



crews

Where you belong

TRAINING COURSE

Digital Strategy & Tourism

COURSE GOALS

- Define the strategic fundamentals of digital in tourism
- Understand the channels of digital marketing for tourism
- Develop a strategy adapted to tourism needs based on its positioning
- Plan digital marketing actions consistent with the strategy

TRAINING DURATION

14 hours, in 2 days or 4 half-days

TARGETED AUDIENCE

Accessible from all levels of study, the training is aimed at tourism professionals or job seekers wishing to train in these sectors.

PREREQUISITES

Tourism Fundamentals

ACCESS

Online application and discussion with the Experience team, response within 48 hours

RATES

- Group video training: 1,960 euros per person
- Customized training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Fundamentals of digital applied to tourism
 - Definition and context
 - Positioning, offer and strategy
 - Audiences
- Digital and marketing strategy applied to tourism
 - The digital tourism ecosystem
 - BtoC / BtoB challenges
- Content creation in tourism
 - Content strategy
 - Do's and don't
- Website optimization in tourism
 - Customer journey and decision criteria
 - Updating content, offers, events...
- Booking tools
 - Main features
 - Integration into the marketing ecosystem
- Traffic acquisition and conversion in tourism
 - Acquisition tunnel in tourism
 - SEO in tourism
 - SEA in tourism
 - Social Ads in tourism
 - Social media and influence in tourism
 - E-reputation in tourism
 - Email marketing in tourism
 - Third parties marketing
- Tracking, performance analysis and optimizations
 - Traffic analysis applied to tourism
 - Optimization tools and means
- Loyalty management and databases
 - Database management
 - Adaptation to the customer journey
- Digitalization of the tourist experience
 - Technological integration in the customer journey
 - Technological innovations in tourism

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JOBS OPPORTUNITIES AND CAREER PATH

At the end of the training, attendants will be able to apply for positions including implementation of digital strategy in the Tourism sector.

They can also continue to train in other skills in this sector.

TEACHING METHODS

- Teachers are working professionals
- Varied and dynamic teaching methods
- Individual follow-up with the Experience team

TOOLS

- Powerful technological tools: Google Workspace for Education, Slack, Edusign...
- Practical cases on real business situations related to the targeted sector

EVALUATIONS

- Evaluation of acquired knowledge at the end of training via a quiz or a project report

RESULTS AND PERFORMANCE INDICATORS

The first class of learners preparing for this training has not yet completed it. The results will be updated at this time.

- Satisfaction rate at the end of training: NA
- Individual progression rate: NA
- Interruption rate during training: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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