

Effective Use of Digital Media Technology for Tourism Industry in Kashmir

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Introduction

J&K is well known for its tourism potential across globe due to political imbalance in the state tourism industry has been affected badly. A major portion of income comes from this industry which makes it very essential industry. Digitization is the most significant development that affects all businesses across the globe in this era of globalization. It has been very successful in terms of mass communication, internet as a new communication tool has posed new challenges. With this advancement in the communication, companies are trying to modify their traditional techniques of reaching target audience to cater them, hence it has become very important for any industry to show their presence on digital platforms and create an engaging content. Under this training programme the participants will be exposed to different tactics that can be used for effective engagement on such platforms and rebranding J&K as safer tourist destination.

Programme Objectives

1. To equip participants with the knowledge on various aspects of Digital Marketing Strategies.
2. To help participants in developing rebranding strategies for tourism industry.
3. To help participants in creating a highly engaging content on Social Media platforms.

Contents

- ✓ Introduction to Digital & Social Media Marketing
- ✓ Google Adwords
- ✓ Social Media Adverting
- ✓ Online Reputation Management
- ✓ Affiliate Marketing

Target Audience

The target audience for the proposed programme would be the employees of J&K tourism department.