

CARPATHIAN TOURISM Projekt

Ecotourism Workshop

for local handicraft entrepreneurs and rural tourism actors
in the field of sustainable tourism development

May 8th – 10th 2017

("CooperAtion of touRism for building PATHways through developIng HANdicraft workshops for tourist and rural TOURISM suppliers" project, V4)

Planned Programme and Contents

The ecotourism module of the workshop is held by: Dr. Tibor Gonda

Tibor Gonda was for 25 years the owner of an inbound tourism agency. Currently he operates a horse riding farm and guesthouse in Orfű, Hungary as a family business. Mr. Gonda is head of the Orfű based Association for Tourism Destination Management. His main fields of scientific research are ecotourism but he is also an experienced expert in the field of the development of thematic tourism tours. Mr. Gonda is a lecturer within the Central Network of Vocational Training Institutes of Hungary on the field of village tourism services and author of the book *Turisztikai termékfejlesztés elméleti alapjai (Theoretical Basics of Tourism Product Development)*. Mr. Gonda is a lecturer and head of department at the Faculty for Tourism and Foodstuff Management at the University of Pécs in Hungary.

The marketing module of the workshop is held by: Péter Balog

Péter started his career as a freelancer in the field of text writing and became soon a marketing specialist. He runs his own business [ContentPeter](#) providing marketing solutions to small companies in three continents on how to develop a more effective online marketing strategy. As a digital nomad he promotes the idea of working remotely, however he has the aim to apply the experience he gained throughout 18 time zones of the globe also on the local level in order to share his knowledge with the local communities. Peter's latest project is the [bocsimawifi.hu](#) online magazine with which he shares his traveler and remote work perspectives with the while he tries to find sometimes rather ironic solutions to the often serious questions in connection with self-realization on global and local levels.

1. day: Monday, May 8th

9:00 Registration

10:30 Introduction

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11:00 – 12:45 Tourism module

The system of tourism as a sector

Trends, interesting aspects, and data about the system of tourism.

The evolution of modern mass tourism and the globalization of tourism. The social and economic problems of mass tourism and the solutions to these problems including the rising of alternative tourism.

Alternative Tourism

The different forms of alternative tourism. Interpretation of the important categories, gentle tourism, sustainable tourism, ecotourism. The global ethical code for tourism.

13:00 Festive Opening Ceremony in the park

14:00 Lunch in local restaurant

15:00 – 16:00 Tourism module

The tourism product

What do we need to know about touristic products?

The different types of tourism products, their specific terms, their structure, and classification in groups as well as their development. The typical tourism products of rural areas: village- or rural tourism, active tourism, ecotourism.

The local resources for the development of tourism products, innovation in the rural areas.

16:15 – 18:15 Marketing module

The basics of visual communication and global tourism trends

How can we reach potential customers and guests? Which digital tools can we use easily even without any previous experiences? What trends can we expect in online tourism? How can we emerge from the big mass of suppliers.

In this module we get to know the basics of online tourism marketing communication and we will learn about how to avoid the biggest risks and fails in this regard and about how to use successfully our yet unused potentials. We simulate and follow up the process during which a potentially interested online user becomes our customer and we also analyze the potential impacts of this process on our own business. Finally we gain an overview over the different marketing communication tools and we analyze their main pros and cons.

19:00 dinner

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2. day: Tuesday, 9th May

9:00 – 10:45 Marketing module

Search Engine Marketing

What is SEO? Why is this important to my business? What exactly are my potential customers looking for while being online?

We get to know the most important foundations of search engine marketing and we analyze how this is connected the whole online communication of our business. We also gain insight on the connections between SEM and other marketing tools. We will learn about Search Engine Optimization (SEO), the benefits and disadvantages of Pay per Click (PPC) campaigns as well as about the world of key word research.

Social media

Do I need Facebook? What is Instagram for? What short term and long term goals can I reach on the field of social media marketing?

In this module we analyze the question, when it is worth to invest time and effort into different online platforms and what focus we should apply. We will see the different advertising games and the world of content marketing.

11:00 – 12:45 Tourism module

Ecotourism

Detailed presentation on ecotourism, interpretation of ecotourism in teamwork, good practices regarding ecotourism. Specific aspects of supply and demand in the ecotourism sector. The connections between ecotourism and other tourism products (for instance rural tourism, active tourism etc.).

Possibilities regarding the utilization of local products

The positive effects of tourism- and customer trends on the touristic development of rural areas.

The growing impact of environmental awareness and health awareness on customer tendencies.

The crucial role of local products in local economic development and the possibilities to utilize local products.

13:00 Lunch

14:00 – 15:00 Marketing module

Review management and customer satisfaction

Why is it important to gather reviews? How should we deal with critics? What is an e-mail list good for?

In this last module, we concentrate on Customer Aftercare and we analyze how we can strengthen our online marketing by referring to the positive reviews of our customers.

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15:15 – 17:15 Study trip – Boat trip in waterway network of Tisza Lake

18:00 Presentation of Mr. Balázs Borsányi, Platinumtravel Tourism Agency: Film Tourism in Hungary

19:30 Lunch

3. day: Wednesday, May 10th

9:00 – 12:00 Individual consultation regarding business targets, brand building possibilities with our experts in a rotation system.

12:30 Lunch

13:00 Handing out the Workshop Attendee Certification. Saying goodbye.