



# Reflection

European Tourism Field Studies (BMTH5000)

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Firstly, on reflection on the social media campaign it is important to note that the Coronavirus had a major effect on the overall trip. The original trip was to London, Paris and Switzerland. However for the wellbeing of all staff and students the trip was cancelled. According to SwissInfo (2020), The Government has confirmed 15 cases of Coronavirus in Switzerland on the 28th February 2020. Therefore, a new trip was created to North Wales, Liverpool and Manchester which resulted in a new strategy plan to be created just days before departure.

There were a variety of strengths of the strategic plan used for the social media campaign. As there were a variety of posts it is evident that the posts including The Beatles Story were highly interactive as it gave the targeted audience a chance to reflect on the band. In addition to this, an Instagram post from The Beatles Story even made it onto the museums Instagram story, spreading the post to a larger audience. Finally, I am satisfied with the travel review and believe I have used the appropriate skills to attract potential students to the course.

However there were weaknesses that were apparent during the social media campaign. Due to the change of itinerary I only had a few days to plan the strategic plan. Although I am satisfied with my Niche Tourism choice I believe the social media campaign would have been better if I had more time to plan it. Furthermore, it is clear that my third social media platform which was Twitter was the wrong choice as I had little to no interaction.

Overall, all posts relating to music tourism were successful on Facebook and Instagram. Whilst reflecting it is apparent that Twitter was the wrong social media platform. Therefore next time more formal platforms will be considered in order to maintain successful travel blogs.



## **Reference List**

SwissInfo, 2020 'Coronavirus Cases Spreading in Switzerland' [Online] Available:  
[https://www.swissinfo.ch/eng/covid-19\\_switzerland-confirms-second-coronavirus-case/45582788](https://www.swissinfo.ch/eng/covid-19_switzerland-confirms-second-coronavirus-case/45582788) [ 28th February 2020]