

Bath Spa University Students Support British Tourism Week

British Tourism Week, running from 15-21 March, aims to raise awareness of the size, value and importance of Britains 114 billion visitor economy - and Bath Spa University students will be playing their part.

The students, all studying for Tourism Management degrees, are working with Digital Visitor, one of the leading online marketing companies for the tourism industry, and the official supplier of social media and online video for the international tourist board, VisitBritain.

VisitBritain commissioned Digital Visitor to provide a national social media initiative through their innovative solution, Visitor Review, just over a year ago. Since then regional and national tourist boards in the UK, along with individual tourism providers, have been taking advantage of this initiative - and now Bath Spa students, alongside students from Bournemouth University, will be helping with this national project.

Bath Spa University will be receiving its own branded Visitor Review solution and students will be adding their reviews, images and videos of visitor attractions and destinations.

When added to the site these reviews, images and photos will automatically be displayed on the VisitBritain site and in this way play an important role in promoting Britain to a global tourism audience.

Alan Marvell, Course Leader for Tourism Management, said "This is an exciting project and I am really pleased that Bath Spa University has been selected to assist with the development of digital marketing and social media to promote the tourism industry."

Justin Reid, Head of Online and CRM from VisitBritain commented: "Part of VisitBritains remit is not only to promote Britain effectively to an international audience, but also to help inspire more people to become involved in working in the leisure and tourism industry. Involving Universities in this national initiative gives students the opportunity to understand and actually participate and influence a live campaign to help promote Britain as a tourism destination."

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