

“YOU”

Facing the Social Media
Challenge in the tourism sector

FIVE DAYS **KA1** TRAINING





IO2 TRAINING: BUILDING THE TRAINING PROGRAM ON SOCIAL MEDIA

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01

Understanding Social Media impact

WHAT THIS CHAPTER IS ABOUT?

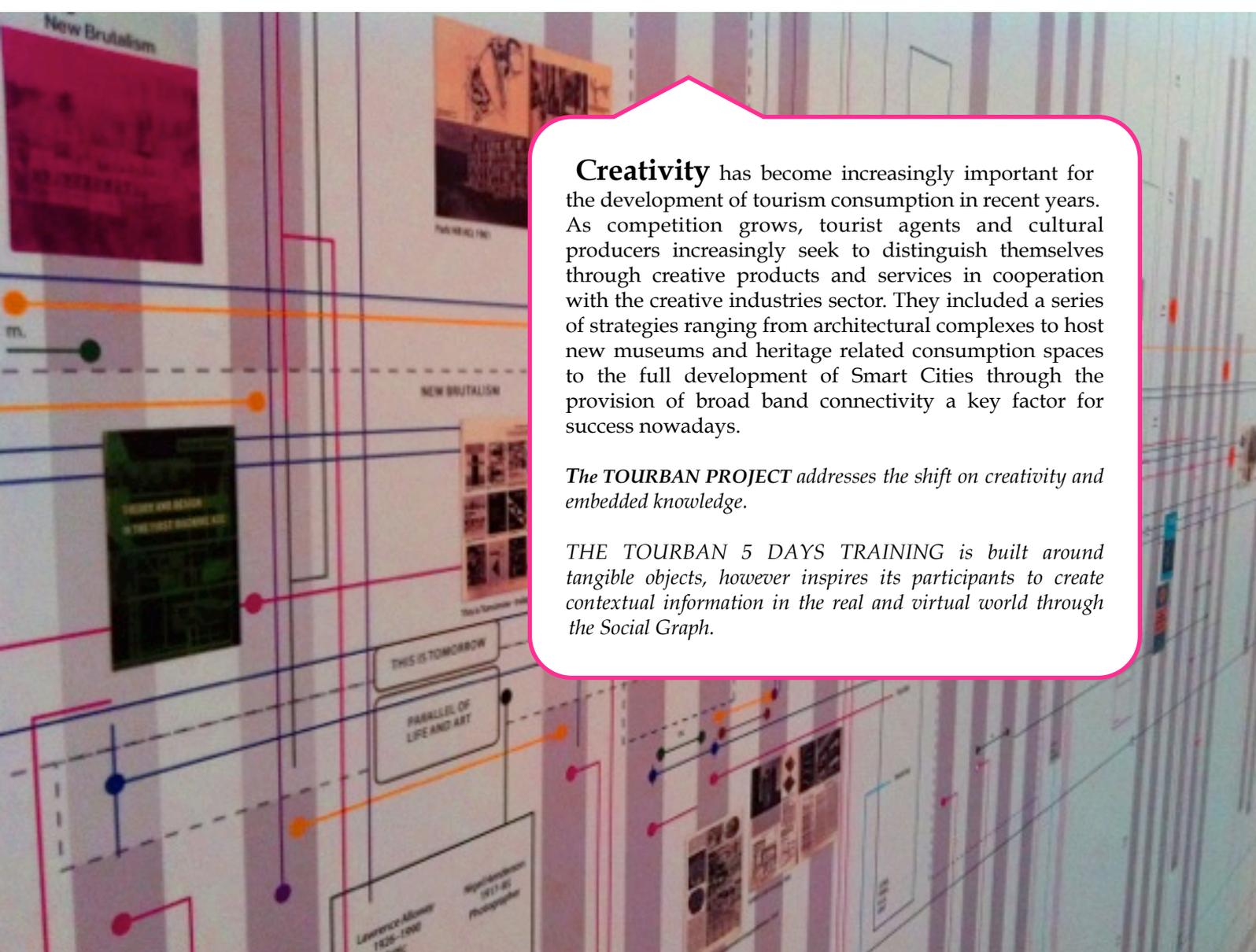
4 CONCEPTS TO VISUALIZE

- 1.1. Understanding Social Media impact
- 1.2. The Tourban training concept
- 1.3 The Creative host tourist.
- 1.4. Developing creative opportunities for tourism consumption requires

1.1 UNDERSTANDING SOCIAL MEDIA IMPACT

With the advent of social media we witness a more superficial consumption of culture, in which “atmosphere” and image became more important than cultural substance or the contents of museums.

Armed with smart devices, the new prosumer is hungry for connectivity to interact in multiple networked scenarios



Creativity has become increasingly important for the development of tourism consumption in recent years. As competition grows, tourist agents and cultural producers increasingly seek to distinguish themselves through creative products and services in cooperation with the creative industries sector. They included a series of strategies ranging from architectural complexes to host new museums and heritage related consumption spaces to the full development of Smart Cities through the provision of broad band connectivity a key factor for success nowadays.

The TOURBAN PROJECT addresses the shift on creativity and embedded knowledge.

THE TOURBAN 5 DAYS TRAINING is built around tangible objects, however inspires its participants to create contextual information in the real and virtual world through the Social Graph.

1.2 THE TOURBAN TRAINING CONCEPT

The TOURBAN five days training program) becomes an important node in creative networks, and visitors and local stakeholders become important 'switchers', linking different networks together.

The TOURBAN training uses a number of ways how to offer integrative experiences, including:

- New products and experiences
- Revitalisation of existing products
- Spin-offs for valorization of tourism assets
- Mobile Media tools that enhance the knowledge experience

The training program is a dynamic agent of the change more than offering ready made information what provides is a unique experience taylorred for the prosumer who enhance the experience with a new socioeconomic potential driven by the tools of web 2.0

HOME

AGENDA

CONFERENCE

REVIEWS

- Prosumer Market
- From the notion of "product" to the notion of "service".
- Self-designing the consumption process
- Integrative, holistic experiences
- Intangible aspects (ideas, information, relationships) shall be intensely interlinked
- Easy access to the Internet from anywhere and anytime offers integrative experiences.
- Tools for Viral dissemination

- Multi-screen device as the uprising market for mobile and connected consumers
- People sharing their experiences in the social networks
- QR Codes connected to the smart place consumption
- Social media can assist heritage entrepreneurship in the Project Area
- Mobile pervasive media are challenging current consumption models and old-style products

HOME

AGENDA

CONFERENCE

REVIEWS

1.3 THE CREATIVE HOST/TOURIST

The growth of airbnb.com and other informalised, internet-based accommodation facilitates contacts and interactions and interact with creative actors in heritage spaces and places in a completely new way, with hosts in the role of the tourist counsellor and guests in the role of the creative consumer. That is major shift in the business model.

The TOURBAN training program creates new ways of interaction and by doing so, its participants playing the role of visitors become part of the creative tourism, transforming themselves into agents of change, who valorize tourism and the assets of the territory.

This new generation of hosts is not just related to selling a service, but also crucially to the informal generation of knowledge, cultural capital and networking organizations that support the tourism creative economy. To understand that is very important.

This new generation of hosts is not reduced to room renting but starts with free advise on the local cultural consumption types based on their own experiences and by those experiences acquired through the hosting of other "creative prosumers".

1.4 DEVELOPING CREATIVE OPPORTUNITIES FOR TOURISM CONSUMPTION REQUIRES

Tourism growth is often linked to the presence of particular tangible assets, such as monuments, museums, heritage sites and historic cities, natural attractions and landscape.

While these assets clearly help to attract tourist consumers, merely focussing on the tangible form of heritage assets, we neglect their intangible dimension, the meaning hidden in the tangible form. If we do not link the tangible form with its hidden meaning, we cannot assess the significance of heritage assets, nor forge connections with locals, visitors and users. In addition planning, knowledge development and networking, necessary to support the tourism or creative service, cannot be put in place, if the two halves are not united in one meaningful entity.

Rumi – 'Remember, the entrance door to the sanctuary is inside you.'

VISIBILITY

Attracting attention requires a keen understanding of the dynamics of the contemporary network society

PERMEABILITY

Plug and play into communities via connectivity maps

FLEXIBILITY

The development of new tourism services needs to take place through a process of negotiation in which the the embedded knowledge of creative locals and hosts matches the creative skills of the tourist seekers and consumers.

In other words, each TOURBAN training program delivers a Pilot Project Prototype is tested by the creative guest, the prosumer, who will tell if the local stakeholder needs to modify or not their vision. As far as a negotiation process starts between hosts and guests, producers and prosumers, best results are in sight.

02

Understanding the tourist consumption model

WHAT THIS CHAPTER IS ABOUT?

CONCEPTS TO VISUALIZE

Understanding the tourist consumption model

2.1 UNDERSTANDING THE TOURIST CONSUMPTION MODEL

Tourist prosumers track down personally relevant information reflecting consumer preferences and personal interest in the visiting place, already at the place of origin during the self-designing the travel process, before and upon arrival as well as during and after their stay.

Knowing and predicting their Journey Map is of crucial important for the design and delivery of not only high quality, closely interconnected cultural heritage services, but also for customized services meeting needs and requirements of cultural prosumers in real time. Successful cultural heritage products and services trigger emotions to motivate cultural heritage consumers select and consume the heritage experience.

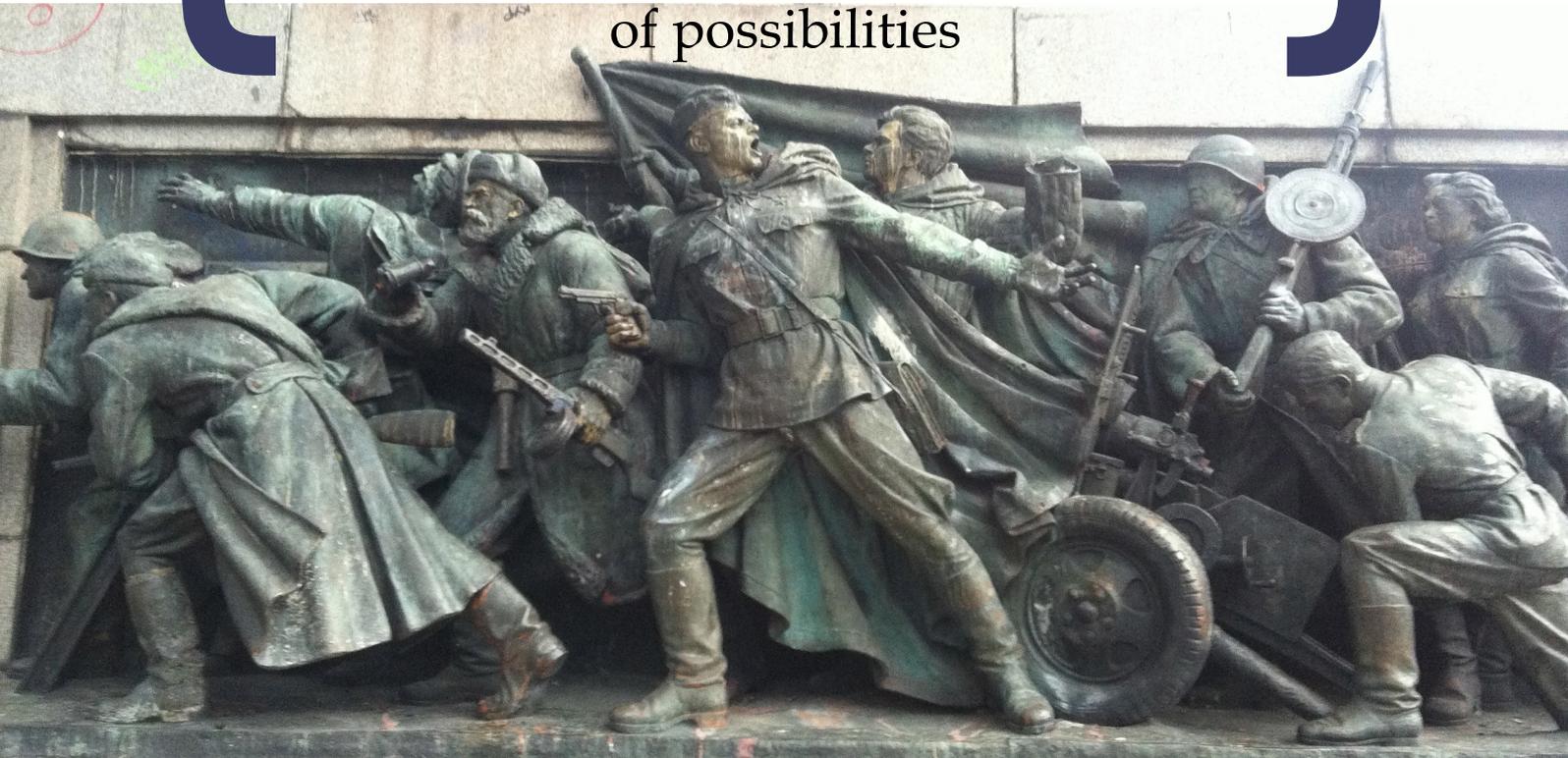
By facilitating consumers to see the speaking objects in the territory the Tourism Entrepreneurs are delivering transformations in both the territorial map and the emotional map of the consumer "they take you there to see and object and then the object speaks!".

"A video is triggered and I suddenly know what is this all about. And on top I am offered options where eat after the museum visit. Not just to eat, but taste the authentic local cuisine."

Analyzing each time the current realities within a Journey Map in the domain of cultural consumption, might that be tourism, a museum visit, wine tasting or local handicrafts, , good and bad experiences are traced and evaluated: what the consumer experiences with producers and vice versa. As culture is not evolving in isolation, key stakeholders and actors play an important role in the big picture of the territory. A complete Stakeholder Map is necessary to develop a holistic understanding of social forces, impediments and prospects and adapt business development initiatives in the heritage sector.

When this reality is given and mapped, then the time is ripe to envision the change and create a concept for further development. By producing the vision, the Affinity Map, enables local tourist entrepreneurs to know what consumers (their clients) want in real time, sparking thus a revolution for both clients and providers simultaneously.

Given a half a chance, many people would like to leave their mark on the city. To author in some way wether that means leaving notes to friends, devising their own walking tours developing in situ information resources or any dozen of possibilities



03

The training program by day

WHAT THIS CHAPTER IS ABOUT?

5 CONCEPTS TO VISUALIZE

- 3.1. How to improve customer's experience
- 3.2. Social media strategy
- 3.3 Brand management
- 3.4. Transmedia storytelling for tourism
- 3.5. Self asesment tools

GOALS & TARGET GROUPS

The goal is to learn how to use social media in education and how to apply this to tourism

The workshop addresses the new changes in tourism sector in both ends, hotels and experienced end clients requesting new services and products. Through five (5) intensive days workshop the following Target groups:

- Tourist operators (tourist offices, private and public)
- Public officials/public general managers/civil servants of the tourist sector (Local authorities/institutional organizations)
- Museums and galleries operators (private and public museums)
- Hotel/B&B owners and managers
- Restaurant owners and managers
- Students at Tourism Vocational Schools and Faculty of Tourism will learn and prototype new services and products for the tourism sector.

ANSWERS TO PROVIDE

What would be the role of the tourism stakeholder in the next 5 years?

How social media is impacting their daily work connected to prosumer clients?

How do they think they can change the role of the way of doing business to active the sector?

What kind of new services they think it could be developed?

THE CONCEPT OF THE TRAINING PROGRAM

There is a need to bridge the gap facing the social media challenge addressing the new changes in tourism sector in both ends, education and experienced end clients requesting new services and products via local tourism stakeholder.

Previous research before submitting this proposal shows there is a lack of skills on using and understanding the different social media channels from an educational point of view. The value proposition of each channels, how to evaluate metrics and their impact on services.

Moreover social media metrics are not part of any educational curriculum in tourism even if they play a significant role on quality service evaluation. Similar problems are found on the tourism stakeholder map connected to social media management, campaign launch, soft skills, storytelling, service design.

This Intellectual Output develops a specific tailor made social media training program.

The goal is to learn how to use social media in education and how to apply this to tourism.

Key data for the training program development comes from IO1 research in order to choose the social media tools. That is the connecting point between Intellectual Output 1 and this Intellectual Output.

The training program is designed to answer from a social media point of view;

- what would be the role of all actors (education, tourism services of all kind) involved in tourism in the next decade.

- how social media is impacting their daily work connected to experiences and emotions of the services.

- what kind of new services could be accessed using Mobile devices that can enhance the experience of the services.

- how they think they can change the way of learning and doing business

- how educational need should be included into specific evolving soft skills connected to mobile social media

- how to understand metrics on social media channels to extract value information

The findings of the research in IO1 "Mobile ICT Social Media content foster the following tasks to develop the training program from the educational point of view but in the role of a tourism service provider. Since most of social media channels operates in a similar way and the importance is focus on the content generated and how to generate it in a meaningful way. Therefore the training program is not focused on the "how to use the tools" but how to generate quality content and understand the social media data/metrics to improve education and services.

Tasks:

1. Learn “the art of conveying messages themes or storylines to mass audiences through the artful and well planned use of multiple social media platforms.”

2. Developing the trans-media storytelling as storytelling across multiple forms of social media with each element making distinctive contributions.

3. The selection of the social media tools evaluates from the client point of view:

- How to interact defining the kind of relationships they expect to establish and maintain with the customers e.g. personal, communities, electronic or automated service.

- How they know You & how You deliver identifying through which channels customers wants to be reached.

They evaluate 5 different phases

-Awareness (how potential clients find out about You)

-Metrics (how do you help potential clients appraise your value)

-Purchase (how do new customers hire you or buy your services)

-Deliver (how you deliver Value to customers)

-After sales (how do you continue to support Customers and ensure they are satisfied)

4. Personal knowledge management and resource network building: Social Media tools allow to improve knowledge exchange, which supports their clients and resource management and contributes to the personalization of the customer segment personalization.

5. E-content creation

Subject-specific methods and tools: Some Social Media applications, particularly immersive environments and media-sharing services, are going to be used to create innovative ways for acquiring subject-specific skills, changing methods and procedures to be used and shared whatever methods they produce creating specific channels.

As a result of this module to enhance Personal skills: The affective and social dimension of the learning process is exploited to allow teachers (instructors), students not only to enjoy learning, but also to acquire skills that empower them to actively develop their personal skills and competencies and transform the way they manage their services into the Social Media environment.

Methodology:

Practical cases to create added value training and services using social media tools; Instagram, Pinterest, Vimeo, QR codes, Twitter, Facebook, WhatsApp, other specific Apps.

Output Innovation:

Training program with real implemented cases on Social Media. The training program is designed for 5 days so it can be included in KA1 calls. All partners benefit by hosting this training in their countries after project ends granting sustainability.

The training program is part of the MOOC 4.0

DAY 1.

HOW TO IMPROVE CUSTOMERS' EXPERIENCE

MAIN OBJECTIVES

- increase target groups' knowledge on existing innovative tools
- increase target groups' awareness on the importance of local networking
- increase target groups' awareness on people's experience as a key element to improve targeted services and facilities
- increase the target groups awareness on the usage of social media effectively to interact with their customers

CONTENT

MORNING

30'

The tools to use in order to provide the customers with a wide and effective communication about the attractions and services available in the city (more effective use of the social medias, photos, videos, printed materials, apps...). How can these tools be used in an effective way?

80'

How to create local networking involving museums, transport services, hotels and accommodation facilities, restaurants, tours in the city and other services available. In this way, the people running touristic services themselves can provide trustful information to the tourists. Maybe in the biggest cities, these local networking can be created in the different districts of the city.

60'

Possible use of augmented reality in order to give more and deeper information to the tourists. It could also be useful to give the tourists a different and unusual experience about the city.

90'

Making tourism a customer-based experience, based on the human contact with people living in the city that can become "unprofessional tourist guides" or "storyteller for one day" in order to make unique the experience of the visitor.

What their customers want... and give it to them: Monitoring what your customers are saying on your social media pages. Take what they say into consideration when you decide what to change with their social media strategy. If a large portion of the customers are commenting that they want a certain feature or element to be added to their viewing or buying experience, it may be a good idea to implement it. It breeds goodwill with the customers and lets them know that you care about what they think.

What customer journey and experience are they designing for their customers and audience? Customers do not just land on your website and buy within 5 seconds. They have likely been on a journey and the website, blog or social platform which is simply one of the stops on their journey.

-Communicating with your customers when, where and how they want you to communicate with them is critical. Today's mobile and connected customer requires you know not only the right time but the right place to communicate with them. If you don't, they will just go to someone else, to another brand who has taken the time to understand who they are and what they need.

Every touch matters. From the first touch on the website, Facebook page, Twitter communication, [email marketing](#) or phone conversation with your customer or sales support team, every touch requires thorough thought and planning.



DAY 2.

SOCIAL MEDIA STRATEGY

MAIN OBJECTIVES

- improve target groups' awareness and knowledge about social media
- enable target groups to produce a social media strategy and a media campaign
- improve target groups' skills on the use of social media
- improve target groups' capacity to analyse tourists' reviews and react

According to O1 results, we observed that the cities analysed lack of a social media strategy, since social media existing channels are mostly used by people living in the city or (rarely) by tourists but they aren't often used by tourist operators.

Indeed it would be very important that tourist operators have an effective social media strategy, considering that nowadays these kind of channels are the most used by travellers in order to collect information and inputs about places to see/things to do in the hosting city.

In Turkey, Konya, generally young use social media effectively more than the middle aged and adults. Therefore we should encourage adults to use social media more and express their feelings towards the services and establish relations with the brands, services.

CONTENT

MORNING

30'

Which are the most common existing social media?

50'

How do they work and how can be used?

30'

Which are the most appropriate social medias to be used for the touristic promotion of a city?

60'

How to build a social media campaign?

60'

How to build a social media strategy (create a channel plan)?

30'

How to measure your social media strategy success?

30'

How to define your target groups and how to reach them?

60'

How to interact with visitors through the social media channels in order to involve them?

40'

How to appeal to the heart of your audience, what are you about?

40'

How your company act like a person not an entity?

-Every touch matters. From the first touch on the website, Facebook page, Twitter communication, [email marketing](#) or phone conversation with your customer or sales support team, every touch requires thorough thought and planning.

STRATEGY

DAY 3.

BRAND MANAGEMENT

MAIN OBJECTIVES

- To develop an evaluation Framework of Branding implementation to make it available to SMEs/Education Institutions that want to understand their Branding situation better.
- This framework is the one will be used to do context analysis on Branding in a series of companies
- To help SMEs/Educational Institutions at an organizational level to identify what Branding problems they face

CONTENT

A strong branding can have a very positive impact on the touristic attractiveness of a city, so it is important that operators are trained on how to manage branding applied to tourism.

MORNING

60'

How building a brand

60'

The brand image, visual identity of the “product”

60'

The brand identity

AFTERNOON

60'

The brand positioning

60'

The marketing and viral diffusion of a brand

60'

The branding strategy

Your brand is not what you say it is or what you write for your corporate Twitter bio, Facebook profile or LinkedIn company page. Your brand is what people say about you. Your brand is what and how you make people feel.

Your brand is the experience you deliver to customers, prospective customers, partners, your community and your audience online and offline. Your brand is how quickly you reply and answer questions. Your brand is the tone you use when communicating with your peers, thought leaders in your industry and niche, your employees and even competitors online.

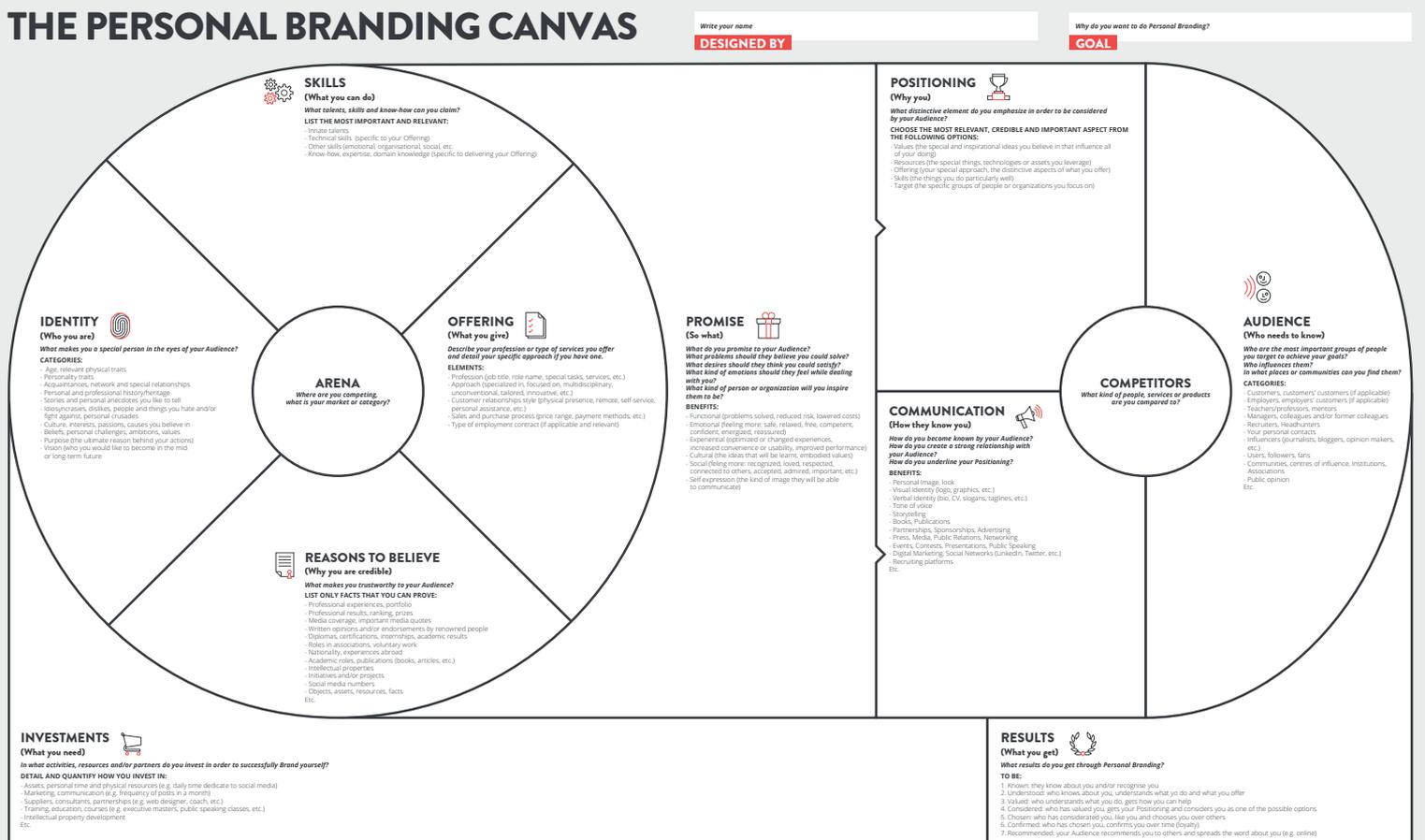
Your company culture: What is the culture like at your company? Your culture is what you stand for, what your company is about and what makes you special. For example, Under Armour's culture is all about performing to the highest level and being innovative. The use of hashtags like #IWILL in social media posts shows that the company's social media voice is a direct reflection of its culture.

Posting regularly:

In order not to be forgotten you should post regularly. How frequently you post is going to depend on your audience. It will take some trial and error to find out what works best for your brand.

Connecting with Influencers: if you are not a big brand and you don't have a huge audience, your content needs more attention. A good way to achieve faster results and amplify your social branding efforts is to build relationships with influencers. Influencer marketing allows you to reach more audience that established people in your industry have already built.

THE PERSONAL BRANDING CANVAS



DAY 4.

SELF-ASSESSMENT TOOLS

MAIN

OBJECTIVES

In order to guarantee the sustainability, updating and maintenance of the new tools activated (social media-augmented reality - storytelling), target groups need to be able to assess the strategy, set up, content process, monitoring and evaluating the ongoing insights, preventing and mitigating possible risks and criticalities and build on customers' experiences, opinions and reviews

CONTENT

Storytelling can be fundamental in order to transmit to the visitor some basic information and the curiosity to visit the city so tourism operators might definitively know how to manage storytelling:

AFTERNOON MORNING

80'

making effective and attractive presentations through various tools: photos, texts, videos, social medias etc

90'

using local legends and traditions to rise the visitors' curiosity building stories

60'

using local people's memories for building stories, also by involving directly local people in live storytelling

60'

succesfull storytelling case studies in the tourism industry

60'

stakeholder engagement around storytelling strategy

It is about the people, the cultures, and the stories that differentiate your destination and help make it uniquely its own.

It is about the stories that promote the quality tourism experiences that will help keep our destinations healthy and sustainable, and ultimately it is about how storytelling can help ensure the future of the travel industry.

In today's digital marketing tourism industry there's nothing greater than the power of video. Video is the future of content marketing, and it is the most impactful form of

storytelling in the travel industry. Tourism and travel brands need to move away from the old ways of commercial advertising and embrace the story-focussed mentality, similar to publishers.

In order to identify your best stories, start by assessing your destination's key assets including the people, adventure products, cultural traditions, environment and food. Attach a human narrative to each of these experiences by profiling a main character, someone the audience can immediately relate to and develop a shared connection with (TrainingAid, 2014).

With the rise of the internet as a major source for trip planning, it has become even more competitive for destinations to stick out as being 'must see' places to visit (Morgan et al., 2010). So, it is essential to highlight what makes your destination unique and what makes your tourism offerings distinctive.

It is better to establish a strategic network and process of building relationships across the tourism supply chains if possible where story is the inspirational centre-piece. It will be perfect if this strategic network works in a coordinated effort to promote the destination and generate new business.

How to create a social media strategy

A 5-step guide to developing your social media presence

What we'll teach you

This guide highlights the five steps you need to create a social media strategy for your business.

Nearly [one third of the global population](#) are active social media users. Social media presents businesses with the opportunity to earn customer trust, showcase expertise, and meet potential customers. But businesses that lack a clear social media strategy struggle to get the customer engagement levels, insight, and sales they're looking for.



1. **Establish SMART social media goals**
2. **Audit your social media presence**
3. **Introduce a content strategy**
4. **Measure your progress**
5. **Adjust your strategy**

To get the most out of your social media efforts, your strategy should include the following:

- Determine which sites are most beneficial to post to and when to post to them

Create SMART social media goals

All business planning should start with defining clear goals, and social media is no exception. One of the biggest reasons why social media strategies fail is

DAY 5.

TRANSMEDIA STORYTELLING FOR TOURISM

MAIN

OBJECTIVES

- enable target groups to create and disseminate attractive stories
- increase target groups capacity to listen to tourists' and local people's experiences as to transform them in attractive stories
- how to develop the best content that actually connects with their intended audiences (how that medium is used to connect to audiences in a meaningful and authentic way.

CONTENT

- a) how to gain insights about the social media used
- b) how to elaborate a swot analysis in order to investigate the strength and weakness points of the use of social media
- c) how to elaborate tools for investigating customers' satisfaction

120'

ASSESSING YOUR STRATEGY.

This is about:

- If your business objectives for your Social Media marketing aligned with your organizational objectives, goals and mission,
- If you matched your Social Media objectives to the appropriate Social Media applications,
- If you have a Social Media strategy
- If you have measurable Social Media goals and a process to align them with your targeted audience.
- If you have established Social Media metrics to evaluate success of particular activities.

90'

ASSESSING YOUR CONTENT.

This is about:

- If you regularly post references to this content on your Social Media channels linking back to your website, news feed, blog,
- If you have created professional backgrounds for each Social Media channel,
- If you are you using the appropriate hashtags for your content/ industry,

MORNING

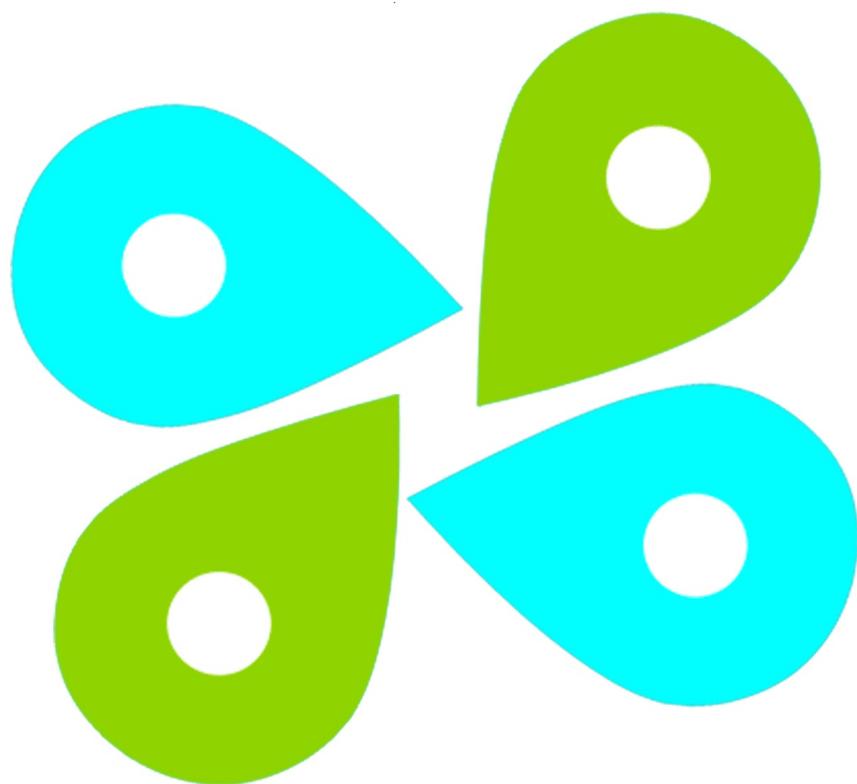
120'

ASSESSING YOUR ACTIVITY.**This is about:**

- If you post regularly to Social Media,
- If you reply to direct messages, comments or mentions,
- If you use Twitter lists,
- If you are a member in LinkedIn groups related to your programs,
- If you regularly engage with others on your Social Media channels,
- If you have a Social Media monitoring plan and appropriate tools to manage your brand reputation?

120'

QUALITY & EVALUATION.



TOURBAN

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