referred to during the Course or needed for the practical activities. Participants will also receive an Introductory Booklet with a list of relevant publications.

4- Objective and learning outcomes

The ultimate objective of this Course is to contribute to the tourism competitiveness of Ghana and its neighbouring countries by sharing knowledge, instruments, skills and experience with participants related to tourism marketing and the process of creating and marketing tourism experiences and using relevant technologies.

By the end of this Course, participants will be able to:

- Understand the current state of play of the tourism sector, and future perspectives.
- Understand the tourism market situation in the global and African context.
- Acquire technical skills and competencies in performing analyses for Ghana and its neighboring countries to assess their market performance.
- Learn about experiential marketing and the process of creating and marketing tourism experiences.
- Develop a framework and enhance understanding of innovative marketing instruments and applications to a destination.
- Acquire skills and competencies to engage and support others in the area of marketing and eMarketing through the use of their website, social media and other marketing channels.

5- Content

Based on the above-mentioned objectives and the target audience, the Course will share the following content, in an interactive and practical manner:

- 1. Module 1: Key issues and trends in Tourism Marketing**
 - 1.1. The tourism destination and what defines it
 - 1.2. The new tourist
 - 1.3. Marketing trends in tourism
 - 1.4. Key concepts in experiential marketing as tourism product
 - 1.5. Key concepts in experiential marketing as promotional engagement
- 2. Module 2: Enhancing the Tourism Experience**
 - 2.1 Tourism experiences in the world
 - 2.2 Experiential tourism: practices and development

- 2.3 Transforming products into memorable experiences
- 2.4 Designing portfolios of memorable tourism experiences
- 2.5 Aligning brand strategy with the experiences portfolio

3. **Module 3: Bringing Experiences to the Market**

- 3.1. The SOSTAC Framework
- 3.2. Marketing tactics in 2017
- 3.3. Creating the action plan
- 3.4. Measuring results

6- Introductory and complementary reading material

Participants will receive an Introductory Booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts relevant to this Course.