HerTour4Youth

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IO1- A3: Digital Design Compendium
Module: *Top trends in Tourism digital Transformation: Tools & Strategies*

KA2 - Cooperation for innovation and the exchange of good practices
Partnerships for creativity

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2			

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1 Table of Contents

1. Introduction

Digital transformation has radically changed the way people travel and be tourists, and now it is no longer possible for any specialized operator to move around the market regardless of this consideration. And although this has been a "complex" period due to the pandemic that has affected the whole world, the trend towards digitization continues, with all that it entails.

The digital transformation has given a significant boost to the tourism sector, which appears to be driven precisely by its digital component. It is necessary to develop, through digital technologies, a competitive tourism offer that is adequate to the expectations of an increasingly informed and demanding customer journey and to be ready to face the new trends in the sector.

Through the present module, you will have a clear understanding of the most popular trends in tourism as well as of the basic principles of digital social media marketing to be used as transversal tools for developing your own touristic offer.

1.1. Learning Outcomes

After completing this module, you will be able to:

- Have a deeper knowledge of the digital trends in Tourism;
- Be able to identify new tools and practices;
- Be able to use technology to promote & manage tourism: the transversal use of Digital Marketing;
- Promote tourism in a wider audience with social media tools.

1.2 Key words

- Digital Tourism
- Big data
- Social Media Marketing
- Analitycs

1.3   Estimated seat time

1 hour

1.4   Glossary of terms

- **Internet of Things**, <<*referring to the extension of the Internet to the world of concrete objects and places*>>[1];

- **Digital Tourism**: <<*the use of all the various digital tools to prepare, organize, manage, and enjoy a trip*>>[2];

- **Big data**: <<*extensive collection of information data in terms of volume, speed and variety that requires specific analytical technologies and methods for the extraction of value or knowledge*>>[3];

- **SEO**: <<*Search Engine Optimization. Activities aimed at improving the crawling, indexing and positioning of information or content on a website, by crawlers (also called bots) of search engines*>>[4].

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[1] https://it.wikipedia.org/wiki/Internet_delle_cose
[2] (https://www.doxee.com/blog/customer-experience/what-is-digital-tourism/
[3] De Mauro, Greco, Grimaldi 2016
[4] https://en.wikipedia.org/wiki/Search_engine_optimization

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2. Top trends in Tourism digital Transformation: Tools & Strategies

Sources: https://pixabay.com

2.1 What is Digital Tourism

The term *digital tourism* formally means the <<*use of all the various digital tools to prepare, organize, manage, and enjoy a trip>>*[5].

So digital tourism is the result of the link between tourism and digitalization, which has renewed and continues to renew the tourism sector.

2.2 Context

According to the World Travel and Tourism Council[6], before the pandemic, 334 million jobs were related to the tourism sector, producing $ 9.2 trillion in gross domestic product (GDP).

Due to Covid-19, 62 million jobs were lost in the industry at global level. There is an important risk that this trend will persist also in the next years.

To overcome this crisis, tourism operators are creating and implementing new technological strategies, tools, services, and products able to improve their performances in terms of "customer relationships" and sales. These technologies aim to ensure a high-quality tourism experience to the travellers.

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[5] https://www.doxee.com/blog/customer-experience/what-is-digital-tourism/
[6] https://wttc.org/Research/Economic-Impact

The use of Internet is the basis of these technologies and it's the results of the awareness about the importance that it has acquired for the travellers. Internet, in fact, has become the main tools through which the tourists to handle their journeys.

So, internet represents the one of the main instruments to improve tourism sector both for travellers and for tourism operators. Through Internet the tourists choose their unforgettable tourism experiences while operators try to offer exactly what the tourists want. The digital solutions, at the same time, implemented by the operators try to guarantee to the customers trip packages adequate for the customers' needs and expectations. Thanks to Internet the operators can be informed about the main trends and customers' demands creating offers in line with them.

2.3 New trends in Tourism Digital Transformation[7]

Sources: https://pixabay.com

2.3.1 The digitization of the experience

As above-mentioned <<*the tourist experience during the journey is increasingly digital, in the sense that it is increasingly common and frequent, by people, to use of digital tools and technologies to enjoy a better experience*>>[8]. Above all, one of the main tools that allows that is the smartphone.

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[7] Conference Proceedings (January 2021), *Il Travel 2021: cosa ci aspetta?,* Osservatorio Innovazione Digitale nel Turismo della School of Management del Politecnico di Milano.OECD (2020), OECD Tourism Trends and Policies 2020, OECD Publishing, Paris, https://doi.org/10.1787/6b47b985-en

[8] https://www.doxee.com/blog/marketing/6-travel-industry-digital-trends/

Thanks to its multifunctionality, the smartphone is increasingly used by tourists. According to surveys results, to search information, 68% of Italian tourists prefer their smartphone, rather than PC/tablet. Furthermore, Italian respondents (42%) consider their smartphone fundamental in order to share their experiences on social network and (38%) to publish comments/reviews[9]. At global level, in 2019 the number of mobile phone users is forecast to reach 4.68 billion.

Therefore, the smartphone is becoming the most important touch point for every operator who wants to reach potential customers effectively. As evidence of this, smartphone is used not just to book flights but also to "live" and "share" their tourism experiences.

Just to give an idea of what is being said: in just 5 years, from 2015 to 2020, the number of American tourists who have "always" used their smartphones to travel has increased from 41% to 70% (thinkwithgoogle.com).

These data indicate only one thing: <<*those who want to be relevant in this type of market must think not only digitally, but above all "mobile first"*>>[10].

2.3.2 Smart Hotels

While the first trend mainly concerned tourists, this second mainly affects operators.

The digital transformation has radically changed tourists and their expectations. At the same time, hotels have also increased the "arrows in their bow", using and creating more and more sophisticated technologies in their structures.

The second trend is precisely this: more and <<*more hotels are investing in advanced digital solutions to make tourists' stays memorable*>>[11].

Therefore, these digital solutions have had a fundamental impact on the tourism operators' "physical places" that have been transformed according to the new trends of digitization and simplification.

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9 https://www.statista.com/statistics/1013024/share-of-digital-tourists-using-smartphone-by-type-of-activity/
10 https://www.doxee.com/blog/marketing/6-travel-industry-digital-trends/
11 https://www.doxee.com/blog/marketing/6-travel-industry-digital-trends/

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Based on them, the first smart hotel was born, where with a simple tap on their smartphone, the customer can manage their experience in the hotel rooms, from the handling of the tools (doors/windows/etc) to the payment of the sojourn.

Not by chance, Marriott International, one of the most important hotel chaines, in cooperation with Samsung and Legrand have created a "special" smart room, fully equipped with the most advanced IoT systems and devices to make every tourist's stay unforgettable.

Thanks to this "domotics" system, the tourists with just their voice linked to the app, can set up their alarm, so workout with an interactive mirror, or to "improve" their cleaning service.

The same evolution path towards digitization is also being done by the Starwood chain, which has "automated" some processes (the check-in and the doors opening system) using the customers' smartphones.

2.3.3 Big data[12]

Sources: https://pixabay.com

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[12] De Mauro, Greco, Grimaldi (2016), *A Formal Definition of Big Data Based on its Essential Features*, University of Rome Tor Vergata.

The third trend of this economic sector is the ever-increasing use of big data (ie *extensive collection of information data in terms of volume, speed and variety that requires specific analytical technologies and methods for the extraction of value or knowledge)* and the consequent increase in their importance.

Precisely the digital transformation and the change of habits of tourists, increasing the use of internet and smartphones during their travels, is offering to sector operators the possibility of having a huge amount of data available that can be used in the most different ways.

One of these, as we have seen, is the improvement of the customer experience offered, through the acceptance of criticisms and reviews collected online, which can give the right indications on how to change it.

Another way to exploit big data is competition scouting: monitoring and analysing the information available online allows us to understand what the behaviours and strategies implemented by competitors are and to learn from them[13].

Studying the competitors' strategies, identifying the most appreciated and criticized aspects by users, they can learn more and more, increasing their target audience. In fact, collecting the right data, they can "reduce" the weaknesses aspects and improve their strengths. But the ways of using big data are certainly not over here.

2.3.4 Predictive personalization

Through the big data, the tourism operators can be led to identify and choose predictive personalization solutions, which represents the fourth digital trend in the travel sector.

The "predictive personalization" is defined as <<*the ability of a system to predict the behaviour of a certain category of users on the basis of their past behaviour*>>[14]. Typically, the most advanced chatbots do this, which by "conversing" with users are able to understand their needs and anticipate their future requests.

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[13] https://www.smartdatacollective.com
[14] https://www.doxee.com/blog/marketing/6-travel-industry-digital-trends/

Even in the travel sector this type of ability is increasing its important, but in a different way compared than in the other sectors, since the "personalized prediction" is going so far as to become contemporary with the behaviour of the tourist.

In fact, it is not common that tourists choose the same flights or hotel more times, because, since, once booked and "lived", they decrease their attractiveness.

Especially for the hotel, rather than for restaurant or shop, the experience that it offers to the tourists, has become fundamental now. Considering that it is rare that tourists will come back more than once, hotel must have the chance to offer the better experience in that moment. So, the hotel has just one chance to impress the travellers – making the experience unforgettable, trying to foster tourist return another time.

Therefore, predictive personalization for the travel sector is key from the moment of booking.

Thanks to the search behaviours the operator can define a customer profile based on which create an adequate and specific offer in terms of prices and services.

This is the purpose of the predictive personalization: identifying the travellers' needs creating and defining an hotel structure based on their needs without the customers having expressed their opinion**.**

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2.3.5 Overtourism and Undertourism

The fifth trend to be accounted for concerns two phenomena that are not strictly digital, although their triggering cause is entirely digital. One of them is the overtourism defined as <<an *excess of tourists concentrated at certain times of the year in some areas*>>[15], which undercut sustainability of the environment. But what is the link between overtourism and digital transformation?

If we consider **how social networks can influence people in choosing their destinations watching photos and videos published by other people,** we can easily understand this link.

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[15] https://www.doxee.com/blog/marketing/6-travel-industry-digital-trends/

Econsultancy[16], in fact, talks about the "Insta effect", since more than 40% of the people under 30 y.o. interviewed consider "instagrammability" one of the important factors in choosing of the tourism destinations.

The sharing of photos/videos on social network brings people to choose the same place of "friends/followers". In that way, a vicious circle starts and cause the overtourism. This is one of the worst consequences of the social network in tourism sector.

However, at the same time, social network could be the solution to this problem. Through the social network another trend is becoming viral: the undertourism, or proximity tourism, in contrast to the overtourism phenomenon. It deals with to discover "other" less classic and famous destinations. According to Booking.com 51% of users are looking for "new" places to visit. In order to find them the travellers can use **internet and social networks**, through which tourists can reach the right information for their journeys and the less known places can be discovered. Covid-19 has increased this trend fostering the spreading of the undertourism phenomenon.

For this reason, social networks can represent the "problem" but also the solution to it. It deals with to undertake other pathways encouraging the spreading of new way to travel using the digital transformation as a strategy to change our mind.

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[16] https://econsultancy.com

2.3.6 Communication: it must be right for the web

Sources: https://pixabay.com
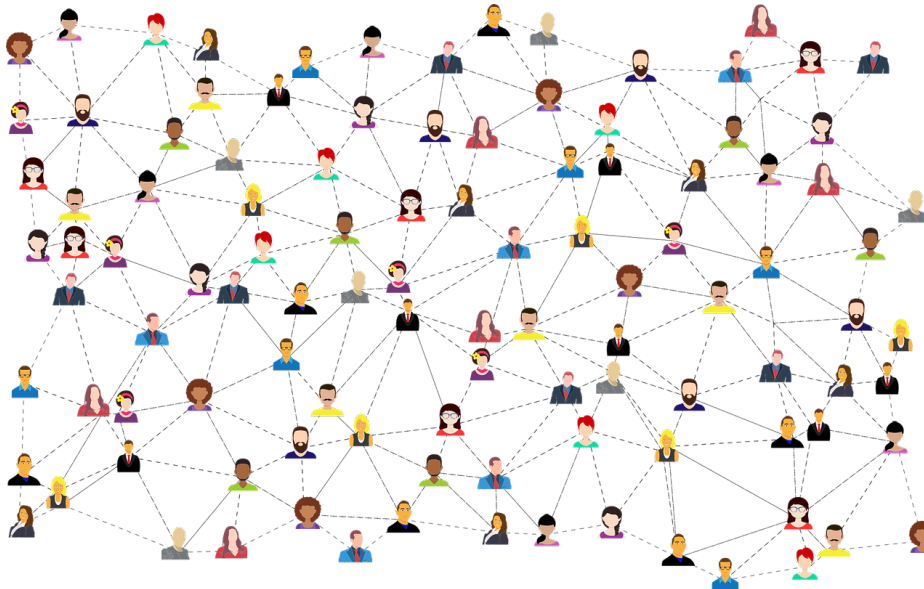
In all areas, effective communication leads to better results.

Also, for tourism this concept is becoming more and more basic. But what are the aspects to be privileged?

For PricewaterhouseCoopers (Pwc), first it is necessary to enhance the attractions and strengths.

This means, in a scenario where there is an overabundance of information, channelling the public's attention to those that can guide them to choose our destination.

From this point of view, it is essential to know how to process the message in order to make it suitable for the digital world so that it stands out among the other 'ads' that populate the web.

Another paper is the creation of a digital ecosystem, which collects the offer of each individual territory to eliminate the information redundancy that characterizes the web.

In all the cases above described, a good management of **digital tourism marketing and its tools** are the most useful instrument that allows:

- To be present on the web in a significative way;

- To use big data in order to study users behaviours;

- To understand competitors strategies;

- To figure out needs and to anticipate requests;

- To offer a personalized experience;

- To follow the customers' journey and to act in more performant way: from brand awareness to conversion;

- To guarantee the best customers service all touristic experience long.

So, this training, oriented on digital tourism marketing, allows to achieve excellent results.

2.4 Best Practices already in testing phase

- <u>Affordable luxury travel</u>[17], a new way of understanding luxury tourism which, thanks to digital technology, becomes accessible. For example, the Luxury Retreats digital platform was born from the partnership between Airbnb and Chateaux & Hotel, makes it possible to rent a luxury home on Airbnb: digital enables the possibility of combining luxury experiences, perhaps on offer on Voyage Privé, with low air tickets purchased on Trivago.

- <u>Bleasure travel</u>[18], that is, the combination of business and leisure trips: various online platforms offer sections reserved for the purpose; in 2019, 45% of business customers opted for the Bleasure. The business tourist is also particularly predisposed to technological innovation (for example represented by mobile check-in or the virtual room key), due to the need of flexibility in terms of times and methods of access. Business customers represent a very relevant segment for hospitality: in 2019 there was in fact a higher percentage of growth in those structures that also turn to them. In 79% of cases, business customers use digital hotel booking tools and 36% of bookings are made through an agency (internal or external, contacted by e-

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[17] https://www.affordableluxurytravel.co.uk
[18] https://www.bbc.com/storyworks/capital/bleisure-bound/bleisure-travel-trend

mail or by telephone / in person). In the case of air flights, in 82% of cases they are booked online, with one third of intermediate bookings[19].

- Branding oriented tourism[20], which combines traditional cultural tourism with the new concept of destination branding: it is a question of transforming a cultural destination into a brand, for example, through an appropriate **social narrative**.

- Last minute offers: thanks to the web portals it is possible to monitor an offer over time and wait for the last few days available to purchase it (or the most convenient period). These are marketing strategies in push mode often based on personalized offers based on the individual customer thanks to Big Data: the offers are in fact built by an algorithm internal to the platform through the data provided by the user with their web browsing cookies.

2.4.1 Start-ups stimulating new ideas

Curioseety (https://www.curioseety.com) is an online platform that connects tourists with local experts and professional guides who offer experiences off the beaten track. The itineraries are categorized according to the interests and passions of the traveller, with a particular focus on the world of food and wine. Users can also share their experiences with other travellers.

NearIT (https://www.nearit.com) is a startup that has created a contextual mobile engagement web platform, which can be integrated into any mobile app, allowing to enhance the functionalities through a communication profiled based on the interests of the users, contextual to their geographical position and in proximity to a point of interest.

Utopic (https://utopic.it/it/funzioni-della-app-utopic/ only in Italian language at moment) is a social network that can be integrated into an app that guides tourists through the streets of Italy to discover unusual destinations, stories, anecdotes and curiosities. Users by registering and participating in the community can follow

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[19] Research by the Observatory of Digital Innovation in Tourism 2019
[20] Regiondo GmbH (2021), *Turismo 2022: Trend & scenari futuri.*

itineraries proposed by other users and create new ones themselves. Utopic geo-locates each point of historical, artistic and cultural interest on a map where practical information, history, curiosities, audio guides and insights are linked. Furthermore, this social network uses gamification mechanisms, such as treasure hunts.

Spotty Wi-Fi (https://www.spottywifi.it only in Italian language at moment) is an application for hotels, restaurants, and tourist resorts to create marketing strategies and monitor brand reputation. This app uses the Wi-Fi of the structures to send to customers who connect useful information, customer satisfaction questionnaires, e-mails, proposals for cross-selling activities. In addition, this App can monitor the hotel's online reputation by alerting the hotelier about the progress of reviews.

2.5 Promote Tourism in a wider audience

Sources: https://pixabay.com
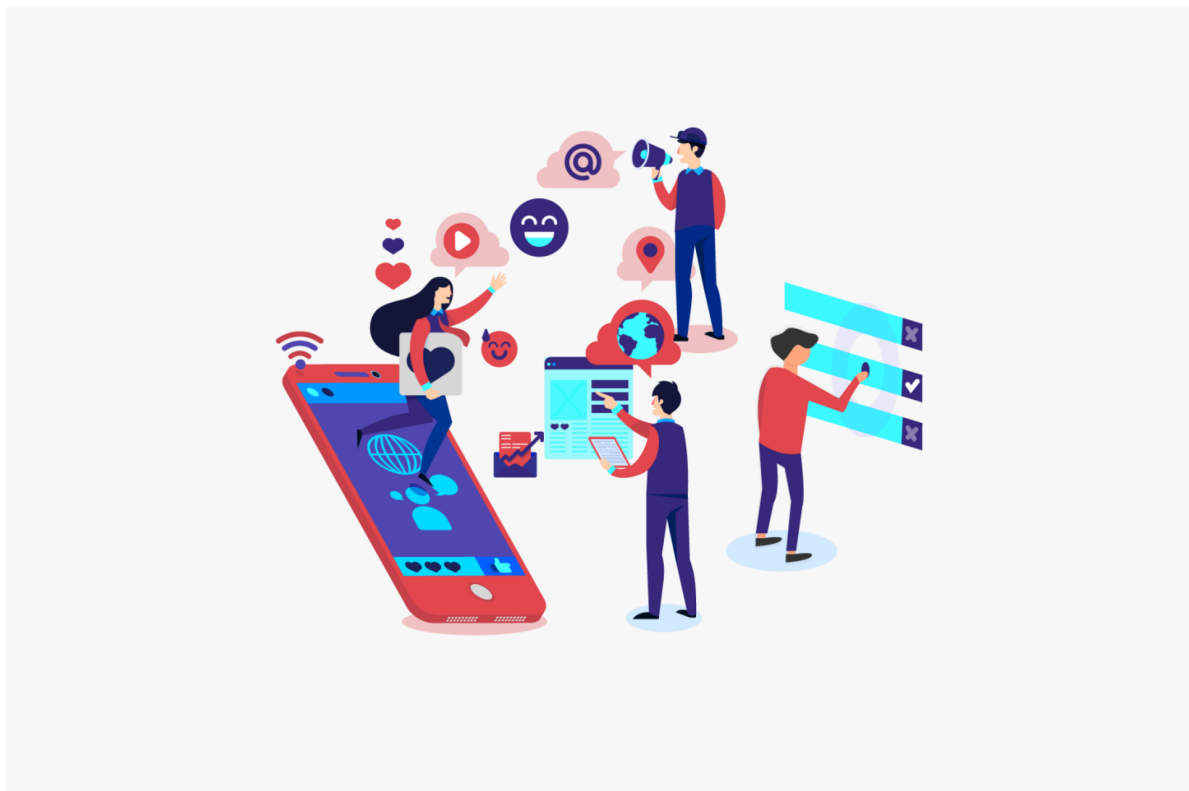
2.5.1 Digital tourism marketing and the "human factor"

All the above-described trends, tools and best practices have to be analysed strictly in contact with one factor: they had been developed and created by people for people.

Technologies and data don't have meaning without people. The digital transformation in all sectors and, especially, in tourism sector has been fundamental for users: travellers and operators.

So, from the point of view of demand and of offer in tourism sector. For that reason, it is important to consider the centrality of the "human factor": even on the web, we are people who communicate with other people. For this reason, tourists and operators have to share correct information and publish authentic contents.

Furthermore, digital tourism marketing can "revitalize" tourism sector just through the involvement of professionals able to reach the tourism rectors renovation: social media manager to take care of the social profiles of the accommodation facilities, manage the comments of followers and hire influencers for collaborations; the SEO specialist, to take care of the positioning on search engines; the web content writer, to write interesting and functional contents for potential customers, leading them to a call to action which can be a request for a quote, subscription to the newsletter, booking a stay.

Just through these "human capitals", the digital marketing strategies can improve the tourism sector, answering to the customers' needs in more performant way. The mix of professionals and digital marketing strategies allow:

- To know tourists' behaviours;
- to understand competitors strategies;
- to prepare the personalized offers;
- to understand needs and to anticipate requests;
- to follow the customers' journeys.

To do these, tourism operators must have not just a quality website, but define also a precise online presence strategy, composed of objectives to achieve, the channels to manage and the actions to implement - increasing and maximizing the results.

Improve the User Experience of the website

First, tourism operators must improve their website. When users need information or support on a product or service, they look for them on the operators' websites. For this reason, it is fundamental to improve their quality in terms of structure and contents. That means guaranteeing high quality websites in terms of navigation and use, which are user-friendly and responsive, easy and fast to load, without useless advertisements. At the same time, they have to be accessible for people with disabilities.

Create engaging and relevant content

In addition to functionality, the contents are fundamental. The site must be attractive and provide correct and important information in order to foster the users choose of this hotel, museum, place. It deals with to include both textual and interactive (videos and virtual reality) contents to make a difference among competitors.

Improve your online image and reputation

Another factor that improves the online image and reputation of tourism operators is the SEO strategy, through which users can look for the website among the first results on Google.

In fact, creating relevant and optimized contents based on the needs and searches of online users is essential to be able to appear in the first results of the Google SERP. Furthermore, to promote the tourism business the tourism operators can use different forms of online advertising, such as Google or Facebook Ads, or the insertion of banners within other sites.

Another way to promote tourism businesses is the email marketing. Through a system of sending automatic and personalized emails, operators can reach a specific target considering its needs or preferences. Thanks to this tool, it is also possible to promote engagement on the company social network pages, by inserting the buttons referring

to the company's social pages in the footer of the newsletter and highlighting the most popular posts. In this way, content marketing activities will be implemented, giving greater visibility to the activity, and involving users. Therefore, reserving strategic attention to social channels is essential to raise awareness of an activity or structure and improve the business reputation.

Customization and customer assistance

Another important factor in terms of increasing tourism business reputation is offer an efficient online customer support service: assisting customers quickly and providing information and advice on business products/services. This is fundamental in order to enhance good customer relationships,

Social network as fundamental tool for digital marketing

Social networks are increasing their importance in business promotion. Including them in digital marketing strategy is a fundamental step in order to increase all businesses reputations. The more time passes, the more social media marketing is taking on a key role in managing the online presence of all types of businesses, from businesses to freelancers.

In 2021, according to data from the Global Digital Report, prepared by "*We Are Social and Hootsuite*"[21] there are over 5 billion users connected to the Internet at global level. It deals with a steady growth of approx. one million more users per day and more than 100 days a year on the internet. The most visited websites are: Google, YouTube and Facebook. For that reason, it is impossible to exclude media marketing from business growth strategy

Why this huge growth of the use of social media by people? The answer is: people look for interaction.

Through social media pages people can interact with other people, obtain information, read reviews, "talk" directly with tourist operators and based on these, choosing a business offer rather than another one. In that way, users/tourists and business create a trust relationship, even before "to live" the tourism experience.

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[21]We Are Social, Hootsuite (October 2021) *Digital 2021 October Global Statshot Report.*
https://wearesocial.com/uk/blog/2021/10/social-media-users-pass-the-4-5-billion-mark/

Through social profiles, then, companies can convey their message that must be attractive in order to increase their reputation and visibility.

The step of social media marketing strategy are:

- Creation of a company page: to create and maintain the interaction with customers and new targets;
- Programming of fan acquisition advertising campaigns: to attract new users;
- Programming of advertising campaigns with call-to-action: to present offers to interested people.

Therefore, tourism digital marketing activities can be considered a fundamental tool to monitor the advertising investments results and to attract and maintain relations with customers.

2.5.2 Content Creation Tools

Sources: https://pixabay.com

There are different content tools able to foster the improvement of relation with customers and to increase the users' loyalty.

Among them:

A.   Content marketing.

<<Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action>>[22].

It deals with creating attractive and efficient contents and ensuring their maximum spreading them to the target audience (using tool as SEO).

Through them, content marketing aims to increase user loyalty and improving brand awareness.

To reach is goal contents must be useful, correct, efficient, clear, real. If the tourist operators use this "principles", they can be considered as experts in the sector. At the same time, if they are considered as "experts" from the customers their loyalty increases enormously.

The content marketing that can increase the customers loyalty are the following:

1. Blogging: creating a blog is the simplest and most useful way to take advantage of content marketing. The blog attracts the attention of users and fosters a better positioning on search engines.

2. Content for social media: sharing contents (posts, videos, imagines) on social media pages – as already mentioned - allows to reach and engage specific targets and foster the increasing of visibility.

3. Visual content: visual content (images and videos) is the most favourite marketing strategy by users hitting their emotions in a positive way.

4. eBooks: eBooks are becoming fundamental in order to improve the relations with customers and collect leads and contacts.

B. Copywriting

<<Copywriting is the craft of writing persuasive messages that prompt people to take action>>[23].

Unlike content marketing focused on providing adequate information to target audience, copywriting is a creative job based on deep analysis on how to have an economical "return" or sale.

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[22] https://contentmarketinginstitute.com/what-is-content-marketing/
[23] https://www.thebalancesmb.com/the-surprising-answer-to-what-is-copywriting-4056392

Copywriting isn't linked to SEO but it is based on content creation using a specific language - writing advertisements, slogans, texts - through which it can influence the users' choice something.

Within the web, the typical texts related to copywriting are:

- Pages for product descriptions;
- Ads on Google, Facebook, Instagram and others;
- Advertisements in online and print magazines;
- Brochures and booklets;
- Landing page;
- Direct E-mail;
- Sales page.

Keywords and Long Tail Keywords to write SEO (*Search Engine Optimization*) content

Most common tools:

- https://www.infinitesuggest.com/
- http://isearchfrom.com/
- https://it.semrush.com/projects/

With InfiniteSuggest and Semrush it is possible to understand which keywords are related to our business. For example, I want to know what is commonly linked with my keyword "tourism agency" in a single country or worldwide. The results allow to have an overview of many related keywords. Choosing the keywords of my interest (in our example, maybe for me is more important "relations press" or "marketing" while "medical" is not pertinent for my project idea) and using them in my content are the next steps.

ISearchFrom allows to see the number of times the word has been searched and its value in economic terms. Based on this information, companies can estimate how much they are available to pay every time someone looking for the keyword linked or contained in their "sponsored ad". They can create a "group" of keywords on which to set the contents, using an editorial calendar to program them.

The contents that must necessarily contain the keywords are H1 - title, URL - to be set during the programming phase of the site, and META DESCRIPTION - the description that appears on the SERP (Search Engine Results Page) which must also be entered during the site programming.

2.5.3 Big Data Tools

Some of the main useful tools to improve the tourism offers and attract more tourists are the following:

Hotel Insights (https://hotelinsights.withgoogle.com/intl/en/) helps to understand the users' research interest in tourist accommodations. It allows us to monitor the tourists' behaviours and modify the hotel offers based on them and users' needs and habits, anticipating them.

The main aim is to foster the tourists' choice thought the implementation of an efficient communication strategy able to intercept them.

Destination Insights (https://hotelinsights.withgoogle.com/intl/en/), a tool able to monitor the travel research data and the tourists' choice and trends.

Knowing the tourism demand trends, the companies can plan to create specific offers based on tourists' needs and behaviours, to implement specific tactics to attract them and improve their visibility. In addition to this, Destination Insights allows to filter by geographical areas and find out the market demand with respect to travel interests.

Google Trend (https://trends.google.com/trends/?geo=IT), Google's "historical" tool, allows to know the data evolution, from the past, of the words used in online searches for tourism sector, together with the results of so-called related queries.

The obtained information can be used to create specific campaigns attracting more tourists.

3 Assessment

3.1 Knowledge assessment

Quiz-like assessment based on the main content. Please mark the correct answer with bold when required. Include 10 questions for your module. Increase gradually the level of difficulty.

Question 1(multiple choice or true/false): Which tool is destined to be the most used by tourists and travellers?

[Pc/laptop] **[Mobile Phone]** [Analogical advertising]

Question 2 (multiple choice or true/false): Which trend offers the way to find data on users?

[Big Data] [Smart Hotel] [Undertourism]

Question 3 (multiple choice or true/false): which instrument is considered transversal?

[**Social Media Marketing**] [Geo-referenced promotions] [Augmented reality]

Question 4 (multiple answers correct): For what purpose is the use of content marketing indicated?

[Blogging] [Social Network] [Advertisements] [Brochure]

Question 5 (multiple answers correct): For what purpose is the use of copywriting indicated?

[Advertisement] [Blogging] [Social Network] **[Brochure]**

Question 6 (multiple answers correct): In which sections should the SEO keywords be inserted?

[H2] [H3] **[Metadescription] [Url]**

Question 7 (multiple answers correct): which tool is useful for identifying keywords?

[Content marketing] [Copywriting] **[Semrush] [InfiniteSuggest]**

Question 8 (matching): Match the terms with their definitions.

Term 1 **Digital Tourism**: Definition - the use of all the various digital tools to prepare, organize, manage and enjoy a trip.

Term 2 **Big data**: Definition - extensive collection of information data in terms of volume, speed and variety that requires specific analytical technologies and methods for the extraction of value or knowledge

Term 3 **Predictive personalization**: Definition - the ability of a system to predict the behavior of a certain category of users on the basis of their past behavior

Term 4 **Overtourism**: Definition - excess of tourists concentrated at certain times of the year in some areas

Term 5 **SEO**: Definition - Search Engine Optimization

Question 9 (matching): Match the concepts with their explanations.

Concept 1 **Hotel Insights**: Explanation - helps us to understand the research interest in accommodation and tourist accommodations

Concept 2 **Destination Insights**: Explanation - tool with which you can learn about recent travel research data and compare places people have chosen after they search for information.

Concept 3 **Content marketing goal**: Explanation - to provide useful information to site users, developing a strategy based on user loyalty and improving brand awareness.

Concept 4 **Copywriting goal**: Explanation - to help the user to perform a specific action or that they are able to advertise a brand, service or product

Concept 5 **Digital marketing strategies**: Explanation - allow to know behaviors, to understand competitors strategies, to prepare the best personalized offer, to understand needs and to anticipate requests, to follow the customers' journey and to

act in more performant way: from brand awareness to conversion and to guarantee the best customers service all touristic experience long.

3.2 Skills assessment

You want to create a startup that stands out from the others. To understand how to proceed you need to know the tourist trends and the behaviors / requests / research made online by people. Use Google tools to collect the following data:

- What was the most sought destination in 2021?
- What kind of facilities were sought?

Compare the data with the offers already present in the cities indicated (accommodation facilities, cultural entertainment, transport, seasonality of presences) and study your competitors:

- Who are they?
- What do they offer?
- What digital products or services do they make available?
- Are they already organized to meet new trends and satisfy future consumer demands?
- What is missing? A specific product, service or a different use of the same product / service?

The answer to the last 3 questions will be your startup's mission.

At this point try to tell your innovation (emphasizing the "innovative" nature of the product / service/ use) using content marketing thinking of creating a web page or a blog. Prepare a list of keywords through InfiniteSuggest or Semrush and use them for your content.

Use the same content created as a basis for devising "slogans" to be conveyed on social networks.

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