

*A platform to
learn and enhance
your knowledge on
tourism*



Bhutan Tourism Induction Programme

Marketing & Promoting Bhutan



One of the challenges facing the tourism industry of Bhutan is increasing number of people choosing to participate in tourism without adequate knowledge on tourism. Therefore, the Tourism Council of Bhutan would like to provide this platform to educate and share experience on relevant topics, which will benefit the tourism industry of Bhutan.

Goals:

1. *To engage tourism industry members of Bhutan regularly to educate and enhance their knowledge and understanding about tourism in Bhutan.*
2. *To understand the needs of the private tourism industry members and work towards common purpose.*
3. *To enhance and improve collaboration in developing and promoting tourism.*

For registration:

If you are interested to register please email the following person. To avoid confusion and to enable us to keep proper record of our communication, we will only accept registration by email.

Mrs. Tashi Pelzom
Tourism Promotion Division
Tourism Council of Bhutan
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Tel Number: 323251/2 (Extn 207)

Bhutan Tourism Induction Programme Schedule (Tentative)

Session 1: **Promoting Bhutan - partnering with the Tourism Council of Bhutan and working together.**

Venue: TCB Conference Hall A

Date: 14th April 2017

Time: 3:30 – 5:30pm

During this session the officials from the Tourism Promotion Division of the Tourism Council of Bhutan (TCB) will share their promotional plan. They will also share areas for private partners to collaborate with TCB in promoting Bhutan.

Note: "The following topics are tentative and they will be further discussed and revised during the first session to include topics relevant to the tourism industry".

Session 2: **Participating in tourism events (travel fairs & roadshows) – making best use of such participation: Sharing ideas and experience**

This session will focus on participating in tourism events (travel fairs & roadshows). TCB will share some best practices of getting the best out of such events.

Session 3: **Understanding Brand Bhutan – enriching tourist experience**

This session will focus on understanding Brand Bhutan and how can the private partners use Brand Bhutan to promote their business and enrich tourist experience.

Session 4: **The power of digital media – a cost effective way to market Bhutan**

This session will focus on the power of digital media and how we can use it as a cost effective way to promote & market Bhutan.