

WORLD CONGRESS ON



COMMUNICATION FOR DEVELOPMENT

ROME, ITALY
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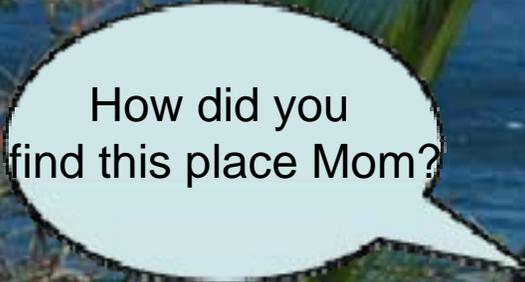
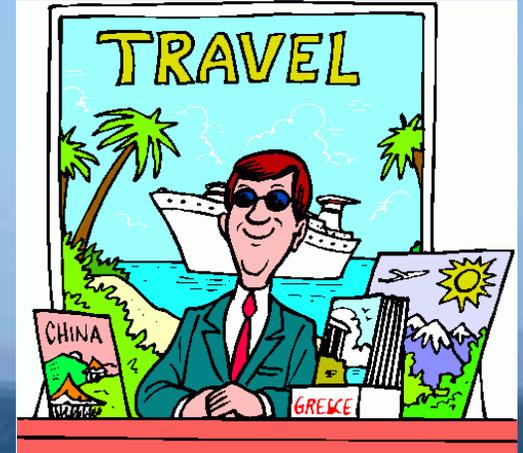
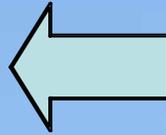
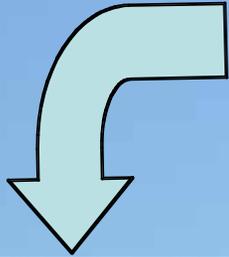
Linking Sustainable Tourism Products to Market



Presented By: Chris Seek



August 9, 2006



E-Forum Overview

- The Role of Development Communication in Sustainable Tourism - May 29 to June 9, 2006
- Organized by:
 - ◆ The World Bank Development Communication Division – SDO;
 - ◆ USAID Development Communication & Sustainable Tourism Unit;
 - ◆ United Nations World Tourism Organization (UNWTO)

E-Forum Objectives

- 1) Bring together development practitioners, tourism professionals, decision-makers, academics, and communication specialists
- 2) Share experiences, information, and perspectives
- 3) Consolidate knowledge on development communication in sustainable tourism programs
- 4) Discuss the role that communication can play in designing and implementing sustainable tourism strategies and projects at local and national levels
- 5) Identify and share lessons learned and best practices

E-Forum Sessions



- Corporate Social Responsibility
- Community Involvement
- Developing Tourism Policies/Strategies
- Interpretation and Orientation
- Linking Sustainable Tourism Products to Market

Moderators

- 📌 Robin Goldberg - Senior Vice President, Global Marketing, Lonely Planet
- 📌 Metilde Wendenbaum - ECEAT Projects, Greentravelmarket
- 📌 Chris Seek - President, Solimar International

Discussion Questions

- What is the role of modern technologies, like e-business and e-marketing techniques, and how they can help to improve market access to small businesses and reduce marketing costs?
- What are the experiences and lessons learned with collective marketing initiatives, grouping together smaller tour operators and service providers?
- Advertising Spots, Slogans, and Reality – How do we promote sustainable tourism without telling lies?

Discussion Questions

- How can communication help increase the share of local products and services that supply the tourism industry, enhancing linkages between conventional tourism and the local economy?
- Through which communication methodologies and technologies can small businesses in developing countries learn about their markets?
- What are the best strategies to target travel publications and influence them to cover sustainable destinations?



Best Practices

*Using Communication to Link Sustainable
Tourism Products to Market*

Branding

- A brand is the symbolic embodiment of all the information connected with a product or service
- It also encompasses the set of expectations associated with a product or service

The Marriott logo features the word "Marriott" in a red, serif font with a stylized red and white globe icon above the letter 'i'.The Hertz logo consists of the word "Hertz" in a bold, italicized, yellow sans-serif font with a black outline.The logo for SEE AMERICA.ORG features the text "SEE AMERICA.ORG" in a black, sans-serif font. A large, red, stylized letter 'A' is positioned between the words "SEE" and "AMERICA".The Lapa Rios logo features the words "Lapa Rios" in a green, sans-serif font. A stylized blue and red bird is positioned between the words.The Mundo Maya logo features a stylized, pink, swirling graphic above the text "MUNDO MAYA" in a black, sans-serif font.The Solimar International logo features a stylized sun icon to the left of the text "SOLIMAR INTERNATIONAL" in a blue, sans-serif font.

Attraction Inventory



- 📌 Demand for a destination is determined by a number of factors, but the number and draw of its attractions is a fundamental one
- 📌 Attractions can take many forms:
 - ◇ Tangible - wildlife or a historical monument
 - ◇ Intangible - 'telling the story' of a people or their way-of-life
- 📌 Information about attractions in the form of descriptions, factual tourism information, and multimedia is the foundation for the way travel is packaged, marketed, and sold

Supply Chain Linkages



- Creating linkages with the Supply chain is one of the most fundamental ways to help MSMEs access the market
- Tourism information is essential in creating these linkages
 - ◆ *Marketing Information* - description of services, photos, etc
 - ◆ *Factual Tourism Information* - rates (net and rack), booking policies, tour duration, difficulty, desired visitor profile, contact information, supporting services
- Access to communication is also a major component required to create and maintain these linkages

Destination Management Systems

• An IT infrastructure used by a destination organization for the collection, storage, manipulation and distribution of information in all its forms, and for the transaction of reservations and other commercial activities

• Keys to Successful DMS Projects:

- ◇ Public Private Partnership
- ◇ Buy-in from all stakeholders
- ◇ Must be a good site and build trust
- ◇ Easily found on the Internet
- ◇ Suppliers connected to the Internet
- ◇ Ability to process transactions
- ◇ Delivers visitor expectations

Destination Management Companies

- A local service organization that provides creative itineraries and logistics management based on an in-depth knowledge of the destination
- A DMC gathers information pertaining to a particular destination in order to support the location specific needs of the client
- The DMC model is based on a sustainable business plan that overcomes information gaps in developing destinations

Local Marketing Service Industry

- A local marketing service industry is essential to marketing the destination and local businesses
- Marketing Service Companies provide:
 - ◆ Printed Visitor/Destination Guides
 - ◆ Destination Maps
 - ◆ Destination Website Portals - pay for advertising model
 - ◆ Website Development Services
 - ◆ Graphic Design Services (logos, brochures, print ads)
 - ◆ Multimedia Services (Photography, Virtual Tours, Videos)
 - ◆ Internet Marketing Services

Questions & Discussion

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