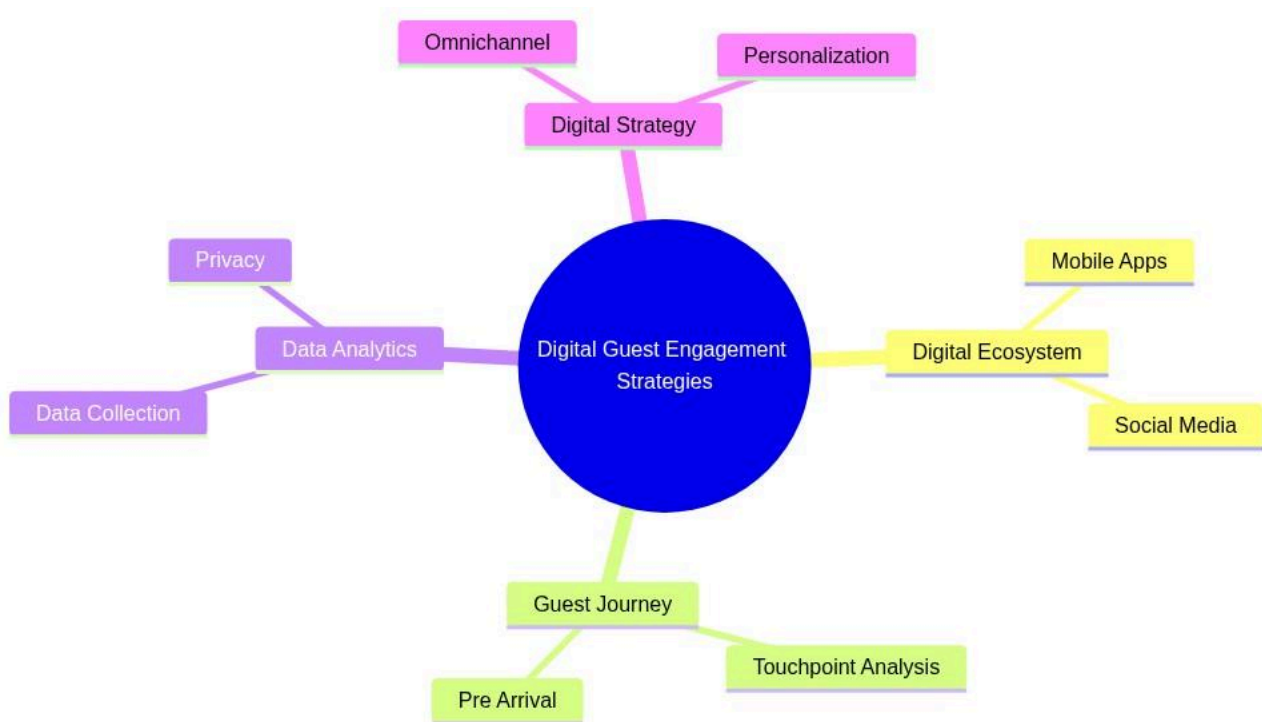


Postgraduate Certificate in Guest Experience Management in Hospitality and Tourism

Digital Guest Engagement Strategies



```

mindmap
  root((Digital Guest Engagement Strategies))
    Digital Ecosystem
      Mobile Apps
      Social Media
    Guest Journey
      Touchpoint Analysis
      Pre Arrival
    Data Analytics
      Data Collection
      Privacy
    Digital Strategy
      Omnichannel
      Personalization
  
```