

# PRACTICAL TRAINING MODULES FOR INCOMING TOURISM PROFESSIONALS



NORDIC TOURISM  
COLLECTIVE



# PRACTICAL TRAINING

Our industry has been transformed by the pandemic. Consumer demand has changed, as has the very nature of travelling itself. To compete successfully in the post-CV19 environment, tour operators need the most up to date source-market information and will be required to be competitive, skilled-up and adaptable.

## What you will learn?

- Which markets and which sectors will travel first?
- Which markets should I focus on
- What will the new traveller look like and how will they travel?
- What products will they be looking?
- How do I go about product creation?
- How do I market and sell my existing and new products?
- How to negotiate and compete in the post-CV19 environment?
- What about sustainability, how do I go about creating such products?

**We deliver practical,  
relevant and empirical  
training to enable tourism  
professionals to succeed  
as the recovery takes  
shape**





# OUR BESPOKE TRAINING FORMAT

## Programme

- Bespoke to your **destination**, your **product** and your **markets**
- A dedicated online training platform
- A choice of four training modules
- All presentation materials
- Accompanying training workbook
- Interactive sessions through chat rooms and polls
- Completion certificate

## Duration

4 hours total

4 x 1 hour sessions over 2 days (2 x 2)

## Cost

€3500

*"thank you for cooperation and very professional training. Hope to have more projects with you both in future"*

*"We are very happy with the result and all the feedback we received from the participants. the training fully met our expectations. Thanks again for the very professional job!"*



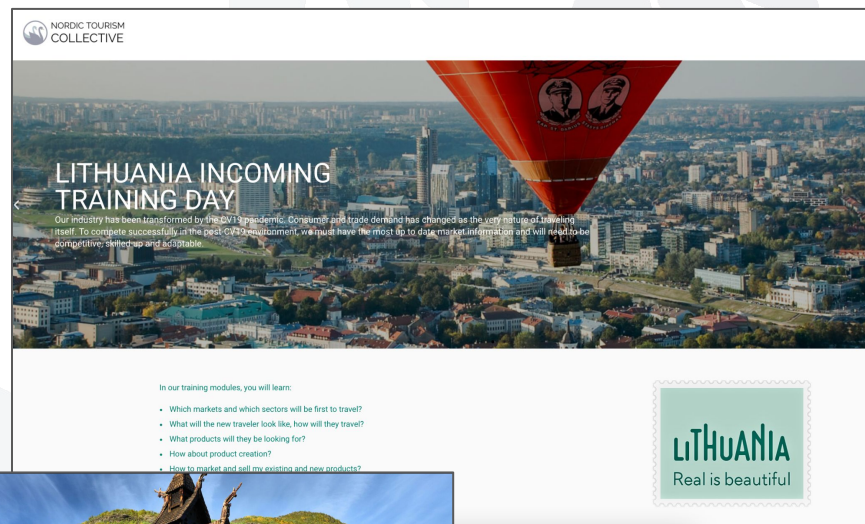
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# A DEDICATED TRAINING PLATFORM

Our dedicated learning and presentation platform is **specific to your market** and provides:

- Presentation stage
- Online Q&A
- Up to four interactive chat rooms
- Downloadable presentation documents
- Downloadable training workbook
- Completion certificate.

The training sessions remain accessible for 1 month to enable multiple and repeated viewings.



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# OUR COURSE MODULES

We provide **two introductory** modules plus a choice of **two optional modules**. All modules are tailored to your specific market.

## *Introductory modules*

**Post-Covid  
tourism**

**Recovery considerations  
and global market analysis**



## *A choice of 2 optional modules*

**In-depth  
source-market  
analysis**

**Digital & B2C  
marketing**

**B2B sales &  
marketing**

**The art of  
negotiation**

**Product  
creation**

**Sustainability  
and travel**



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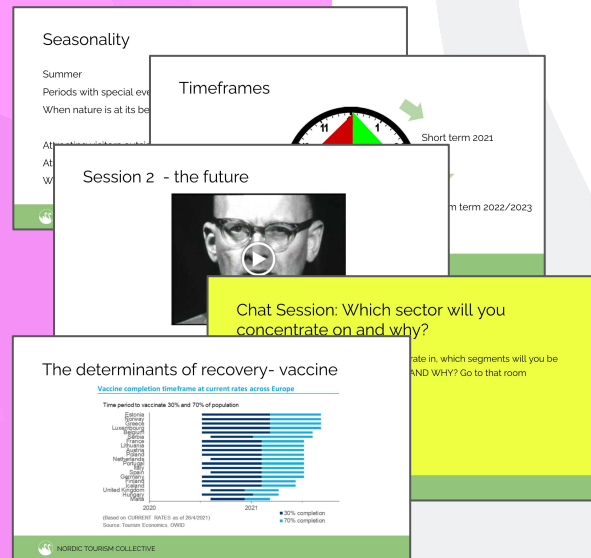
# OUR INTRODUCTORY MODULES (EXAMPLE OF CONTENT)

## Post-Covid tourism

- Connecting Marketing and Product
- Understanding international changes
- Responding to new demands of the future traveller
- Sustainability

## Recovery considerations and global market analysis

- How CV19 will affect future demand
- Originating markets - how they differ
- What will the new traveller look like, how will they travel



## FEEDBACK AND RECOMMENDATIONS (i)

### The training platform - additional comments

Number of responses: 5

Text answers:

Thought the overall experience went really well for an online event - well done.

It is always rewarding to listen to travel professionals, their experience and insights. It helps to evaluate oneself whether you are in a right place doing right things.

Everything was presented in a clear and understandable way.

Everything was great!



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## FEEDBACK AND RECOMMENDATIONS (ii)

### Any final feedback?

Number of responses: 6

Text answers:

Alll was good!!!

It was nice to get a professional insight and update on the current market situation and post covid reality. It was also nice to reassure ourselves that with our company we are on the right track adapting to new reality and creating products that travellers will seek in the near future. Thank you!

Thank you very much!

The workout was just in time, as tourism is just recovering after a long time.

No, everything was great! The training session was very useful.

More practical examples would be useful.



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## ABOUT US

All training is conducted or managed by **Paul Wagner** and **Andy Fairburn**, co-founders and directors of the Nordic Tourism Collective. With credentials well established at a national, regional and local level throughout Northern Europe as well as in key originating markets worldwide, we have a strong track record in Nordic travel and tourism with skills in marketing, sales, product and procurement, that are largely complementary and interchangeable. We are committed to the sustainable development of tourism in the Nordic and Baltics regions



Previously Purchasing Director at Tumlare Corporation.

International purchasing, product development and procurement experience in Northern Europe and Russia



Previously Marketing Director at TUI, Travel Corporation and Tumlare Corporation.

International marketing and new business development in international tour operating and destination management.



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## FURTHER INFORMATION

You would like to arrange a training session or would like further information about course content or if you have any questions of any kind please get in touch.

We would love to hear from you

[andy@nordictourismcollective.com](mailto:andy@nordictourismcollective.com)



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The Nordic Tourism Collective is a not-for-profit membership organisation with an Advisory Council of representative, elected members from the Nordic tourism industry with its own Articles of Association.

We are committed to the sustainable development of tourism in the Nordic and Baltics regions

The Nordic Tourism Collective has offices in London and Tallinn.



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