



TRAINING

TravelTech

LEARNING OBJECTIVES

- Understand the challenges of digital transformation in the tourism sector
- Identify key tools and innovations in TravelTech
- Optimise customer experience through digital technologies
- Build a digital strategy adapted to tourism stakeholders

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism, digital and innovation professionals

PREREQUISITES

Fundamentals of tourism

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,890 excl. VAT per person
- Intra-company / tailor-made 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

- Introduction to TravelTech
 - Definition and overview of TravelTech
 - Evolution of the tourism sector in response to digital transformation
 - New traveller behaviours and customer expectations
- TravelTech ecosystem and tools
 - Booking platforms, OTAs and metasearch engines
 - CRM, channel managers, PMS, yield management tools
 - Mobile applications, chatbots and virtual assistants
- Customer experience and personalisation
 - Digital customer journey
 - Personalisation through data and AI
 - Omnichannel approach and customer relationship
- Digital marketing in tourism
 - SEO, SEA and social media applied to tourism
 - Content and influencer strategies
 - Online reputation management (reviews, e-reputation)
- Data and performance
 - Customer data collection and analysis
 - Dashboards and tourism KPIs
 - Optimising conversion rate and revenue
- Innovations and trends
 - AI, virtual reality and augmented reality
 - Smart tourism and connected destinations
 - New models (platforms, immersive experiences)
- Practical workshop
 - Digital audit of a tourism stakeholder
 - Building a TravelTech strategy
 - Optimisation recommendations

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to integrate TravelTech tools and strategies into their activities, improve customer experience and enhance the digital performance of their tourism organisation.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: 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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- By email: contact@crews-education.com

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