



Executive Summary

In today's tourism market, a tour operator without direct control over their website is losing money, time, and opportunities every single week.

Festivals are announced suddenly. Seasons change quickly. Prices fluctuate. Travelers expect instant information and immediate responses. Yet many tour operators remain dependent on web developers for the simplest updates resulting in delays, extra costs, and missed bookings.

This 1-week WordPress Website Building Seminar is designed specifically for tour operators with zero to basic computer skills. By the end of the week, every participant will launch a fully functional, booking-ready tour website and more importantly, gain the confidence to manage it independently for years to come.

This is not a theory-based IT course. It is a business empowerment program.

Why This Seminar Matters for Tour Operators (The Real Business Problem)

1. Dependence Is Costing You Money

Most tour operators:

- Pay developers Nu. 15,000–50,000 for basic websites
- Pay recurring fees for minor updates
- Wait days or weeks for urgent changes

Reality:

A simple price update or seasonal package addition can be done in **2–15 minutes** once you know WordPress.

This seminar eliminates ongoing dependency and recurring costs permanently.



2. Timing Is Everything in Tourism

- Tourism policies keep on changing and need to update frequently.
- Tour offers keeps on changing due to demand and trend.
- Competitors launch offers immediately

If your website cannot be updated the same day, you lose bookings.

This seminar ensures you can update your site the moment an opportunity appears.

3. Your Website Should Reflect YOU, Not a Generic Template

Most tour websites:

- Look the same
- Lack personality
- Fail to communicate trust and authenticity

Tourism is about *story, experience, and credibility*.

This seminar teaches you how to present:

- Your passion
- Your local expertise
- Your unique tours

So, travelers trust you before they even contact you.

Why WordPress Is the Right Tool (And Why We Teach It)



1SOLUTION DIGITAL MARKETING AGENCY
"Your One Stop Solution for Every Digital Challenge"

WordPress powers **over 40% of the world's websites**, including major travel brands.

Why WordPress is Ideal for Tour Operators:

- No coding required
- Drag-and-drop design
- Hundreds of tour-specific themes
- Excellent Google visibility for local searches
- Full ownership of content and data
- No platform lock-in

You are not learning "technology."

You are learning a **business tool**.

Why THIS Seminar Is Different

This program is not designed for developers or designers.
It is designed exclusively for tour operators.

What Makes This Seminar Unique:

- Every example is tour-related (packages, itineraries, galleries, bookings)
- Step-by-step live demonstrations
- Hands-on practice every day
- Simple language (no technical jargon)
- Small wins daily to build confidence
- Guaranteed outcome: **You can build a fully functional website in just 5 days.**

Seminar Structure (Business-Focused, Practical, Results-Driven)



Duration & Schedule

- 5 Days (Monday to Friday)
- 3:00 PM – 4:30 PM daily
- Total: 7.5 hours

Class Module

- Online: 5:00 to 6:30pm
- In person: 2:30 to 4:00pm.

Short, focused sessions designed to fit around your business operations.

What Participants Will Achieve by Friday

By the end of the seminar, each participant will have:

- Built fully function and professional website.
- At least 3 tour packages displayed clearly
- A working booking/inquiry system
- A mobile-friendly design (where most bookings happen)
- Basic SEO setup to get found on Google
- The ability to update prices, packages, and photos independently
- Confidence to say: **"I manage my own website."**

Key Benefits of Joining This Seminar

1. Permanent Cost Savings

No more:

- Paying developers for small updates
- Waiting days for changes
- Emergency update fees



One seminar = lifetime savings.

2. Faster Bookings & Better Conversions

- Clear package presentation
- Easy inquiry forms
- Mobile-optimized layouts
- Strong visual storytelling

Your website becomes a **24/7 salesperson**, even while you sleep.

3. Full Business Control

- Update packages anytime
- Launch seasonal offers instantly
- Adjust prices without approval
- Upload customer photos and testimonials yourself

You control your business narrative.

4. Stronger Trust with International & Domestic Travelers

A professional website signals:

- Legitimacy
- Reliability
- Experience
- Safety

This is especially critical for **foreign tourists** deciding who to trust.

5. Skills That Stay with You Forever

Unlike outsourced work, this is:



- A transferable skill
- A long-term business asset
- Applicable to future ventures

You are investing in **yourself**, not just a website.

Additional Value Included (At No Extra Cost)

- Tour-specific website templates
- 100 copyright-free travel images
- Booking and inquiry form templates
- Local SEO checklist for tour operators
- Peer network of tour operators

Who Should Join This Seminar

This seminar is ideal for:

- Small and medium tour operators
- New tour businesses
- Operators tired of paying developers
- Those with no technical background
- Operators who want independence and growth

No prior technical knowledge required.

Our Guarantee

"By Friday at 4:30 PM, you will independently be able to update your website live—adding a package, changing a price, or uploading photos. If you cannot, we will provide personal support until you can."

Final Invitation

Unit 201 Dungkhor Lam, Thimphu, Bhutan | www.1solutiondigitalmarketing.com
+975 77 83 8958



1SOLUTION DIGITAL MARKETING AGENCY
"Your One Stop Solution for Every Digital Challenge"

Your tours are unique.

Your experience is valuable.

Your website should reflect that—and you should control it.

This one-week seminar gives you:

- Confidence
- Independence
- Professional visibility
- Long-term savings

Bring your laptop, your tour photos, and your package details.

We provide everything else including the confidence to manage your own digital presence.