Strategic Public Relations and Communications for Tourism Brands Training Course

19 - 23 Oct 2026

Lisbon

4500 € (Per Person)

Ref: #TOU7007_72895

Course Introduction / Overview:

In the highly competitive tourism and hospitality landscape, a brand's reputation and public image are paramount to its success. Public relations (PR) is no longer a secondary function but a critical strategic tool for building trust, managing reputation, and influencing consumer perception. This is the central theme of the Strategic Public Relations and Communications for Tourism Brands Training Course offered by BIG BEN Training Center. This comprehensive program is designed for professionals seeking to master the art and science of tourism PR. Drawing on academic principles from authors such as Philip Kotler in his widely-cited works on marketing management, the course delves into the unique challenges and opportunities of promoting tourism brands in a globalized, digitally-connected world. Participants will learn how to craft compelling narratives, manage crises effectively, engage with diverse media channels, and leverage digital tools to build a positive brand image. The curriculum emphasizes proactive communication strategies, stakeholder engagement, and the use of data analytics to measure PR effectiveness. By focusing on both traditional and modern PR techniques, BIG BEN Training Center ensures that participants are equipped to build resilient and well-regarded tourism brands that resonate with audiences, driving both brand loyalty and business growth.

Target Audience / This training course is suitable for:

- Public relations and communications managers.
- Marketing specialists in tourism and hospitality.
- Hotel and resort brand managers.
- Destination marketing professionals.
- Digital media and content creators.
- Corporate affairs specialists.

Target Sectors and Industries:

- Tourism and hospitality.
- Travel and destination management.
- Airlines and transportation.
- Public relations and advertising agencies.
- Government tourism boards.
- Events and conference organizers.

Target Organizations Departments:

- Public Relations.
- Marketing and Communications.
- Brand Management.
- Corporate Affairs.
- Sales and Business Development.
- Guest Relations.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive public relations strategy for a tourism brand.
- Craft compelling stories and press releases that attract media attention.
- Manage brand reputation and respond effectively to crises.
- Engage with traditional and social media channels to build positive coverage.
- Build and maintain strong relationships with journalists and influencers.
- Utilize digital tools and data to measure the impact of PR campaigns.
- Plan and execute successful media events and familiarization trips.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and failed tourism PR campaigns to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex media interviews and crisis communication scenarios. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as brand reputation management, digital PR, and crisis communication, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated public relations strategies in a way that is both effective and brand centric.

Course Agenda (Course Units):

Unit One: Foundations of Tourism Public Relations

- The role of PR in the tourism and hospitality brand ecosystem.
- Distinguishing PR from advertising and marketing.
- Building a strong brand narrative and key messaging.
- Identifying and engaging with target audiences.
- The media landscape: traditional, digital, and social.
- Public relations planning and strategy development.
- Ethical considerations in tourism PR.

Unit Two: Media Relations and Content Creation

- Crafting a compelling press kit and media materials.
- Writing effective press releases and media alerts.
- Building and maintaining relationships with journalists and influencers.
- Pitching stories and securing positive media coverage.
- Planning and executing successful media familiarization trips.
- Content creation for blogs, websites, and digital channels.
- Measurement and analysis of media placements.

Unit Three: Digital and social media PR

- The impact of social media on brand reputation.
- Developing a social media PR strategy.
- Leveraging influences marketing and user-generated content.
- Monitoring online sentiment and brand mentions.
- Managing online reviews and ratings.
- Developing content for online platforms.
- Engaging with online communities and forums.

Unit Four: Crisis Communication and Reputation Management

- Identifying potential risks and crisis scenarios.
- Developing a crisis communication plan.
- Responding effectively to negative reviews and public feedback.
- Creating a crisis communication team.
- Managing social media during a crisis.
- Case studies in tourism crisis management.
- Rebuilding brand trust after a crisis.

Unit Five: Strategic Campaigns and Evaluation

- Developing a public relations campaign from start to finish.
- Integrating PR with broader marketing and business goals.
- Measuring the return on investment (ROI) of PR efforts.
- Utilizing data analytics for continuous improvement.
- Future trends in tourism public relations.
- Building a strong internal communication culture.
- Final project: Creating a comprehensive PR plan for a mock brand.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of viral content and rapid information dissemination, how can tourism brands maintain control over their narrative while embracing the authenticity of user-generated content and transparent public dialogue?

What unique qualities does this course offer compared to other courses?

This course provides a distinct and specialized focus on the unique public relations challenges and opportunities within the tourism and hospitality sector. Unlike general PR programs, this training course is tailored to address the specific needs of destinations, hotels, and travel brands, from managing crises related to travel disruptions to building emotional connections with diverse, global audiences. The curriculum is distinguished by its seamless integration of traditional media relations with modern digital and social media strategies, recognizing that a holistic approach is essential for today's market. It goes beyond tactical skills to emphasize the strategic, long-term role of PR in building and protecting a brand's reputation. By combining academic principles with practical, real-world case studies, BIG BEN Training Center ensures that participants are equipped to not only communicate effectively but to become guardians of their brand's public image and trusted advocates for their organizations.