



# Zoho for Tunisia's Tourism & Hospitality Industry

Case Study





# Overview

Tunis Is Booming—Digital Tools Now Define Guest Experience

Tunis is reclaiming its position as a key tourism gateway in North Africa. As demand rises, the success of hotels, resorts, tour operators, and travel agencies now depends on:

- Centralized guest profiles and communication
- Smart, multilingual booking systems
- Connected teams: concierge, sales, marketing, operations
- Real-time dashboards for occupancy, reviews & tours
- Personalized promotions through email/WhatsApp

# Zoho Features for Hospitality & Travel

## All-in-One Cloud Platform to Run Tourism in Tunisia

- **Zoho Bookings** -Online reservations for rooms, excursions, spas, etc.  
Auto-sync with staff calendars and multilingual forms
- **Zoho CRM** -Centralized contact history, preferences, and automated follow-ups  
Sales pipeline for travel agents, OTA partners, and direct guests
- **Zoho Marketing Automation** -SMS/Email/WhatsApp campaigns with guest segmentation Loyalty rewards and review requests post check-out
- **Zoho Analytics** -Visual reports for bookings, channel performance, seasonality
- **Zoho Mobile Apps** -Real-time access for tour guides, front desk, and agents on the move

# Technology Stack

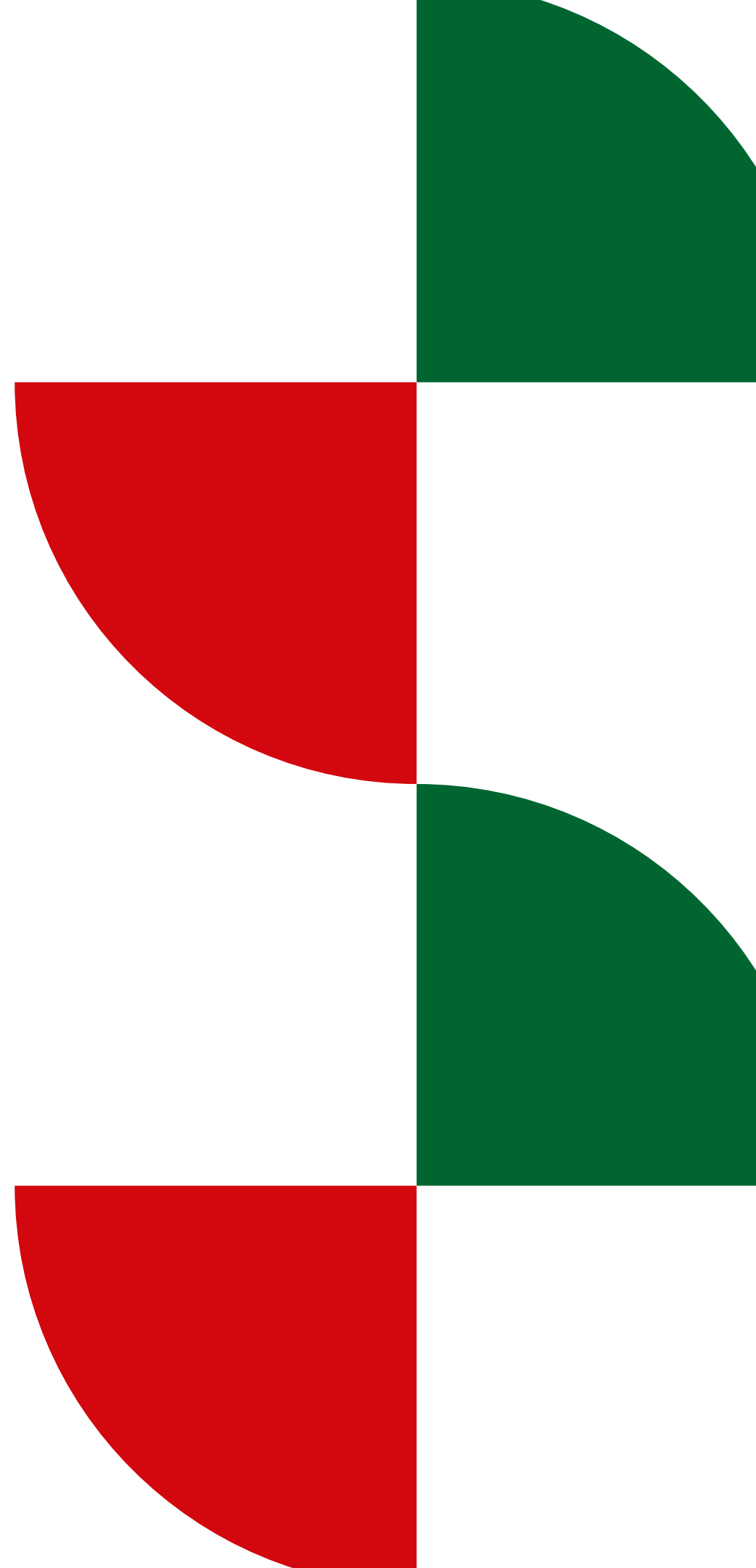




# How Zolute Helps Tunisian Hospitality Operators

## Your Technology Partner for Seamless Zoho Implementation in Tunisia

- **Custom CRM & Booking Engine Setup** -Tailored to boutique hotels, tour agencies, and camps
- **Arabic & French Enabled Systems** -Full localization of apps, forms, and guest communications
- **Integrated Guest Lifecycle Management** -From inquiry to checkout to feedback — fully connected
- **Staff Onboarding & Ongoing Support** -On-site or remote training + French/Arabic-speaking support
- **Tourism KPI Dashboards & OTA Sync** -Real-time reporting for managers + OTA channel integration





# Get In Touch



**Visit us at**

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