JERUSALEM TOURISM TALKS

3-Day Workshop

Implementation and Technical Setup of Digital Tours

Friday, 12th to Sunday 14th May 2023

GIZ Tourism Hub
#4 Al-Ya'aqubi St
Jerusalem

Click here for google map's location

The **GIZ East Jerusalem Tourism Development Programme** in cooperation with **virtual tour expert Georg Layr**, Managing Director of Alsharq Travel, a German agency for digital and physical tours, offers a 3-day training workshop on the **implementation of digital tours**, with a focus on the technical setup, hands-on & best practices as well as potentials for monetization.

Objective

To provide participants with an operative understanding of the technical setup required for digital tourism, including equipment, software, and best practices with a view to profitability and monetization.

Target Audience

Travel and tourism professionals, including tour operators, tour guides and others interested in implementing digital tours and virtual travel formats for marketing or commercial purposes.

Participants shoulds ideally have some prior knowledge of the concept and design of digital tours, for example through participation in our previous workshop "Developing, Offering, and Promoting Digital Tours".

Topics

The workshop will focus on the following key topics:

- Introduction to digital tourism and its potential impact on the travel industry.
- Overview of digital tour software and equipment incl.
  - Studio setup and minimal requirements.
  - Cameras and microphones.
  - Software platforms for streaming digital tours.
- Staff requirements.
- Best practices for digital tour creation, including lighting, sound, and image quality.
- Hands-on training on digital tour creation.
- Marketing and promoting of digital tours and potential and options for monetization for different purposes.
- Case studies of successful digital tourism initiatives.

Methodology

The workshop includes: **Lectures, hands-on training, group discussions and presentation of case studies.**

Participants will implement a simple mock digital tour with a basic technical setup to directly apply and test the knowledge received in a realistic scenario.

With the support of the instructor, each participant will develop a custom-setup tailored to their work context, budget and needs.

We will look at case studies of viable digital tourism businesses and their respective paths to profitability and transfer these insights to the participant's context in group work.

Kindly Note that this is an in-person workshop only.

Outcomes

Participants will leave the training with the technical knowledge and skills to create and implement digital tours, as well as a deeper understanding of the potential of digital tourism.

At the end of the workshop, participants will have implemented a mock digital tour, using available equipment.

Registration

Please register by e-mail to: **hello@ejtdp.info**

When

Workshop Day 1: Friday, May 12 (9:00 am – 1:00 pm).
Participants will be required to come to the GIZ Jerusalem Tourism Hub.

Workshop Day 2: Saturday, May 13
Participants are expected to work from home on the materials given to them during the workshop.

Final Workshop Day 3: Sunday, May 14 (9:00 am – 1:00 pm).
Participants will be required to come to the GIZ Jerusalem Tourism Hub.

What to bring

Preferably a laptop or iPad but you can bring a smartphone as well.