



**MODULE 5
COMMUNICATION
STRATEGY**





This Training Module is part of the Cultural Tourism Training Course which has been developed within the Erasmus+ Strategic Partnership EUROPETOUR, a European initiative aimed at unlocking the economic potential of Europe's outstanding cultural treasures and empowering rural areas to harvest the potential of cultural tourism.

You can find more information at the homepage: <http://www.europetour.tips>

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Contents of the Module

This module will inform you about the various instruments needed to network inside your business environment, share information about your offers, motivate people to experience them.

- Unit 1 Psychology of communication
- Unit 2 Basics of communication
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- Unit 4 Sales promotion
- Unit 5 Public relations
- Unit 6 Advertising
- Unit 7 Digital Communication Technologies

Learning objectives

After studying this module, you will understand the basic principles of communication for cultural tourism in rural areas and understand how communication can be successful or sometimes prone to failure.

You will know about the importance to develop your corporate identity and your corporate image.

You will understand the principles of public relations and how to use the various instruments of PR, including Social Media.

You will know the most important advertising media and materials.



Unit 1

Psychology of Communication

Psychology of communication

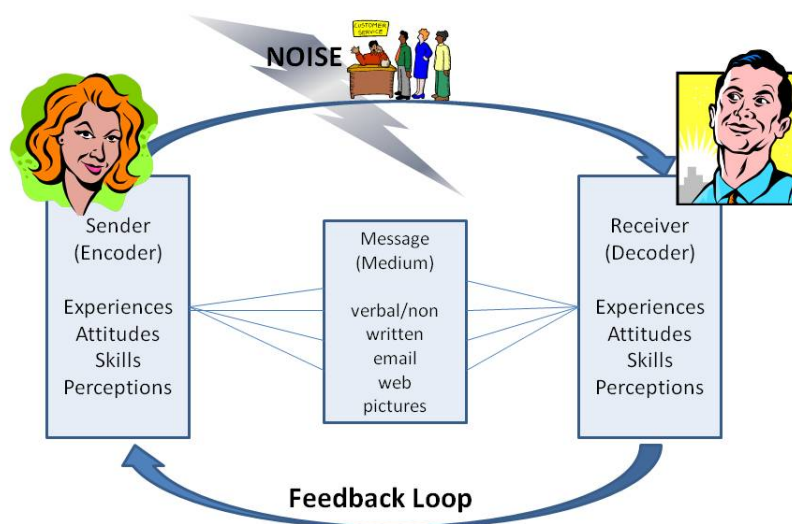
Communication with other people is an integral and indispensable part of human life. It is an important activity of every individual since we established relationships through communication. Communication helps us establish contacts, interpersonal relations and relationships, either friendly, familial or business. In inter-personal relationships people, through communication, take turns to pass on experiences and learn from one other.

The term communication means a process where information and thoughts are transmitted and exchanged. Communication allows people to convey their feelings, thoughts, opinions, and expectations.

There is verbal communication, which is communication through words, and non-verbal, which is communication that applies to facial expression, movement, thoughts, and feelings.

There is also a learning process which happens in communication; and it means that in conversing with others we acquire new knowledge, and skills, and are exposed to new viewpoints. Communication, therefore is not just a means with which to forward information but the main objective is for the information to be heard, understood, accepted, and practically applied.

The communication process



The Communication Process



Communication is a two-way process that results in a shared meaning or common understanding between the sender and the receiver.

For effective communication it is important to know the following:

WHO you are communicating with (it is of great importance to know your audience; who they are, what is their age, what they already know, how many people will receive your message, etc.)

WHAT you are communicating – the communication should be adequate to the subject

WHY - what the goal of your communication is, what you want to achieve

WHEN you will communicate the issue

HOW will you communicate the issue – think about the method you will choose.

An efficient passing of information is a skill that requires systematic preparation. Using only speech is not enough, so we need to supplement the message with pictures, drawings, and also a number of senses. This type of message will be more convincing, the co-speaker will remember it more easily, and it will be better accepted. This is necessary because people are different and we perceive information differently (e.g.: information from the environment is accepted through our five (5) senses – visual, auditory, kinaesthetic, olfactory, gustatory).

Efficient communication is achieved when we accept co-speakers as equals and especially when we respect ourselves and can objectively value ourselves in our environment. A good communicator can connect to the audience and knows how to listen. With active listening, the listener wishes to understand the co-speakers feelings and expectations; he wants to understand the co-speakers point of view and doesn't judge the information. The manner of delivery and speaking is very important because it encompasses 45% of the message perceived by the participants. Communication skills also include the ability to manage time - the speaker is the one who controls the time not the listeners.

This competency (communication skills) means that the sender is able to express his ideas and reflections clearly, make contacts with people quickly and to maintain them, provide feedback, be tolerant to different customs and cultures. Communication competency means that the sender is able to look for, find and transfer different information, coordinate all inner and outer information that reaches the organization.



For successful communication it is important to follow these guidelines:

1. Clear your thoughts before communicating.
2. Think about the reason of the communication.
3. Consider the situation of the communication.
4. Plan the communications (consult!).
5. Think about the non-verbal messages you send.
6. Take the opportunity to communicate something beneficial to the receiver.
7. Track and check the communication.
8. Make sure your actions confirm your message.

Assertive communication

Assertiveness is a very important element of communication and solving conflicts inside the work environment; it is generally an indispensable characteristic of people working in cultural tourism wishing to create a more positive atmosphere with the guests or customers.

Assertiveness is neither humility nor aggression but rather a middle point between them.. It is the ability to stand up for yourself, to defend your opinion, to strive for something, and to fight for your rights, without violence, with a respectful attitude to the difference of others and to their freedom. It is intended for protecting yourself, your values, personality, and dignity.

Assertiveness is a broader term for decisiveness and the confidence of a person, while at the same time it includes the qualities of compassion and openness to the needs, interests and limitations of others.

An assertive person is aware of his/her feelings, interests, and needs and can express them clearly while taking into consideration others and their needs. This type of person can compromise when a conflict arises and knows how to put him/her self in somebody else's shoes.

People that act assertively are aware of their own virtues and flaws but accept them nonetheless. They try to go beyond their limits while at the same time they are kind and patient with themselves; they know their needs, interests, emotions, feelings, and limits and don't hide them from others.

People that are assertive are aware of their responsibility to others and that is why they treat them with respect; they understand their flaws and limits but don't surrender to manipulation and aggression.



By behaving assertively, a person inspires trust in others, because they know they can count on him/her. Also, we illustrate behaviour that they themselves may come to follow.

Whoever wants to learn assertiveness must follow the rules of creative communication.

Whenever a person uses creative communication he/she is aware that the manner of communication is very important and the choice of words is key. Creative communication creates authentic relationships and brings clear and calm messages. People that use creative communication among themselves are honest, respectful and equal co-speakers. Within this type of communication, emotions can be expressed because there is safe space among the speakers and each conversation is devoted to a constructive exchange of opinions and criticism.

Two types of messages are generally used in creative communication:

You – messages are not addressing the co-speaker or the group but they are convictions given in advance, without his/hers or their approval to give opinions.

These unsuitable messages are, for example: You have no manners!
You don't know how to be patient!!...

I-messages mean speaking to a known or unknown receiver in the first person singular by communicating your own relationship to the message or the situation you are talking about.

For example: I can't concentrate while you're talking..., I can't trust you when you conceal things from me, I don't feel good when you talk about me when I'm gone.

In creative communication I-messages are used and are a part of assertive communication. Everyone involved in inter-personal relationships, especially relation-ships in the workplace, need equality and creativity which are signs of assertive communication. It is better to address our co-speaker in the first person so that we develop inter-personal relationships.



Rules and examples of assertive communication

First rule: Authenticity

"I am who I am and not who others want me to be. I show you my feelings and I would like you to show me yours. I want us to "hold a mirror up for each other" and learn. You can tell me what you think but also how you feel so that we can communicate"

Second rule: Openness

"I accept how you are and not how I want you to be. I offer you good intentions, respect, and affection and I expect the same from you."

Third rule: Setting limits

"I wish to stay in a creative relationship with you with a clear line between you and me."

Fourth rule: The inevitability of disagreements

"I don't recognize losers and winners. Only different viewpoints and a battle of opinions exists. I wish to cooperate and communicate with you but I don't want to submit myself to you. We will solve mutual disagreements with agreements and understandings, assertively and not aggressively. Let's remain allies and colleagues even if our relationship is based on superiority or subordination."

Exercise:
How do I communicate?



Assertiveness is the ability to express your wishes and beliefs in a positive way. Too little assertiveness can make you a “doormat”. Too much, and we can be bossy and aggressive.

Think of a time when you were a doormat.

What happened? _____

What did you do? _____

How did you feel? _____

Now, think of a better way to handle that situation in the future. Write a better response and practice it.

Think of a time when you were too bossy.

What happened? _____

What did you do? _____

How did you feel? _____

Now, think of a better way to handle that situation in the future. Write a better response and practice it.



Unit 2

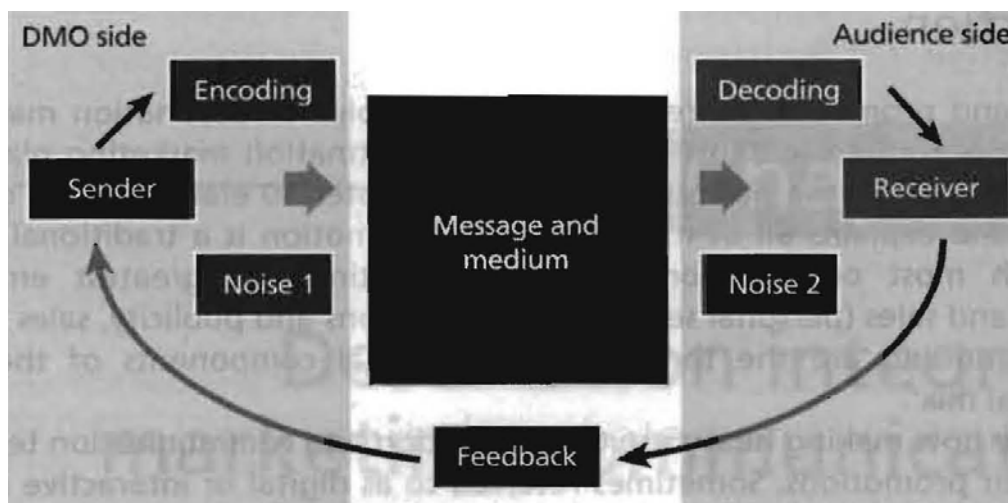
Basics of communication

Basics of communication

Before we get into the detailed description on communication policy for cultural tourism in rural areas, let us present (or repeat) how it works in general. Basically,, there are six basic items of communication:

Who says what	Sender, cultural tourism provider
in which situation	Message
to whom	Business Environment
via which channels	Receiver, visitor, guest
with which effect?	Media
	Communication success

The graph below illustrates a basic model of communication and shows how you can be successful with your communication. It also explains why communication sometimes fails.



(Alastair M. Morrison: Marketing and Managing Tourism Destinations, 2013)

- **Sender:** You are the sender of the communication to the intended receiver, i.e. your visitor or your guest.
- **Encoding:** To make your message appealing and to get the receiver's attention, you must design an arrangement of words, graphic images, sound or music. This is called "encoding" the message.
- **Message:** The message is the basic idea that you want to communicate to the intended receiver.
- **Medium:** The medium is the specific channel in which the message is placed. This can be a website, a magazine, a TV programme, etc.
- **Receiver:** The receiver is the intended target of your communication within a particular audience. In most cases, it will be the culturally interested traveller, but it could also be planners of business events, travel professionals or others.



- Decoding: This is how the receiver interprets your message. Each person will take a unique meaning from your message.
- Feedback: This is the response given by the receiver to the sender. This may be via phone call; SMS, filling out a web-based form, through mail, by visiting in person, or on Social Media, etc.
- Noise 1: There are so many competing messages to the receiver's attention that the receiver may not notice or pay attention to your message in particular. This can be called "competitive noise" in the medium. It means that the message may not get through to the intended receiver.
- Noise 2: This represents barriers to receiving the communication on the receiver's side due mainly to distractions that cause the person not to see or pay attention to your message.

Often, the actual "purchase" (visit to the museum, concert, restaurant), does not happen immediately. Your communication may first inform the visitor about your offers, raise her/his general interest, and contribute to your image. Ultimately, however, the success of your communication policy will be measured on whether your products or services have been purchased.

The main elements of communication policy are corporate identity, public relations, sales promotion, advertising, and digital communication technologies. You will use them to different degrees depending on your respective situation. Altogether, this process is called communication mix.

The following units will deal with these elements in more detail.

Exercise



Based on the illustration above, describe the model of communication for your organisation. Describe who and what each element is.

Sender

Encoding

Message

Medium

Receiver

Decoding

Feedback

Noise 1

Noise 2



Unit 3

Corporate Identity and Corporate Image



Corporate Identity

Corporate Identity (CI) can be regarded as the roof of communication because it deals with the central concern of each communication, message, or question: **What** do you want to communicate? It is closely related to your mission statement and must not contradict it.

Therefore, having an understanding of your own, specific Corporate Identity is one of the most important tasks. In this context, we must first and foremost point to the close relation between “image” and “identity”.

Image is the understanding, expectation and opinion of persons (subjects) in relation to certain products and services (objects). In tourism, you will be mostly interested in the image of destinations. The picture of a holiday destination that a potential visitor has in her/his mind is one of the most decisive elements for the selection of the destination. Positive images will lead to positive decisions, negative images, even from one single element of the entire destination, will lead to the decision to select another destination.

In order to be successful, it is important to distinguish between “self-image” and “external image”. The self-image is the result of your self-assessment; external image is the assessment from outside through the visitor. It is his subjective copy of the original, and it is created based on conscious and subconscious communication between the sender and the receiver. Only very rarely are self-image and external image identical. This is an important concept to keep in mind!

An image consists of two components:

The cognitive component, concerning the knowledge about the product or service, e.g. the knowledge about a certain destination due to previous travel experience.

The affective or emotional component focuses on feelings, attitudes and needs for the subjective imagination. It contains diffuse sympathies, antipathies or prejudices towards a destination or people that have been created through one’s own travel experiences or traditional thinking patterns or opinions of other people and media.

In cultural tourism, images play a similarly big role as in consumer goods.



Image analysis

An image analysis will usually lead to very different results, depending whether the interviewees know or do not know the object beforehand. Therefore, both groups should be included. Moreover, also the inclusion of the local population and of touristic agencies should be considered.

The tables show some general image factors for tourist destinations.

General properties of a region and the inhabitants	Image of typical holiday contents	Tourist offers and specific qualities of a holiday destination
Exciting Open Tradition-conscious Sympathetic Nationalistic Modern Poor/underdeveloped Natural Individual Prosperous Boring Depressing historic	Landscape, nature Sport Comfort Experience Romantic Culture Freedom Safety Relaxation Wellness Silence Fun Enjoyment Exotic	Broad offer Comfortable accommodation Simple accommodation Good excursion possibilities Good wellness offers Interesting cultural events Good cuisine Nice restaurants Beautiful nature

Advantage of a destination	Disadvantages of a destination
Beautiful landscape Much sun Numerous cultural events and cultural heritage sites Interesting flora and fauna Good climate Beautiful beaches Good weather Good flight/road connections Interesting cities Hospitable population Not too many tourists Multilingual services	Heavy pollution Dirty water Xenophobia Noisy environment High crime rate Too many tourists Missing cleanliness Language problems Heavy traffic



Image correction

Based on the current image, it is possible to introduce a process of image correction, by formulating a desired image. However, in order to become valid, it must not deviate too much from reality; otherwise, its credibility will suffer. In addition, too many image attributes should be avoided, the image should be simple. Be aware that the correction of your image will be a slow and long-lasting process.

Reality	Image	Image strategy
positive	positive	Take care of the image
negative	negative	Improve the reality and make respective communication to outside
positive	negative	Improve the communication
negative	positive	Improve the reality

Important communicative measures for image policy are image campaigns: They try to communicate the most important components with short statements (slogans):

- Kärnten: Holidays among friends
- Saxonia: Simply strong

Events: They are often seen as suitable image measures, especially if they are international events.



Exercise

Your corporate identity



Describe the principles of your concept for the corporate identity of your organisation



Unit 4

Sales Promotion



Sales promotion

Sales promotion are all communication measures that encourage distribution. Those measures can be handled on your own, or by external sales persons or sales units, as well as tourism agencies. They are directed towards the visitors, which is also defined as consumer promotion or merchandising, the focus of this unit. We will discuss the two most important forms of merchandising through tourist agencies and through the service provider.

Here, the purchasing behaviour of the customer is largely influenced by the advice and persuasive skills of the staff who is in direct contact with him/her. Through the sales conversation, the customer should be stimulated to buy a specific cultural tourist offer

Therefore, the requirements for persons in the sales sector are:

- Know how to communicate
- Be self-confident
- Know the product/service
- Be open-minded
- Don't forget that they are there to serve the customer
- Treat the customer as a partner and "special guest"
- Know and apply sales and negotiation techniques

Although personnel fluctuation in tourism is rather high, you should try to keep it low, because a central element of success is the consistency of personal relations between the sales people and the clients / visitors. Especially when it comes to intangible tourist services, to build a relationship that is characterised by mutual trust can hugely influence business success.

Good sales people are experts in marketing:

- Distribution: They are responsible for distributing the product or service to the customer.
- Market research: They receive first-hand information about the needs and wishes of the customers.
- Controlling: They have an overview about the effects of marketing and communication activities.
- Public relations: They contribute to the image of your organisation to the public.

Within the framework of this Handbook, it is not possible to go into the details of sales psychology. If you are interested in this sector, many publications from academics as well as practitioners are available.

Exercise

Training requirements for your sales people



Make a profile of the person(s) in your organisation who works as a sales person and check how they meet the following requirements:

Knows how to communicate

Is self-confident

Knows the product/service

Is open-minded

Doesn't forget that they are there to serve the customer

Treats the customer as a partner and guest

Knows and applies sales and negotiation techniques



Unit 5

Public Relations



Public Relations

Usually, the ultimate objective of any tourist business is to stimulate a public appetite for visiting and to turn this appetite into the purchase of tickets, meals, tours, souvenirs, or similar offers.

Public relations play an essential role in this process, not only by attracting visitors to your destination, but also in keeping them happy once they arrive.

Within the entire communication activities, public relations concern the largest circle of addressees. The aim is to establish or maintain public trust towards your tourist enterprise, as well as your products and services. This task is closely related to the development of a positive public image.

The term “public” may, in the widest sense of the word, cover the entire society. However, from an economic point of view, public relations are directed towards those parts of society, which are relevant for your activities. Here, you might differentiate between external public (media, authorities, financing institutions, competitors, multipliers, and last but not least guests and visitors) and internal public (your co-workers and the local population).

Principles of Public Relations:
“PR is about doing things right and talking about them.”
“PR begins at home.”

Traditionally, the practice of public relations in cultural tourism involves three steps:

1. Stimulating the desire to visit a place
2. Arranging for the traveller to reach the place
3. Making sure that visitors are comfortable, well treated and entertained when they get there.

Recently, the fear of terrorism has prompted PR in tourism to also focus on ensuring visitors’ safety, above all.



Successful public relations should furthermore follow the following principles:

- Openness: Indispensable in communicating with the public in order to establish mutual trust.
- Practicality: The difference to advertising is that public relations try to convince with more factual arguments, whereas advertising uses also emotional or impracticable arguments.
- Honesty: Only completely honest communication enables the construction of a long-term image and a constant trustful relation with the public.
- Seriousness: Public relations cannot be done “on the side”; you have to take them seriously in order to maintain consistency.
- Continuity: Public relations are a long-term activity.
- Congruent information and action: An important aspect in communicating with the public is the mutual interaction, which must take into account the expectations of the public (see principles of Social Media).
- Professionalism: Since PR managers are important representatives of your organisation, they must act professionally.
- Systematic: Public relations must be performed regularly, not just after an event or accident.

Please refer to more details and examples about successful public relations in tourism in the EUROPE-TOUR Social Media Guidelines.

Public relations in tourism

Especially in tourism, public relations increasingly take centre stage in communication policies. Since travel offers cannot be checked before traveling, the information of – so to say – objective parties is of great importance.

Many different approaches to public relations with their image and trust-building activities are possible. Public relations support the targeted advertising campaigns of the service providers. PR in tourism focuses only indirectly at the traveller him- or herself, it provides rather indirect actions to opinion leaders, i.e. mainly to the media. It also includes word-of-mouth communication with friends and acquaintances, information from tourism offices, tourism trade fairs and travel information on important areas of tourist public relations.

Travel reports, which are mostly regarded as objective information, are of great importance. In the editorial part of print media, on websites and blogs or in special TV or radio broadcasts, tourist information and “tips” are given, which are rarely associated with “advertising” by the media users (listeners, readers, viewers). Here, PR plays an essential role. Since destinations are particularly popular in the media, it is comparatively easy to get editorial space, which can be used in a wide variety of ways.

Especially for smaller destinations with limited financial resources, public relations can often be of greater importance than direct advertising. However, some challenges remain, as destinations may end up having little or no influence on the editorial part of the campaign. Therefore, the higher the quality of the product, the more novelty it has, and the more events it organizes, the more it will be mentioned in the media and the less it will have to rely on paid advertising.



Public relations in crises

PR and media reporting are also of particular importance in times of crises. This has been particularly significant because of increased security problems in tourism, such as accidents, natural catastrophes, attacks, or terrorism. Only with excellent PR, such negative impressions can be overturned.

Crises can happen anytime and anywhere. Let it be an accident caused by falling building material from a church tower, let it be a heart attack of a visitor during the visit to a cultural event, let it be an earthquake in a sensible heritage environment, a shitstorm on your social media accounts, slander by competitors – all this can happen. However, you can be prepared, e.g. by a kind of PR emergency plan:

- Make sure that you and your staff know how to handle a difficult situation. This can be trained for.
- Keep cool-headed and calm.
- Be accessible and responsive, do not “duck and cover”.
- Be honest.

Don't

- Deny / reinterpret facts
- reject responsibility
- put outcomes into perspectives
- defy criticism
- be arrogant, ignorant or show lack of concern.

Instruments of public relations

Contact with the media

Media work is the best-known tool of public relations. Here is a list of the most important things you should do:

Information for journalists, press releases, bloggers or other (digital) opinion leaders: Address each one separately, and take care to send each media the right kind of information, i.e. what they need for publishing. The quality of pictures and texts is extremely important and should be as objective as possible, without clear and distinct advertising intention.

Press conferences and trips: You invite selected journalists to a certain place where they receive information about certain products or services. They are an important part of public relations because they



offer a forum for information and exchange of opinions. A press conference offers also occasions for immediate questions.

Contact with public authorities (“governmental relations”)

In cultural tourism, relations with the various public bodies and persons are of particular importance. These include contacts to the mayor and to the municipal council, to provincial and federal ministries, and to the corresponding tourist agents.

In essence, they are decision-makers or executive bodies who can influence the respective tourism development. Most of these considerations are closely related to the so-called “financial relations”, which is primarily concerned with tourism subsidies and investments.

An intensive development of this form of public relations is also called “lobbyism”. Such measures are e.g. the personal contact with the respective public authorities as well as the invitation of the corresponding representatives to events organized by tourist companies.

Financially important contacts (“financial relations”)

Another important target group are your financial relations. The trust of investors, banks, sponsors, and of shareholders, is extremely important, since they play an important role in the future of your organisation.

Here, the instruments of public relations are

- Membership meetings or conferences
- Presentation of balance sheets
- Good will actions (“Open Doors”)
- Meetings with sponsors
- Regular informal gatherings

Contact to suppliers, cooperation partners, competitors

Contacts and cooperation with various organizations and companies (suppliers, cooperation with institutes and research facilities, cooperation competitions) are also important tasks of public relations. The selection of suppliers and distributors of a company reveals a lot about the company itself, its image and its trustworthiness. Collaboration with renowned institutes and research institutions can increase the image of a company by transferring the public's trust placed in these institutes to the company (“image transfer”).

Another important aspect is, above all, the relationship with the competition. Through contacts with competitors, an organisation can learn a lot about its own position and, above all, underline the social



aspects of public relations. You can cooperate with other tourism providers on social issues (e.g. the environment) and thus regain the confidence of the population.

The instruments needed are:

- Trade fairs, publications, joint events, publications in scientific newspapers, organization of and
- Participation in scientific congresses, as well as events and discussions concerning themes of cultural tourism.

Other PR instruments

Public relations events

You can organise various events, such as lectures, an open day, in-house fairs or exhibitions, regular informal gatherings, jubilee parties, company events, blog trips, etc.

Public relations magazines and Newsletters

Foundations

You may establish a (small) foundation for science, culture or art.

Travel reports:

You can place interesting travel reports in tourist magazines as well as online. Please check the EU-ROPETOUR Social Media Guidelines for further information about this particular topic.

Pictures and videos

You can implement your own YouTube channel, digital photo gallery, use relevant keywords etc. Again, please refer to the EUROPE TOUR Social Media Guidelines for further information and details.

Competitions and action events

You can organise these events alone or together with other cultural tourism organisations.

Exercise

Public relations in “normal times”



Design a PR plan for your organisation combining activities which you used to do so far with elements that you have learned in this unit.

Exercise

Public relations in a crisis



Imagine that the region in which your business is located has been struck by a flood. The cultural route in your region is partly flooded, but fortunately, your location and most of your environment have been spared. Newspapers and TV have reported the situation, and you have already received the first inquiries from your guests asking about the situation and considering whether to cancel their stay. Design an emergency PR campaign and discuss it with friends and collaborators!



Unit 6

Advertising



The role of advertising

Advertising is aimed at specific target groups and tries to persuade them to buy your cultural tourist products or services. The relationship of advertising to public relations and to sales promotion is fluid. For target group specific advertising, it is important that the target groups have been analysed and characterized in terms of their performance expectations or needs. Only then can you address them in a targeted way.

The importance of advertising is often overestimated. While knowledge of certain services is a necessary precondition for buying behaviour and travel decisions, the final decision is made less on the basis of advertising, but more on the basis of the services offered and the wishes and needs of the guests. Admittedly, advertising can also have a stimulating effect in this context, but the "best" advertising will have little effect without appropriate coordination and coherence of performance, sales, price and other instruments of your communication policy.

Advertising has to convey your marketing strategies to the general public, to make them "visible" and "audible." This is a general problem for tourism services: since they are immaterial (intangible) and invisible, the actual service cannot be made visible ("visualization problem"). Therefore, you have to place at the centre of your advertising representation either the place of your service, or the service consumer. However, in comparison to other services, tourism advertising has fewer problems in the representation of intangible services, since tourism services are often associated with moods. Sun, sand, sea stand for relaxation. Transportation, sights, landscapes, or the sunset are relatively clear to the services associated with tourist services without, however, presenting them in detail.

Advertising and advertising messages

The advertising objectives result from your general target definition and your fundamental strategy considerations. The main objectives are:

- Publicity of your cultural tourism products and services: General awareness must be raised.
- Information on your products and services: You want to raise interest among potential visitors.
- An impulse to buy: Your concrete offer should be bought.
- Image formation: The aspect leads to overlapping PR tasks.

In the advertising message, the corresponding advertising statements are detailed further. The content and form of the communication are closely linked; and the advertising style is the expression of your corporate identity.

"An advertising campaign must act as a whole."
"Advertising should be a common thread not only in the marketing mix, but also in all advertising measures"



Defining Target Groups

While public relations are predominantly non-specific towards the outside, advertising has a distinct target group-specific customer approach. The advertising form and the advertising material must be appropriate to the target group – a plausible but sometimes difficult task.

Examples:

The advertising message for the target group "young people" is more likely to be attributed to the attributes "movement, action, variety, trendy" etc., while the target group "seniors" is rather "quiet, relaxing". For exclusive offers you might highlight the peculiarities as well as use an "elevated" language level.

Advertising media and advertising forms

Advertising media should always be done professionally. A professional designer is your best partner in the development of targeted advertising materials. With her/his support your messages are transformed and sent to the respective target groups via various media as a combination of sound, text and language. Depending on your target group, specific requirements will apply to the advertising. Also, they must be matched in style and form with your overall marketing. Advertising materials include acoustic, visual, graphic, decorative and promotional products.

- Exclusive cultural tourism trips should be advertised with four-colour high-gloss brochures.
- For low-cost offers, e.g. last minute travel, black and white sheets or handwritten announcements are an appropriate form of advertising materials. (Handwriting does need to be readable and elegant though)

Catalogues and brochures

In tourism, catalogues and brochures are the most widely used advertising media.

Catalogues contain your entire offer. Their main task is to provide comprehensive information and to stimulate concrete purchasing decisions. They are mainly used as travel brochures at tour operators and as room catalogues or room lists. Catalogues usually combine general information (landscape, area, climate, etc.) with a service part (arrival and departure, A-Z) and a sales part (compilation of services, some with illustrations).



Brochures are more generalized and provide mostly basic information. Often they are just excerpts from the more comprehensive catalogues. They attract attention and focus on the emotional level. For cultural tourism destinations, image brochures are often the most important.

Examples: Image brochures, brochures for pilgrimage itineraries, bike paths, museums, events, etc.)

Both catalogues and brochures must meet the following functions:

- Stimulating function (brochure appearance): An important function in brochures and catalogues is the design of the title page: It attracts the attention, which encourages further reading of the content.
- Information function: There must be clear information about the service offered, such as the scope, quality and price of the service.
- Profiling function: Brochures and catalogues are your basis as cultural tourism providers where you can distinguish yourself from your competitors. Your special and unique position must be expressed.
- Emotional function: The catalogue should convey some flair and the atmosphere of your place.
- Sales function: The catalogue should lead to bookings.

Other graphics advertisements

Other graphical advertisements comprise:

- Advertisements in newspapers, magazines, etc.: As a rule, they enable a precise target group approach and generally advertise with specific offers.
- Posters: They have above all the function of attracting attention. They require close co-operation with other advertising media. Posters in smaller formats can be a popular souvenirs with appropriate advertising effects.
- Handouts and flyers are mostly used as short-term references to offers or events.
- Advertising letters are used for direct mail.
- Advertising areas within town maps and road maps are mostly used for information on the site and indicate further offers.
- Event calendar: They inform the visitors at the destination about cultural events.
- Guest magazines: It is quite common to create guest magazines, which contain not only references to events, but also references to other cultural sites and events, tourist facilities and their services (such as restaurants, museums, souvenir shops, etc.).

Exercise

Which advertising is for you?



Make a comparison between your actual advertising activities and an “ideal” advertising strategy where you have no financial imitations. Which activities would you add? What would be the added value? Finally, analyse your situation; maybe you can change the portfolio for a slightly better plan. Discuss your ideas with friends and collaborators!



Unit 7

Digital

Communication

Technologies



Digital communication

Last but not least, it is important to “translate” your cultural tourism offers, experiences, and products, into good **storytelling for the digital media age**.

If you run a website, consider adding a blog posting regularly (i.e., at least once or twice a month) in the form of short articles, news, images or videos about your business, your offers, or events. This will require both financial and above all, personnel resources, since it needs to be moderated and maintained. However, on the plus side, Social Media communication provides a perfect opportunity for your clients, and business partners, to get in touch with you and ask questions directly.

Social Media can come in various forms. There are forums, blogs, Wikis, Social networks, online rating websites such as TripAdvisor, HolidayCheck, or platforms such as AirBnB even, increasingly promoting “experiential travel” by hosting (and selling) cultural experiences (i.e. cooking courses, guided tours, etc.).

Digital communication, by its dynamic nature, can be considered “real-time marketing”.

A series of techniques are involved. Consider applying the following to your business when thinking of digital communication strategies and Social Media :

- Start by choosing the right Social Media channel for your audiences (video – YouTube, photography – Instagram, community building & events – Facebook, etc.)
- Publish regularly to your audiences, tagging other related pages and accounts in your niche / network / geographical area, “speak” to your clients and answer questions in the comments field of various Social Media channels
- Aggregate the right content to your page, instead of always promoting your own content
- Share and (re)share existing (static) information, it may need more than one time to be viewed and / or be picked up by your target audiences
- Act as a platform for knowledge exchange, discussion, information, and advice.
- Run competitions, prize draws, or advertising on Social Media as a ways to reach even more clients and “followers” in your networks

Social Media

Contrary to advertising, Social Media is not a direct sales channel. Rather, it serves to build (long-lasting) relationships with your customers, and allows you to promote a “public (human) face” of your business, organization, municipality, or institution.

The goals using digital communication technologies are:

- Increase brand awareness

- Establishing and maintaining a dialogue with your partners and clients
- “Sharing is caring” : Causing attention online
- Viral marketing & direct feedback / discussion

Social Media = “Edutainment”!

Social Media needs to follow a clear communication strategy in order to be successful.



Please refer to more detailed examples, and guidelines for Social Media & digital communication technologies, in the EUROPE TOUR Social Media Guidelines.

Exercise

Improving Social Media Communication



Think about the different Social Media channels available to you and your business, and which you would like to use in the future.

Then make up a list of the key demographics, and their characteristics, you wish to address : i.e. special interest travellers, religious heritage, creative tourism, etc.

- Which networks / keywords, such as #hashtags, do they use to find and communicate information? (#Winelover, #CreativeTravel, #Culture, #Museum, etc.)
- What digital communication technologies are used by your competitors, to address their clients and networks? Why? Are they successful, and why / why not?
- Which message do you promote on your website and / or Social Media channels?
- What are areas of improvement?
- How will you evaluate, and monitor, success?
- Where do you see yourself and your digital communication efforts in:
 - Six months
 - One year
 - Two years from now?

Regional Development through Networking & Rural Tourism Quality Development



Why is this a Best Practice?

The Austrian province of Lower Austria is divided in four geographical quarters; one of them being called “Mostviertel. “Most” is the Austrians word for fermented apple or pear wine which is a speciality of this region.

The Mostviertel Tourism Destination Management Company is working in close conjunction with the strategy of the Lower Austrian Tourism Board, as well as the Austrian National Tourism Board. Networking has been key to move the Mostviertel from a mere excursion tourism destination, to a destination attractive for short holidays and overnights.

A lot of regional initiatives, such as guided theme trails, attraction parks, or nature areas, combine to form part of the networking success that is the Mostviertel travel destination today:



A lot of offers are currently focused, and continue to be developed, around the agricultural product of the pear, which exists in a number of forms and cultivations. One of the most popular regional networks is the “Moststraße”, as well as the “Mostbarone”, i.e. local businesses promoting experiential culture / nature travel in the destination.

Contact: Mrs Clarissa Schmitz, Incoming Mostviertel Tourismus GmbH
Telephone: +43 7482 204 44
E-Mail: office@mostviertel.at
Website: www.mostviertel.at

Craft beer contest



Why is this a Best Practice?

In 2016 KLOSTERLAND e.V. started a craft beer contest to create a contemporary monastic beer to be served and sold in the member monasteries and selected shops, bars and catalogue sales, as well as at markets and events.

From the competition participants, one brewery based in Berlin was selected as the future co-operation partner and brewer. The brewery will create seven different types of beer a jury has to choose from on a public event. After finding the favourite beer the brand will be developed and the beer produced to be sold by the named partners. The project is accompanied by a craft beer magazine, a retailer, a university professor for marketing and sustainable production and an association for ancient grain cultivars.

The benefit from this cultural tourism product is meant to finance the KLOSTERLAND's non-profit activities.

The non-profit organisation KLOSTERLAND was founded in 2013 with the aim of establishing trans-regional, cross-border cooperation among abbeys and promoting the preservation and revitalisation of monastic heritage.

KLOSTERLAND is a contact for former and active abbeys, their surrounding regions and towns, and their cultural and touristic target groups. Under the KLOSTERLAND umbrella brand, member abbeys present their individual offerings as well as network products, like abbey markets, events and information media



The brewery owner and his brewer in the monastery Chorin in Brandenburg.