



AGORA

PROJECT N: 2022-1-FR01-KA220-ADU-000086999

Educator's Guide



Module 7

Communication and Promotion of Regenerative Tourism Experiences

Prepared by:



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Module 7	Communication and Promotion of Regenerative Tourism Experiences
Learning approach	Active learning Collaborative learning Challenge-based learning Experiential learning
Teaching method	Blended-learning opportunity F2F training Individual e-learning
Group size	The group size of 4-25 participants is recommended to ensure a balance between meaningful collaboration and diverse perspectives for effective learning. Smaller groups (4-6) foster active participation, while larger groups (15-25) support dynamic discussions and a variety of ideas without overwhelming the facilitator.
Learning Outcomes	Knowledge Understand and apply a comprehensive participatory strategy that integrates communication and promotion of regenerative tourism experiences to meet social and commercial goals.



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	- Assess and select appropriate communication tools to engage with diverse audiences effectively and promote regenerative tourism practices. Skills Articulate the significance of communication and promotion in regenerative tourism. Identify appropriate communication channels for various target audience segments. Explore tools for developing compelling narratives around regenerative tourism. Recognize successful partnerships in regenerative tourism. - Identify optimal promotion and distribution channels to attract potential visitors. Competences Implement best practices in communication and promotion strategies that enhance the overall impact of regenerative tourism, contributing to sustainable tourism development. Utilise storytelling techniques to effectively convey the unique value and benefits of regenerative tourism experiences.
Preparation	Learners are expected to acquaint themselves with the pre-reading materials that will be provided, covering the



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	basics of regenerative tourism, key communication concepts (e.g., cognitive-analytical, affective-experiential, social-normative), and case studies of successful tourism promotion. • Learners will be expected to research real-world examples of regenerative tourism communication efforts, focusing on the tools and strategies used.
Warm-up/ice-breaking activity (10-15 minutes)	• Group discussion: (5-10 minutes) Each participant will briefly share a memorable tourism experience, focusing on how it was promoted or communicated to them (through ads, social media, word of mouth, etc.). This will set the stage for understanding how communication shapes tourism experiences. • Mapping exercise: (10 minutes) Learners will map their current understanding of regenerative tourism on a shared board, marking key terms like "sustainability," "communication," and "promotion" to gauge initial knowledge levels.
Module Overview	At the beginning of the workshop, the facilitator will introduce the module by highlighting the critical role of communication and promotion in advancing regenerative tourism. The facilitator will provide participants with:



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	• A thorough understanding of the theoretical concepts related to communication and promotion within the context of regenerative tourism. • Insights into real-world case studies and best practices from around the globe, demonstrating how effective communication and promotion can foster the growth of regenerative tourism. • Opportunities for hands-on experience with various tools and strategies to develop effective communication plans tailored to the unique needs of different tourism stakeholders, including tourists, local communities, and environmental organisations.
Facility/ Equipment	Classroom setting: Equipped with a projector, whiteboard, and audio-visual system for presentations and interactive sessions. Stable internet connection: To support online resources, e-learning platforms, and access to regenerative tourism case studies. Flip Charts/ Sticky notes: For brainstorming ideas, organising and documenting group findings. Markers: For writing and illustrating ideas on whiteboards or flip charts. Printed Templates: For campaign documentation during the marketing campaign workshop.



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	Feedback forms: For participants to evaluate the workshop.
Group Size	Smaller groups (4-10 participants) Larger groups (11-25 participants)
Activity 1 (25-35 minutes)	Understanding Communication and Promotion Tools Group Brainstorming
Objective	Articulate understanding of different communication and promotion tools.
Introduction (5 minutes)	In this activity, participants will explore various communication and promotion tools relevant to regenerative tourism. They will brainstorm in small groups, discussing tools like social media, email marketing, influencer partnerships, and traditional advertising. After their discussions, each group will present their findings, sharing how these tools can be uniquely applied to engage stakeholders effectively.
Main Tasks / Procedure (15-20 minutes)	• Divide participants into small groups (4-5 members each). • Each group will discuss and identify various communication and promotion tools (e.g., social media, email marketing, influencer partnerships, traditional advertising) and their unique applications in regenerative tourism. • Groups will prepare and make a short presentation (2-3 minutes) summarising their findings.



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Facility/Equipment Required	• Whiteboards/Flip charts and markers for group notes. • Projector for presentations if necessary. • Sticky notes for brainstorming ideas.
Completion and Debrief (10 minutes)	• Completion of presentations by all the groups. The facilitator will then lead a short reflection on the tools presented, focusing on their effectiveness in various contexts of regenerative tourism, and will summarise the key takeaways by emphasising the importance of selecting the right tools for different audiences and situations.
Closing (5 minutes)	Participants will be encouraged to think about how they can apply these tools in their future communication strategies.
Activity 2 (45-55 minutes)	Designing a Marketing Campaign
Objective	Create a comprehensive marketing campaign for a new regenerative tourism product.
Introduction (5 minutes)	Participants will design a marketing campaign for a new regenerative tourism product. They will follow a structured process that includes market research, defining campaign objectives, developing a brand message, and selecting communication channels. Working collaboratively, each group will document their ideas and later present their campaigns, discussing the potential impact on their target audience.
Main Tasks / Procedure (30 minutes)	



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- Participants will remain in their groups from Scenario 1. Each group will follow the steps below, documenting their ideas on a shared template provided to them.
 - **Step 1: Market Research and Analysis**
Identify the target audience and gather consumer insights.
 - **Step 2: Define Campaign Objectives**
Establish what the campaign aims to achieve (e.g., brand awareness, customer engagement).
 - **Step 3: Develop the Brand Message**
Articulate the unique selling points (USPs) and benefits of the product.
 - **Step 4: Choose Communication Channels**
Decide on the most effective channels (digital, interpersonal, traditional) for reaching the target audience.
 - **Step 5: Create Marketing Materials**
Outline the visual and creative content needed for the campaign.
 - **Step 6: Launch the Campaign**
Discuss strategies for launching (e.g., FAM tours, social media, sales workshops).
 - **Step 7: Monitoring, Feedback, and Optimization**
Identify key performance indicators (KPIs) and methods for collecting customer feedback.



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	○ Step 8: Long-term Engagement Discuss strategies for maintaining engagement with local suppliers and tourism leadership. ● Each group will present their marketing campaign designs, detailing each step from market research to long-term engagement strategies (10 minutes).
Facility/Equipment Required	● Computers or tablets for accessing online resources and drafting campaign materials. ● Printed templates for campaign documentation. ● Whiteboards/Flip charts for brainstorming and organising ideas.
Completion and Debrief (15 minutes)	Key Reflection Questions: ● What were the main challenges you encountered when designing the campaign? ● How do you think your campaign will resonate with your target audience? The facilitator will lead a debrief session, highlighting the creativity and strategic thinking demonstrated in each campaign, discussing areas for improvement, and summarising the major components of a successful marketing campaign, with emphasis on market research, strong messaging, and selecting appropriate communication channels.



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Closing (5 minutes)	Participants will be encouraged to consider applying these steps to real-world tourism projects or initiatives.
Activity 3 (25-35 minutes)	Measuring Customer Experience and Engagement
Objective	Identify parameters to measure customer experience and engagement.
Introduction (5 minutes)	In this activity, participants will focus on measuring customer experience and engagement. They will brainstorm key parameters to evaluate customer satisfaction and engagement in regenerative tourism, considering aspects like surveys and feedback forms. Each group will share their ideas, and a collective discussion will highlight the importance of these metrics in optimising marketing efforts.
Main Tasks / Procedure (15-20 minutes)	In their groups, participants will brainstorm and list key parameters they believe are essential for optimising customer experience in regenerative tourism. These could include: • Customer satisfaction surveys • Net Promoter Score (NPS) • Social media engagement metrics • Feedback forms at the end of tours or activities • Repeat visitation rates Groups will share their lists with the larger group for discussion and additional input.
Facility/Equipment Required	Whiteboards/Flip charts for documenting parameters.



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	Markers for writing and illustrating ideas. Projector to display examples of customer engagement metrics if applicable.
Completion and Debrief (10 minutes)	Groups will present their list of key parameters for measuring customer experience and engagement (5 minutes). Key Reflection Questions: • Which metrics do you think will give the most valuable feedback from your customers? • How can these measurements lead to better long-term engagement?
Closing (5 minutes)	The facilitator will lead a debrief, focusing on how these metrics are critical for improving and optimising regenerative tourism experiences, and will wrap up by summarising the importance of collecting feedback and measuring customer satisfaction to ensure continual improvement.
Tips/ Additional activities	• Field trip suggestion: Arrange a FAM tour or Familiarization tour to a local sustainable or regenerative tourism venue, where learners can observe communication strategies in practice. • Encourage participants to engage in volunteer programs or community-led regenerative tourism projects to gain hands-on experience.



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	• Provide links to additional resources on the latest communication tools and platforms (e.g., Metaverse for Tourism, content marketing strategies). • Immersive Scenarios: Using immersive learning tools like virtual reality (VR) for exploring tourism destinations can provide learners with direct, emotionally engaging experiences. This could help them understand how regenerative tourism feels to tourists and stakeholders, enhancing the effectiveness of their promotional strategies. • Encourage learners to combine emotional appeal and social-normative messaging in their communication strategies to foster community-wide participation in regenerative tourism. • Provide examples of effective storytelling techniques in promotional materials (e.g., showcasing local success stories).
Annexes	• Worksheet template for scenario-based activities (e.g., creating a marketing campaign for a regenerative tourism product). • Glossary of key terms in regenerative tourism communication (e.g., cognitive-analytical, metaverse, immersive storytelling). • Links to case studies and additional reading materials on regenerative tourism. • Feedback form.



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