Course title: Digital Marketing Management of Tourism and Hospitality

**Instructor:** Eran Ketter, PhD

**Credit hours:** 2

**Year:** 1, **Semester:** B

**Course objectives:**

In recent years, digital marketing and social media marketing have grown to become a leading marketing platform for tourism businesses and destinations. In this contemporary marketing arena, online search engines, social media platforms, blogs, user generated content, influencer marketing and online tour operators are the key channels in the digital tourist journey. The course aims to provide essential knowledge on digital marketing in the mobile era, online marketing strategy, social media marketing, digital communication management, and destination digital marketing strategy.

**Schedule of lessons:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Lesson #** | **Topic** | **Details** | **Reading assignments** |
| 1, 2 | Introduction to digital marketing | Digital marcom, Digital/ smart tourism, tourism digitalization, marketing 360, digital transformation, Gen Y and Z | 1 |
| 3 | The digital tourist journey | Online customer journey: inspiration, planning, booking, traveling | 2 |
| 4, 5 | User generated content marketing | Employing UGC in social media marketing, localhood, UGC sources, UGC toolbox | 3 |
| 6, 7 | Social media marketing management | monitoring and evaluation, UGC creation, activity Gantt, influencer marketing, digital community management, ephemeral content | 4 |
| 8 | Benchmarking analysis | Competitors’ analysis; benchmarking analysis method and practice | 5 |
| 9, 10 | Facebook marketing | Account management, Facebook content algorithm, organic content, ads and boost, campaign management | 6 |
| 11 | Instagram marketing | Account management, Instagram content algorithm, organic content, ads and boost, campaign management | 7 |
| 12 | YouTube marketing | Channel management, YouTube search, organic content, advertising, campaign management | 8 |
| 13 | Monitoring and evaluation | key performance indicators, reach, engagement, conversion, content optimization | 9, 10 |

**Grading scale:**

|  |  |
| --- | --- |
| **Assignment** | **Percentage of final grade** |
| Case study presentation | 30% |
| Assignment | 70% |
| **Total** | **100%** |

**Main bibliography:**

1. Dredge, D., Phi, G., Mahadevan, R., Meehan, E. & Popescu, E.S. (2018) *Digitalization in Tourism: In-depth analysis of challenges and opportunities*. The Executive Agency for Small and Medium-sized Enterprises (EASME). Aalborg University, Copenhagen.
2. Think with Google (2016). How micro-moments are reshaping the travel customer journey. <https://www.thinkwithgoogle.com/_qs/documents/59/micro-moments-reshaping-travel-customer-journey-b.pdf>
3. Wonderful Copenhagen (2017). Strategy 2020. <http://localhood.wonderfulcopenhagen.dk/wonderful-copenhagen-strategy-2020.pdf>
4. Zsarnoczky, M. (2018). The Digital Future of the Tourism & Hospitality Industry. *Boston Hospitality Review*, June 18. <https://www.bu.edu/bhr/files/2018/06/The-Digital-Future-of-the-Tourism-and-Hospitality-Industry.pdf>
5. Lo, Y. C., & Fang, C. Y. (2018). Facebook marketing campaign benchmarking for a franchised hotel. *International Journal of Contemporary Hospitality Management*.
6. Hootsuite (2021). How the Facebook Algorithm Works in 2021 and How to Make it Work for You. <https://blog.hootsuite.com/facebook-algorithm/>
7. Hubspot (2018). Instagram for business. <https://cdn2.hubspot.net/hubfs/53/Instagram_for_business_in_2018_HubSpot_Later-1.pdf>
8. YouTube (2019). The YouTube Creator Playbook for Brands. <https://think.storage.googleapis.com/docs/creator-playbook-for-brands_research-studies.pdf>
9. Moro, S., & Rita, P. (2018). Brand strategies in social media in hospitality and tourism. *International Journal of Contemporary Hospitality Management*, *30*(1), 343-364.
10. Visit Finland (2017). Optimizing digital channels for marketing and promotions. <http://www.visitfinland.fi/wp-content/uploads/2017/12/Opitimizing-Digital-Channels-VF-Dec-2017.pdf>

**Secondary bibliography:**

1. Dahl, S. (2018). *Social media marketing: Theories and applications*. Sage.
2. Liu, H., Wu, L., & Li, X. (2019). Social media envy: how experience sharing on social networking sites drives millennials’ aspirational tourism consumption. *Journal of Travel Research*, *58*(3), 355-369.
3. Magno, F., & Cassia, F. (2018). The impact of social media influencers in tourism. *Anatolia*, *29*(2), 288-290.
4. Mariani, M. M., Mura, M., & Di Felice, M. (2018). The determinants of Facebook social engagement for national tourism organizations' Facebook pages: A quantitative approach. *Journal of destination marketing & management*, *8*, 312-325.