

Executive summary



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Executive Summary of Campaign Plan for Masdar's Tourism Development

Masdar is an Abu Dhabi-based renewable energy company owned by the UAE government. The primary aim of the company is to bring sustainable development in Abu Dhabi by implementing green technology. In this process, this organisation has entered into a project for developing a city called Masdar City which is totally backed by renewable energy. This city has been developed focusing on an innovative idea that demonstrates the use of green technology, in turn encouraging healthier future. The government has brought major developmental changes for the beautification of this city and it has a great potential of becoming one of the most favourite tourists' destination in the global travel and tourism industry. The UAE government has done a commendable job in developing Abu Dhabi and Dubai as popular tourist destinations. However, in case of Masdar City, government has not taken any necessary initiatives for tourism development. For developing Masdar City as a tourists' attraction, it is necessary to frame and execute a comprehensive campaign plan. Therefore, in order to formulate an effective campaign plan for this city, a number of tasks have been followed and executed. The secondary research analyses have disclosed that the UAE government is constantly trying to promote its country as a tourists' attraction as the tourism industry has great economic importance. After the financial crisis of 2007-2008, UAE's economy as well as the world economy is at its recovering stage. In the coming years, it is expected that people's purchasing power will be enhanced and it will also increase people's expenditure on leisure. This is a major opportunity that must be exploited by Masdar. As per the results and findings of the secondary research, key publics have been identified. Internal publics are the employees of the

Masdar City project and the existing residents of this city. External publics are potential inbound tourist from different countries. Moreover, the secondary research has also found the specific primary and secondary target publics. Inbound tourist from South Korea and UK are crucial for UAE and hence this group is considered as the primary external public while the other European countries are secondary external public. In order to identify the key publics' opinions, views and their consumer behaviours, an extensive primary research will be conducted using a questionnaire. Primary goal of this campaigning plan is to establish Masdar City as the most preferred and healthiest tourist destination in the global tourism industry. For achieving short term goals, some smart and specific objectives are determined i. e. obtaining feedbacks from internal publics, increasing advertising, spreading awareness through promotional programs etc. To achieve the overall goal and the objectives, a set of strategies and tactics will be executed respectively. Primary task of promotional programs is to deliver the messages of Masdar City to the target publics. In this respect, Masdar City will be promoted through effective advertising tools like social networking, mascot & slogan, dedicated website and magazine for Masdar City etc. In order to increase effectiveness and efficiency of this campaign plan for longer term, evaluation and proper stewardship is inevitable. Potency of each objective will be evaluated using various financial and non-financial methods. Stewardship programs will focus on maintaining sustainable and long term relationship with its key target publics and it will focus on four primary areas i. e. reciprocity, responsibility, relationship nurturing and reporting.