



www.route-20.eu

Social Media Learning Tourism

Faro (Portugal) 04/07/2013

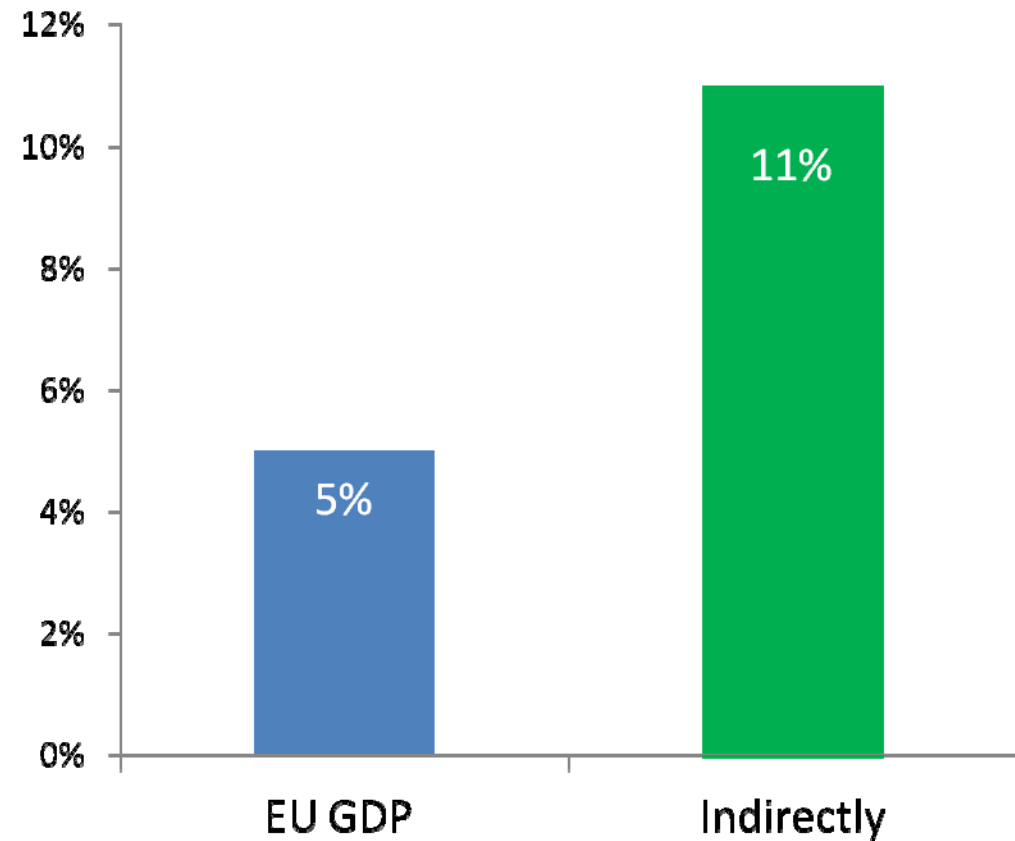


WHY?

Tourism Sector

Strategic Sector for EU:

Overview



Tourism Sector

Strategic Sector for EU:

Employment

More than 12 million jobs
Indirectly: 12 % of workforce



Tourism Sector

And More ...



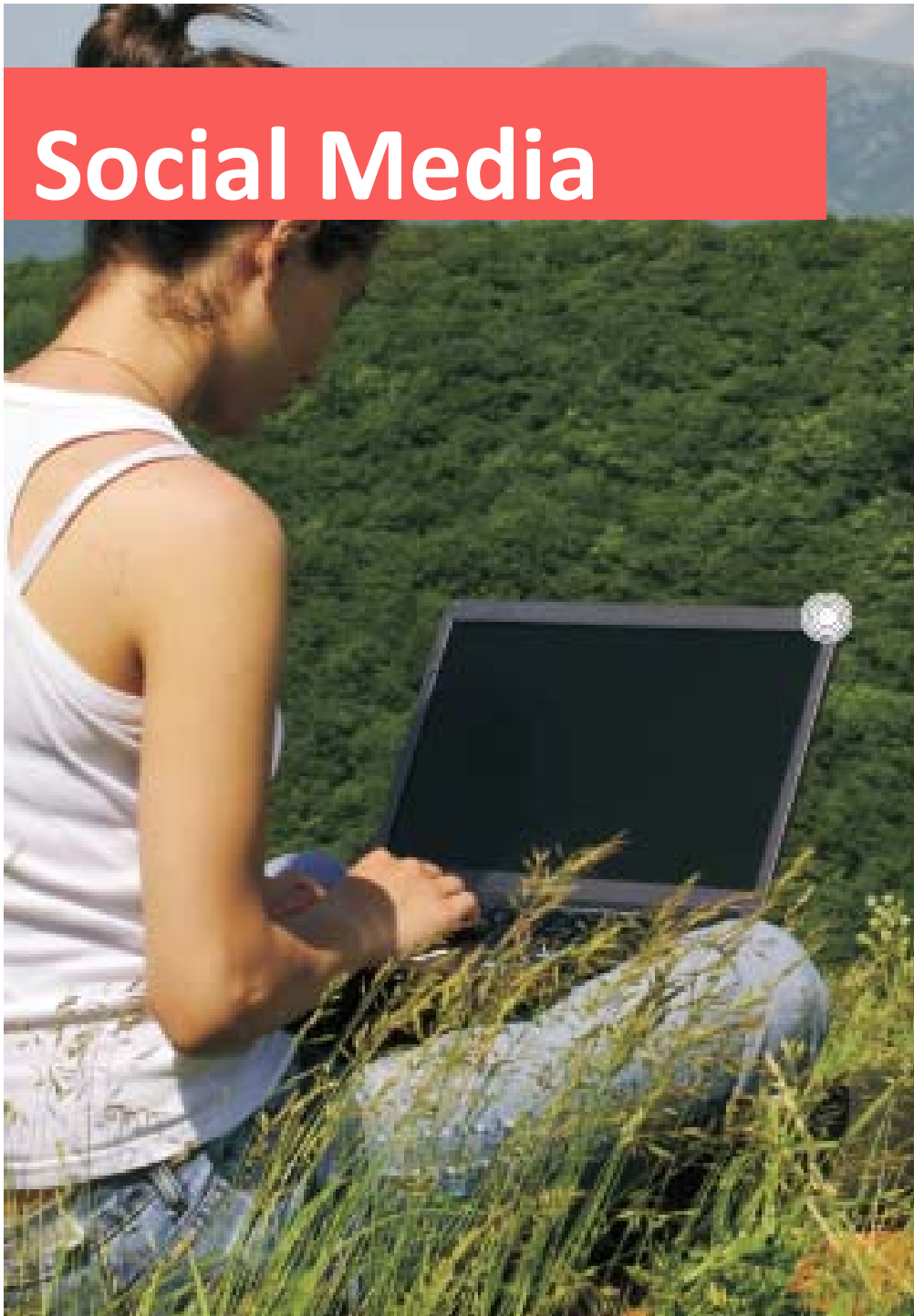
Social Media

Internet
Evolution

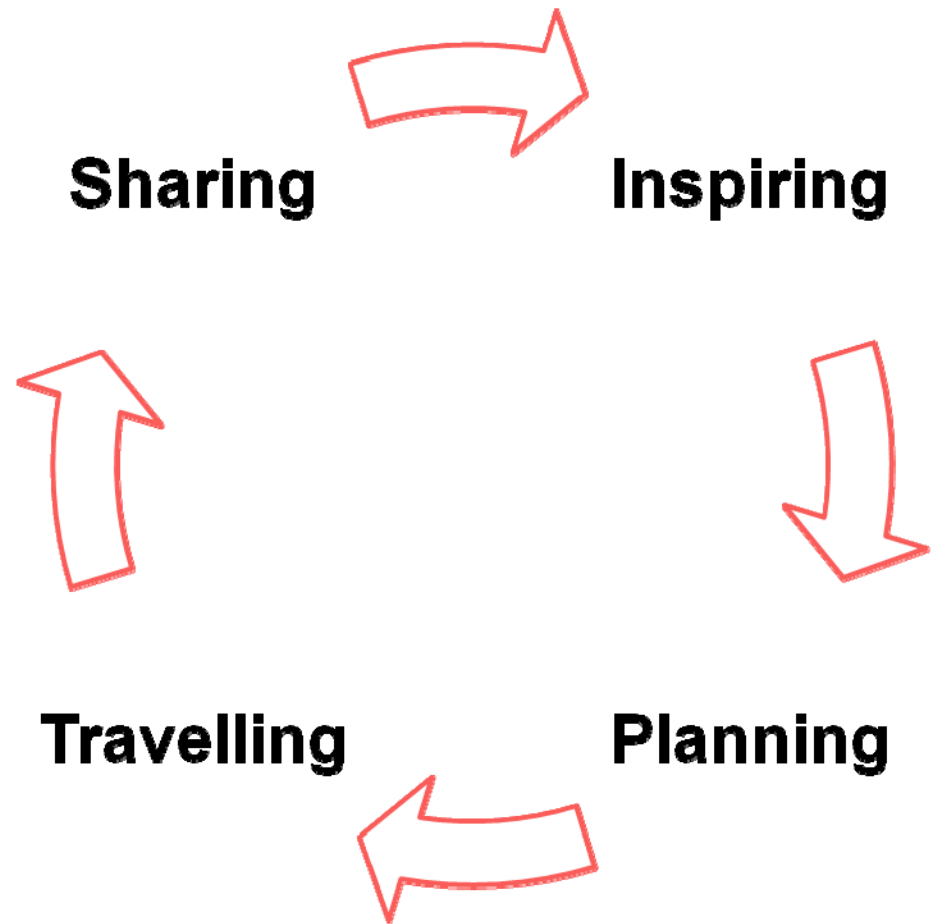
From 1.0 to 2.0



Social Media



The Social Traveller



Social Media

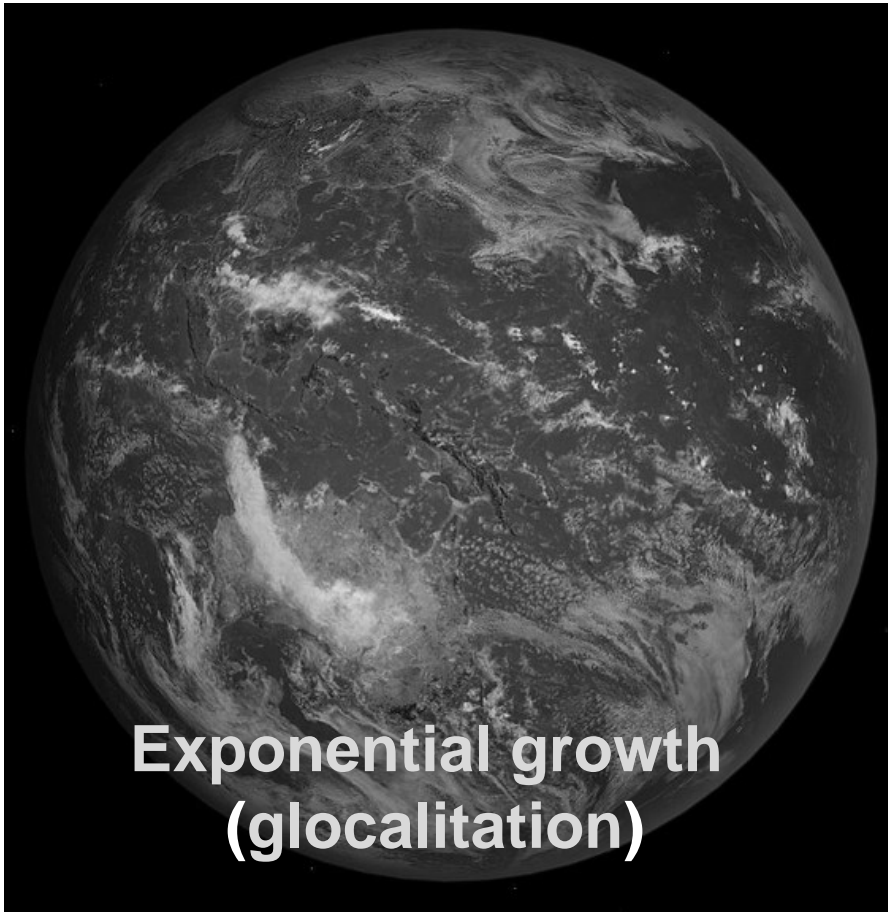
Advantages for SMEs



Exponential growth
(glocalitation)

Social Media

Advantages for SMEs

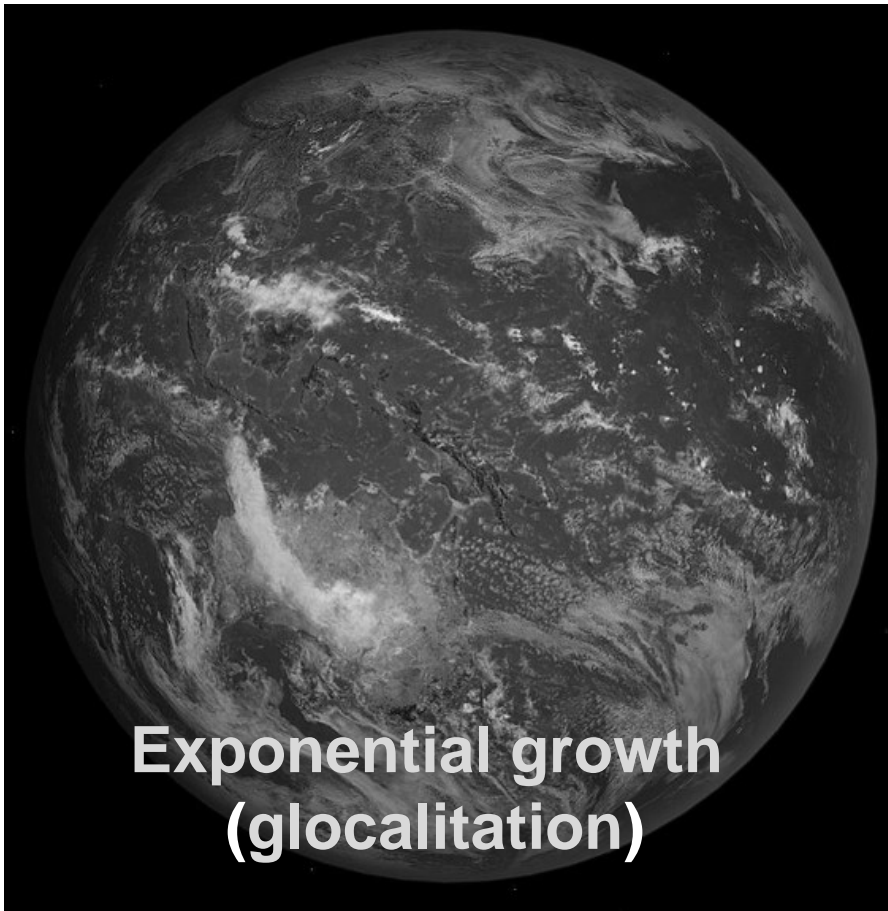


Communication 1-to-1



Social Media

Advantages for SMEs



Communication 1-to-1



Cheap innovation



What?

*Promote the use of **web 2.0** tools*

*among **SMEs** belonging to*

Tourism sector

How ?

State of the

Art

Social Media Use

Businesses walking with people

Traditional communication: one direction

Lack of monitorization

Non Emotional communication



State of the

Art

Barriers:

Economic Crisis

I know everything I need to

Atomization of the sector

Lack of means

No specific training



Key Needs:

- Awareness raising
 - Small companies are still **not aware** of the real opportunities offered by Social Media.
- Appropriate methodology
 - Training must **be attractive** and practical
- Technical contents
 - There are different **knowledge levels**
- Transversal contents
 - Marketing, Advertising, Design...



Our Proposal

- Awareness raising

 - Target: both employer as employed

 - Aimed towards profitability (practical examples)

- Methodology

 - Blended: Classroom and online

 - Orientation to specific results

- Training contents

 - People and resources management

 - Feedback management

 - Generation of contents for Social Media

 - Legislation on Intellectual Property





Thanks for your attention!
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