

# THE DIGITAL TOURISM BUSINESS - LEARNING ABOUT THE DIGITAL TRAVELLER



## The Program

The tourism sector has been fundamentally re-architected with social media, mobile and ecommerce strategies over this past decade.

Success in this digital ecosystem demands that a marketer understand these new dynamics and underlying technology that is transforming business by dramatically altering the way people communicate, create, collaborate, share information, purchase and complete other transactions.

**The Digital Tourism Business** will acclimate students to the 2014 digital travel landscape through exposure to dynamic case studies and thought leadership, as well as practical experience to digital business strategies, techniques, tools, platforms, KPI's that are driving the digital travel revolution, helping the business manager to identify and embrace current and future opportunities to reach, engage with, and learn from customers. The program will be delivered over 4 days by expert [professors & guest speakers](#) in the industry, and will include practical workshops, innovative contents and networking events with top executives from the tourism industry in Spain.

## Program Objectives

Understand the “digital tourist” and how to market effectively when developing new marketing strategies. Understand the main digital techniques (paid media, mobile, social media, content, listening ...) and “best practices” in the tourism sector Understand the drivers of digital strategic plan and identify opportunities in a tourism company. Define a digital tourism business scorecard, realistic objectives and expected results; as well prioritize the KPIs for the strategy.

The course is designed for:

**Marketing and business development executives in the tourism sector**, to expand their views, take the global perspective, and/or explore other areas or technologies in the sector **For public officials in the tourism field**, to see the tourism climate in the most advanced countries and identify the most effective strategies **Entrepreneurs** in the tourism industry

**When:** The program will be on April 14 - 17, 2015

**Where:** At our campus in Madrid, Spain.

**Price:** 4.800€

## Testimonials:

Natalia Bayona - Manager of Leisure Tourism at ProColombia

The Digital Tourism Business program at IE allowed me to develop the strategy for promoting Colombia as a tourist destination, through studying the best practices in the sector, the use of big data, consumer patterns via mobile phones, and so on...There's no doubt that the faculty's work, along with their ability to measure return on investment within the digital market, has equipped me with more valuable tools for better defining the digital strategy to tour operators and travel agencies that work with ProColombia on a day to day basis. During the week I spent in Madrid at IE, I fell in love with the university, especially with its focus on entrepreneurship, innovation, and creativity. This helped me decide to do an MBA there 5 months later.

Kevin Sigliano - Program Director of The Digital Tourism Business & Partner of Territorio Creativo  
"The new consumer - traveller is becoming extremely digital in every stage (dreaming, planning, booking, feeling, sharing, reviewing) of their travel experience. Over 50% of internet users and travellers get inspired looking at pictures and comments online. Paid media campaigns for travel companies have the best conversion rates in social networks. In addition, over 70% of digital travellers review videos and opinions before making their final decision. These trends, among others, mean that the travel enterprise with customer centric digital strategies have a unique opportunity to understand, build, service and sell more effectively to the new connected consumer.

Those interested in the tourism sector will be impressed with the new **Digital Tourism** course of IE. Expertise of tourism professionals, digital experts and [SEGITTUR](#)'s vision has been key in designing the course. It will provide the right mix between innovation, practical cases, analytics and methodologies. This course pursues an academic experience where learning and networking are overwhelming. Spain is the perfect host for this kind of program, being home of UNWTO, FITUR, and some of the biggest players in the tourism sector".

For more information please contact:

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