

## Class Title:

### ◆ Boosting Sales & Marketing in Tourism: Virtual Commercialization of Tourist Attractions

## Learning Objectives:

By the end of the lesson, students will:

- ✓ Understand key concepts of **sales, marketing, and marketing strategies** in tourism.
- ✓ Learn how **virtual commercialization** impacts tourist attractions.
- ✓ Engage in fun, interactive activities to apply their knowledge.

## 1. Warm-Up (10 minutes) - "Guess the Attraction" Game 🎯

- **Objective:** Engage students in identifying famous tourist attractions marketed virtually.
- **Instructions:**
  1. Show **blurred images** or short **virtual tour videos** of famous attractions.
  2. Students guess the attraction and **explain how it's marketed online** (e.g., social media, ads, virtual tours).
  3. Discuss **what makes marketing successful** in tourism.

## 2. Mini-Lecture (15 minutes) - Key Concepts 💡

- **Quick discussion on:**
  - **Sales for Tourism:** Selling travel packages, hotel bookings, and tours.
  - **Marketing for Tourism:** Digital ads, influencers, SEO, social media campaigns.
  - **Marketing Strategies:** Promotions, branding, partnerships, and customer engagement.
  - **Virtual Commercialization:** Online booking platforms, VR tours, interactive maps, AI chatbots.
- **Engagement:** Ask students for **examples of successful tourism ads** they've seen.

## 3. Activity 1 (15 minutes) - "Create Your Virtual Tour Ad" 🎥

- **Objective:** Apply marketing strategies to virtually commercialize a tourist attraction.
- **Instructions:**
  1. Divide students into **small groups** (3-4 per group).
  2. Each group picks a **tourist attraction** in Ecuador.

3. They design a **30-second virtual marketing campaign** (poster, video script, or social media post).
  4. Present their ideas to the class.
- **Variation:** Use **Canva or PowerPoint** to create simple digital ads.

#### 4. Activity 2 (15 minutes) - "Pitch Your Travel Package"

- **Objective:** Practice **sales techniques** by presenting a tourism package.
- **Instructions:**
  1. Students work in **pairs** and choose a **target audience** (families, backpackers, luxury travelers).
  2. They create a **sales pitch** (2 minutes) for a **vacation package** using:
    - Destination
    - Activities
    - Price & special offers
    - Virtual experiences (VR tour, live chat assistance, etc.)
  3. Each pair **pitches their offer** to the class, and others **vote on the best package**.
- **Bonus:** The best pitch wins a **"Top Travel Marketer" certificate!**

#### 5. Wrap-Up & Reflection (5 minutes) - Quick Debate

- **Topic:** *"Will Virtual Tourism Replace Physical Travel in the Future?"*
- **Instructions:**
  1. Split students into **two sides** (agree/disagree).
  2. Each side **shares their opinions** (1 minute per person).
  3. **Class vote:** Which argument was more convincing?

#### Assessment:

- ☒ Participation in activities
- ☒ Creativity in marketing materials
- ☒ Clarity and persuasiveness in sales pitches

## Materials Needed:

- 📌 Projector for videos/images
- 📌 Canva or PowerPoint (optional)
- 📌 Printed worksheets for brainstorming

## PRESENTATION OF THIS CLASS

### Slide 1: Title Slide

- **Title:** Boosting Sales & Marketing in Tourism
- **Subtitle:** Virtual Commercialization of Tourist Attractions
- **Image:** Iconic tourism images (e.g., a travel agency, virtual tour setup)

### Slide 2: Learning Objectives

- Understand key concepts of **sales, marketing, and marketing strategies** in tourism.
- Explore **virtual commercialization** and its role in promoting tourist attractions.
- Engage in interactive activities to apply knowledge effectively.

### Slide 3: What is Sales for Tourism?

- **Definition:** Selling travel-related products like **tour packages, accommodations, excursions, and transportation**.
- **Examples:** Booking hotels online, upselling exclusive tours, limited-time deals.
- **Fun Fact:** Online travel agencies (OTAs) account for over 40% of global travel bookings!

### Slide 4: What is Marketing for Tourism?

- **Definition:** Promoting travel experiences through **advertising, digital campaigns, and strategic branding**.
- **Key Channels:** Social media, travel blogs, influencer partnerships, email marketing.
- **Example:** Instagram ads showcasing dream destinations.

### Slide 5: Marketing Strategies in Tourism

- **Target Audience Segmentation** (families, adventure seekers, luxury travelers).
- **Promotional Strategies:** Discounts, loyalty programs, referral incentives.
- **Branding:** Creating a strong **destination identity** through unique selling points.
- **Case Study:** How Dubai positioned itself as a global tourism hub.

### Slide 6: Virtual Commercialization of Tourist Attractions

- **Definition:** Using digital tools to market and sell tourism services.

- **Examples:** Virtual tours, 360-degree videos, AI-powered travel assistance.
- **Technology Used:** Augmented Reality (AR), Virtual Reality (VR), live-streamed experiences.
- **Example:** Museums offering VR tours to attract global visitors.

#### Slide 7: Fun Activity 1 – "Create Your Virtual Tour Ad"

- **Objective:** Design a marketing campaign for a **tourist attraction in Ecuador**.
- **Group Task:** Choose an attraction, create an ad (poster/video script), and present it.
- **Tools:** Canva, PowerPoint, or handmade sketches.
- **Winning Criteria:** Creativity, effectiveness, and appeal.

#### Slide 8: Fun Activity 2 – "Pitch Your Travel Package"

- **Objective:** Practice sales techniques by presenting a **vacation package**.
- **Pair Task:** Pick a target audience (families, backpackers, luxury travelers).
- **Sales Pitch Must Include:** Destination, activities, price, virtual experiences.
- **Bonus:** "Top Travel Marketer" award for best pitch!

#### Slide 9: Debate – "Will Virtual Tourism Replace Physical Travel?"

- **Agree:** Saves money, is accessible, eco-friendly.
- **Disagree:** Lacks real-life experiences, local economic impact, personal connections.
- **Class Vote:** Which side has the strongest argument?

#### Slide 10: Conclusion & Key Takeaways

- **Sales + Marketing = Successful Tourism Industry!**
- Virtual tools enhance tourism but don't replace real experiences.
- Always adapt marketing strategies to **trends and traveler preferences**.
- **Thank You & Questions!**