

## Building Blocks for the Strategy – by 3 stakeholder groups

### 1. Embrace Digital Marketing

- A. Develop Digital Marketing Strategy
- B. Organise Digital Marketing Master Class for member states
- C. Develop Digital Marketing guidelines and tool kits

### 2. Build complementarity with Tourism Boards

- A. Finalise harmonisation of Quality Framework & Standards
- B. Coordinate training of Quality Assessors
- C. Share info/research/product development

### 3. Increase Funding

- A. Mapping of funding sources
- B. Develop Strategic Partnerships & Alliances

### 4. Expose RETOSA brand visibility

- A. Create a campaign involving media, press release, blogs, social media to enhance brand RETOSA
- B. Refresh RETOSA brand

### 1. Increase Market Share

- A. Digital Marketing
- B. MICE Tourism
- C. Tourism VISA

### 2. Engage Private Sector

- A. Establish partnerships within the regional private sector
- B. Promote the UNWTO global code of ethics on tourism among tourism stakeholders
- C. Promote regional packages

### 3. Building capacity of tourism boards

- A. Share information on research and product development
- B. Harmonisation of Quality Standards
- C. Collaborate on new source markets

### 4. Digital Marketing

- A. Develop a Digital Marketing Strategy
- B. Capacity building in Digital Marketing
- C. Coordinate implementation of Digital Marketing Strategy

### 5. Innovation in Tourism

- A. Coordinate and promote cross border tourism products in the region
- B. Develop tourism guidelines for regional integration
- C. Coordinate symposia on marketing innovations

### 6. Promoting Tourism Entrepreneurship targeting the disadvantaged groups (Women, youth and people with disability)

- A. Coordinate exchange programmes among member states
- B. Coordinate capacity building of the disadvantaged
- C. Assist in establishment of partnerships among the disadvantaged groups within the region

### 1. Analysis

- A. Surveys of stakeholder expectation
- B. Supply and Demand – database (products & services)
- C. Of national SWOT/PEST – regional SWOT/PEST

### 2. Capacity Building (of products and services)

- A. Train de trainer (sustainable tourism implementation)
- B. Regional Institutional Framework established
- C. Harmonisation of quality and service standards

### 3. Facilitate Infrastructural Development (Roads, ICT, airport, visa-free transits)

- A. Lobbying (public/private sectors)
- B. Provision of data & research outcomes
- C. Advice/Consultancy

### 4. Promotions and Marketing

- A. Define and develop regional digital and non-digital strategy
- B. Transnational/Collaborative products
- C. MICE Tourism – Events Management

### 5. Private Sector Driven

- A. Engage through tourism bodies, tourism associations and commerce chambers
- B. Demonstrate in the short-term key, delivered actions which have a positive impact on the bottom line
- C. Audit private sector requirements and respond (e.g. data, projects, training etc)

### 6. Innovation in Tourism

- A. Cross border tourism product development
- B. Multi-country offering and promotion guidelines
- C. Symposia on marketing innovation

## Quick Wins as Identified by the 3 Stakeholder Groups

