



Digital Growth for Tobruk's Coastal Tourism with Zoho

Case Study



Overview

Unlocking Tobruk's Tourism Potential with Technology

Tobruk, a peaceful port town in eastern Libya, holds untapped promise in coastal tourism thanks to its Mediterranean beaches, WWII landmarks, and historical significance. To attract global travelers and enhance experiences, Libya's tourism sector needs digital systems that deliver:

- Professional booking and inquiry handling
- Targeted marketing campaigns for seasonal and cultural attractions
- Coordination with guides, hotels, and transportation providers
- Real-time customer support in Arabic, English, and European languages
- Insightful dashboards for campaign, visitor, and feedback tracking

Zoho Features for Libya's Tourism Sector

Smart Tools for Smart Coastal Tourism

- **Zoho CRM:** Track leads, manage follow-ups for historical tours, diving trips, or city walks
- **Zoho Campaigns:** Send automated emails for upcoming festivals, events, or promotions
- **Zoho Social:** Schedule posts on Facebook, Instagram, and Twitter with Tobruk tourism content
- **Zoho SalesIQ & Desk:** Offer live chat and multilingual support to foreign and regional tourists
- **Zoho Creator:** Create custom tools like vendor scheduling, tour logs, or guide assignments
- **Zoho Analytics:** Visualize top-performing packages, campaign ROI, and visitor preferences

Technology Stack



How Zolute Helps Promote Tobruk Tourism

Zolute: Your Partner in Tourism Digitization

- **Full CRM & Campaign Setup:** We configure Zoho tools for tourism funnels — handling leads, bookings, and vendor management
- **Localized Workflows for Libya:** Custom modules for diving trips, group tours, or WWII historical routes
- **Multilingual Setup:** Arabic, English, French interface support and tourist communication tools
- **Tourism-Focused Marketing Automation:** Emails, WhatsApp alerts, and web forms tailored for Tobruk tourism
- **Ongoing Support & Training:** We train local tourism boards and agencies to scale and manage Zoho independently



Get In Touch



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