

The Tourism Company Sample White Paper Outline

06/02/2023

TOPIC: Strategies for promoting healthy tourism practices.

OBJECTIVE: Explore healthy tourism, creation of sustainable tourism parameters and promote sustainable tourism resulting in the tourism company leading the sustainable tourism industry.

IDEAL READER: C-suite executives in airline and tourism industry, local and national level government officials.

High Level Problem: Mid and small sized cities in popular tourism destinations are losing members of the community to larger cities. Tourism is a growing sector post-pandemic offering mid-sized and small cities and towns an opportunity to boost their economy.

High Level Solution: Explore opportunities to interlink technology and small to mid-sized city governments to promote health tourism practices.

Market Drivers:

- Increased tourism post-pandemic
- Interest in exploring/visiting the unknown
- Increased interest in the environmentally friendly movement.

Problems:

- Increased transmissibility of COVID-19
 - Fewer mask requirements
- Cost of travel
 - Budget constraints in a recession
- Impact to cities
 - Smaller cities
 - Small business hosting an influx of tourists
- Tourist age ranges.

Generic Solution: Test-pilot on medium sized city using a target audience (for example, young-adults)

1. Select target audience
2. Conduct surveys to choose section of tourism in city to promote.
3. Create a destination image
4. Contact local media
5. Contact target tourists

6. Partner with airline/travel company.
7. Create a digital campaign on social media to promote tourism
8. Monitor metrics and user interactions (for example, using hashtags, link use, etc.)
9. Measure progress using metrics

Specific Solution: Partner with municipalities to promote tourism and improve infrastructure.

Call to Action: Conduct survey of cities and target audiences desired for tourism.