

Erasmus+ Higher Education

EU PROGRAMME FOR STRATEGIC
PARTNERSHIP IN THE FIELD OF
EDUCATION, TRAINING, AND YOUTH



digital
destination
management
training (ddmt)

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1-Target Group

- Participants in SMARTDEMA Project
- University Students
- Managers and tourist professionals
- People interested in tourism destination management

2-The Goal of the training

The participant is able to:

- Learn to manage and plan destinations in accordance with the principles of smart destinations through some digital applications (using GEO-DEMA to create stories.
- Learn the importance of potential scenerios for linking the destinations full range of services- from accommodation, tours and activities, to local public transport —
- Learn the importance of offering individualized support and service throughout the entire — from pre-check-in and the ease of chat communication when reviewing recommended and/or booked offers on-site.
- Understand various digital tools such as social websites, public forums, applications and online platforms can be used for effective visitor & citizen participation in the destination planning and decision-making process in the city.
- Engage in a personalized way to discover citizens' emotions triggered by different aspects caused by places in the city.
- Understand the importance of the interact in real time with the destination.
- Understand and use the digital tools such as GEO-DEMA App to improve the level of information about the destinations and how to use the data in terms of digital des. concept.

3- Training Description

- This training will provide a new approach to management and planning of tourism areas.
- This new paradigm is characterized by the important role that new technologies and management based on the data.

- DDM is a more efficient, sustainable and resilient model, capable of better managing in the digital and uncertain future that mark issues such as economic and health crises and the effects of climate change.
- The course will consist of 7 modules.

4- Modules

- Module 1: Destination Management Players
- Module 2: The transformation of the tourism landscape: Trends and challenges
- Module 3: Strengthen your brand through Geo-Semantic Emotion
- Module 4: Aggregate Services
- Module 5: Digital Tools as a Personal Travel Influencer
- Module 6: Planning Methodology in DDM
- Module 7: Digital Marketing: Social Media Management

Module 1: Destination Management Players

In this session participants will become familiar with the Destination Management concept and identify the people, agencies, organisations, and businesses that are important for the management of your destination. Participants will complete 3 activities. The objectives of this session are as follows:

- Give a brief overview of the contents of the DM
- List the players involved with the management of your destination
- Understand the collaborative nature of destination management
- Identify gaps in your destination management team/committee
- Create an action plan to invite additional players to the team to fill the gaps

Assignment for the participants:

- Use Table 1 to list the public and private entities currently involved in managing your destinations.
- Identify the current member of your team.
- Also list those who should be added to the team.

Table 1: The members of My Management Team

Public sector agencies/departments/groups, etc., involved in the management of my destination include:
Private sector businesses/organisations/groups, etc., involved in the management of my destination include:



In this activity you looked at the public and private sector organisations involved in the management of your destinations.

Module 2: The transformation of the tourism landscape: Trends and challenges



Tourism as an information-intensive sector was one of the first sectors digitized globally. The last decades are characterized by profound technological changes such as the Internet of Things, geolocation, artificial intelligence, augmented and mixed virtual reality, blockchain technology, big data) that have given rise to new different modes of travel with a digital tourist that is more autonomous, hyper-connected and increasingly demanding.

This has entailed the need to change production processes and adopt them to digital change in destination management. This transformation has also generated changes in the value proposals and the incorporation of new participants in the value chain of the tourism sector.

This module presents the main trends and challenges facing the tourism sector in the coming years.

1. Digital transformation and enabling technologies
2. How is shifting the global tourism market and new business models

It is possible to conclude that trends in digital destination management from the aspect of tourism industry can be listed as changes in social media, future expectations, human touch, connected services, whereas challenges are the tremendous change, competitors and data management. Digital destination management is dependent on digital data which requires an integrated system and a high quality team to manage.

Digital destination management is expected to uncover the tourism industry quite tremendously in a near future.

Assignment for the participants:

Ask participants to do in-depth interviews with at least 12 professionals who either work directly in the tourism industry or the ones who serve to the tourism industry in destination management, digital marketing or software production.

Two main questions were asked to the participants as:

- What are the trends in digital destination management based on your experience?
- What are the challenges in digital destination management based on your experience?

They will transcribe the interviews into a written format and analyze the results and write their findings and conclusions.

Module 3: Strengthen your brand through Geo-Semantic Emotion

How people in the city perceive their surroundings depends on a variety of dynamic and static context factors such as road traffic, the feeling of safety, urban architecture, etc. Such subjective and context-dependent perceptions can trigger different emotions, which enable additional insights into the spatial and temporal configuration of destination management. This module presents the Geo-Semantic Emotions concept that proposes a human-centred approach for extracting contextual emotional information that is valuable for destination managers.

- Set an example of quality & variety in your destination and beyond.
- Try to understand how citizens and tourists perceive the destination and the surroundings
- Urban Emotions concept that proposes a human-centred approach for extracting contextual emotional information
- Apps and Social Networks for retrieving semantic data through Nvivo, Mxqda and GEO-DEMA APP.

Assignment for the participants:

- Filter the GEO-DEMA App stories about the emotions based on specific locations in the destinations.
- Classify at least 200 stories manually with respect to whether they contain one of the emotions of interest or are considered neutral.

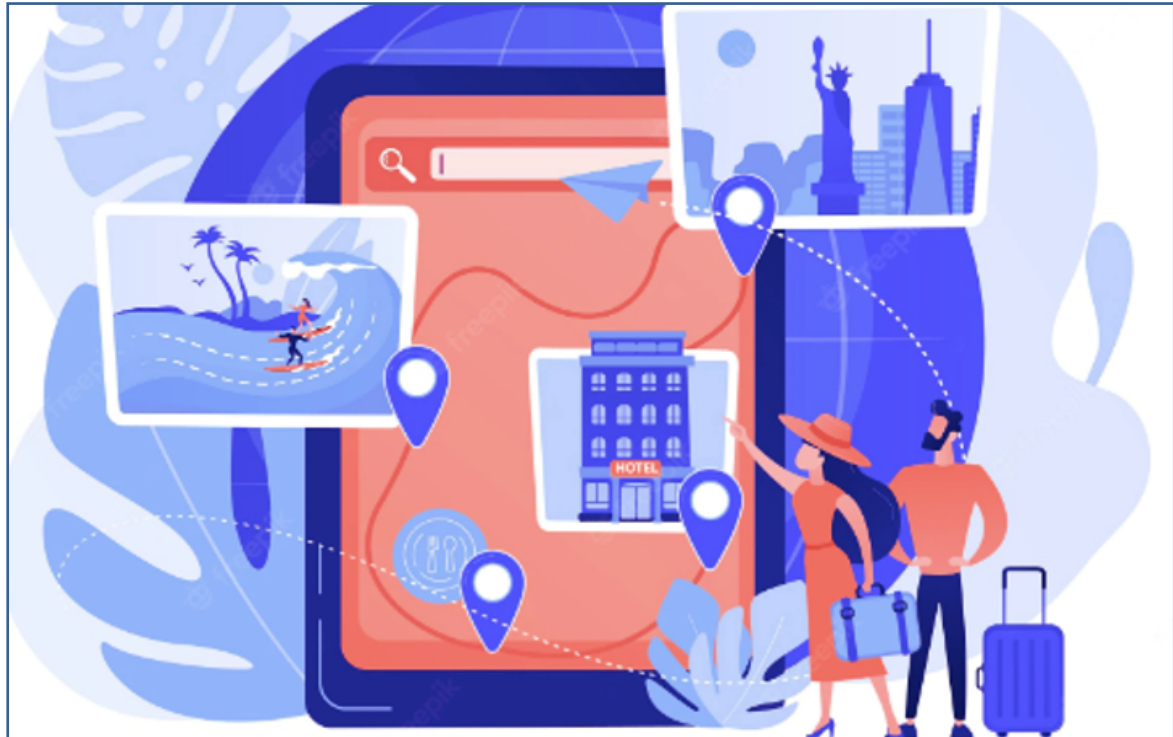
We will use the emotion model proposed by Ekman and Friesen (1971), which distinguishes between the six basic emotions joy, anger, fear, sadness, surprise, and disgust. The reasons for using this model are:

- a) That it consists a solid, well-established emotion model, and
- b) That it is used in similar researches which ensure comparability of the datasets, and the results and proves that this theoretical model is applicable to other posts and shared stories as well.
- c) Write your main findings.



Reference: Ekman, P., & Friesen, W. V. (1971). Constants across cultures in the face and emotion. Journal of Personality and Social Psychology, 17, 124–129.

Module 4: Aggregate Services



Cities have an ever increasing wealth of sensing capabilities, recently including also Internet of Things (IoT) systems. However, to fully exploit such sensing capabilities with the aim of offering effective city-sensing-driven applications still presents certain obstacles. Indeed, at present, the main limitation in this respect consists of the vast majority of data sources being served on a “best effort” basis. To overcome this limitation, destinations can propose a “resilient and adaptive IoT and social sensing platform”. Resilience guarantees the accurate, timely and dependable delivery of the complete/related data required by smart-city applications, while adaptability is introduced to ensure optimal handling of the changing requirements during application provision.

To understand this better follow these steps below:

- Bundle the service providers in your region and present them in an attractive & cohesive layout.
- In a Digital Tourism context, creating value is a matter of providing tourists with a ‘DIGITAL experience’ that encompasses personalization, context-awareness and real time monitoring’.

- Realizing such smart experience depends on the ability of destinations to aggregate information, create ubiquitous connectivity and synchronize information in real time.
- In the activity of this session you decide on some concrete actions (personal action plans) to take with respect to your destination management teams.

Assignment for the participants:

- In order to aggregate the services in your destination
- Describe changes that you would like to make to improve in your destination management team.
- Are there any improvements you would like to make based on what you have learned in the previous activities? If so, decide what you will implement or improve.
- How you will make these changes?
- Finally, state who will be responsible for this changes?

Module 5: Digital Tools as a Personal Travel Influencer

Destinations are constantly attempting to digitize their content often outdated on paper pamphlets with their own tour guide app. Not only is this an expensive and time-consuming venture, but most apps for tourist attractions are a failure. After all, tourists don't want to download an app for every destination. They need an app that could be used for any specific destinations and attractions already on its platform.



This sounds appealing, but just how effective will be that application in action? That app should need rapidly growing a portfolio of happy clients using that destination software as their official tour guide app. To make this concept more understandable for the participants we need to follow these structure as below in this module:

- Understand the key digital tools and services DM provide.
- Have the ability to analyze several Destination Management tools based on location based experiences & logistics and prepare and design your own user friendly smart digital tool.
- Be able to identify numerous tips and features used to navigate the nuances of local destinations.
- Be able to identify the key components to a compact digital city tool.
- This module looks to deepen the understanding of the proper role of DDM, the skill sets needed and the process to design effective local & visitor experiences.

Assignment for the participants:

Explore GEO-DEMA App as a Destination Management Tool that has been developed under SMARTDEMA Project. Answer these questions based on the understanding of this module activities:

- Analyze GEO-DEMA App based on location based experiences & logistics and prepare and design your own user friendly smart digital tool.
- Identify numerous tips and features used to navigate the nuances of local destinations.
- Identify the key components to a compact digital city tool.

Module 6: Planning Methodology in DDM

As tourism has become a truly global activity, destinations compete with other destinations worldwide. New technologies have accelerated tourism growth, bringing supply and demand closer, facilitating travel and booking and transforming marketing operations and business models. In the last 20 years, travel aggregators, online travel agencies, social media applications, metasearch engines and a host of new players have significantly transformed the tourism business and influenced demand behaviour. The digital economy has led to new challenges for destination management but destinations can overcome them and indeed thrive by harnessing the power of data.

The sixth module is dedicated to the planning processes of digital destinations, specifically the diagnosis of the situation of destinations and analysis through indicator models.

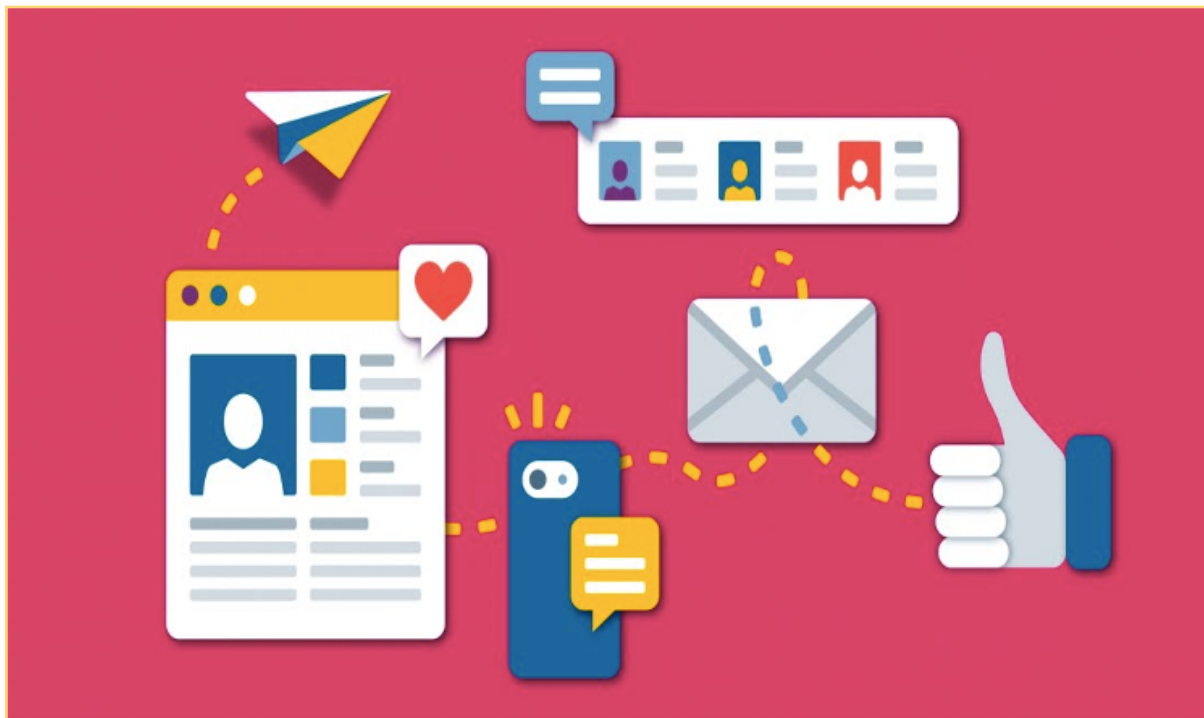
The preparation of plans and the monitoring of results will also be addressed, as well as the presentation of proposals and projects to public programs and lines of support for DDM.

1. Diagnostics of DDM and indicator systems. ETIS Model (The European Tourism Indicators System, European Commission)
2. Information management in destinations such as platforms, applications, semantic analysis
3. Preparation of plans, monitoring and evaluation
4. Standardization processes and public programs to support DDM

Assignment for the participants:

- Test the App sharing a series of stories
- Read the semantic analysis results based on the research done in the Project. The report can be found in the website of the Project, www.smartdemaproject.org
- Give feedbacks and suggestions to improve the features of the App.

Module 7: Digital Marketing: Social Media Management



Social media strategies have been greatly used and this is one concrete proof that digital marketing and the use of social media in tandem have revolutionized the tourism sector and also offer some insights to the destination management organizations (DMOs). There is an advantage of using this new media as it is increasingly having an impeccable following around the world, and it also allows the sharing of photos and experiences that make people enjoy the ecstasy of travel.

This module is focused on studying the digital marketing formulas such as social media management to reach the customers and improve the services and marketing campaigns

Social media management, data analytics, strategy design in different types of platforms and new trends in online marketing (influencer marketing, viral marketing, etc.) will be studied.



Credit to: <https://www.tandfonline.com/doi/abs/10.1080/15022250.2012.679047>

1. Social Media Management
2. Customer acquisition and loyalty strategies

At the end of the training participants will have:

- Enhanced and advanced existing knowledge on digital destination management (DDM) development through digital marketing
- Strengthened critical competences to analyse current conditions of DDM
- Decided on actions for the future
- Developed new knowledge, skills and competencies through the interactions between participants and sharing of existing local knowledge and experience.

Assignment for the participants:

- Make a research about what kind of social media solution might be right for a successful digital destination marketing.
- What is the role of social media marketing in the travel planning and decision making processes of today's travelers?
- What is the role of emoji use in social media posts in terms of destination decision making?

5-Learning Outcomes

What skills the learner will acquire?

Basic

- Ability to analyse the needs of the digital destination products considering its corporate values and the design of new services and opportunities
- Ability to analyze and understand the relationship between tourism and local development within the Digital Destination demands framework.
- Ability to learn independently and sensitivity to efficiency of digital destination tools.

Specific

- Ability to develop studies and projects to implement digital ICT solutions in terms of destination management.
- Ability to understand the importance of developing user friendly digital tourism application collaboratively with the related stakeholders.

Transversal

- Ability to work in a multidisciplinary team
- Ability to think critically
- Ability to analyze and synthesise results of digital destination projects

7-OPEN DIGITAL BADGE

The participants will need to earn Tourism Destination Management Badge which certifies these series of training on seven Modules and provided by Necmettin Erbakan University in order to certify their training. The participants are able to engage in a digitally personalized way to discover their emotions triggered by different aspects caused by places in the destination through the App. The practical modules strengthen critical competences to analyze current conditions of DDM. It will help participants to develop new knowledge, skills and competencies through the interactions between other participants and sharing of existing local knowledge and experience. The learner will acquire basic skills: Ability to analyse the needs of the digital tourism sector considering its corporative values and the design of new services and opportunities. Ability to analyze and understand the relationship between tourism and local development within the SmartCity demands framework. Ability to learn independently and sensitivity to efficiency of smart destination tools.



<https://eu.badgr.com/public/badges/lAzptWzJSuKyGhSfarD-cw>



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ISSUER

Necmettin Erbakan University

This Badge certifies a series of training on Tourism, Teacher Training, and Tourism Destination Management Badge Modules. The participants are able to engage in a digitally personalized way to discover their emotions triggered by different aspects caused by places in the destination through the App. The practical modules strengthen critical competences to analyze current conditions of DM. It will help participants to develop new knowledge, skills and competencies through the interactions between other participants and sharing of existing local knowledge and experience.

[View Less](#)

Badge Details

EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

This Open Badges certify that the earner is able to:

- Give a brief overview of the contents of the GPG.
 - List the players involved with the management of your destination.
 - Understand the collaborative nature of destination management.
 - Identify gaps in your destination management team/committee.
 - Create an action plan to invite additional players to the team to fill the gaps.
 - Discuss and compare methods you can use to measure inventories within these four sub-sectors: accommodations, transport, activities and attractions.
- List suggested methods for data collection below for each sub-sector.
 - Try to identify at least 2 good methods for gathering information for each subsector.
 - Be aware of all the digital tools in terms of destination management in their city.
 - Engage in a personalized way to discover their emotions triggered by different aspects caused by places in the city.
 - Analyze and understand the relationship between tourism and local development within the SmartCity demands framework.
 - Learn independently and sensitivity to efficiency of smart destination tools.
 - Use the digital tools such as GEO-DEMA App to improve the level of information about the type of emotions they feel when visiting a particular place in the city.-Interact in real time with their real urban environment.
 - Understand storytelling criteria for a destination image.
 - Analyze the data retrieved through digital tools such as GEP-DEMA App.

TAGS

destination management

tourism

smart city



Tourism Destination Management

Created on Jun 7, 2022

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Offered by

Necmettin Erbakan University

**ADDITIONAL
DETAILS**

Information that may be helpful to
complete the badge.

Tourism Destination Management

The learner is able to:

- Enhance and advance existing knowledge on digital destination management (DDM) development

- Strengthen critical competences to analyse current conditions of DDM

Decide on actions for the future

- Develop new knowledge, skills and competencies through the interactions between participants and sharing of existing local knowledge and experience.

The learner will acquire specific skills:

Ability to develop studies and projects to implement smart ICT solutions in terms of destination management.

Ability for the application of digital tourism technology with user friendly standarts.

They will be able to analyze the data retrieving valuable information from application analytics, such as:

i) extracting information about shared content and activities,

(ii) processing information posted by an individual and network highlights, and

(iii) visualizing the data produced in the form of graphs, analyses, and reports

Creating thematic maps

Creating different routes

The criteria that will be used to assess the acquired skills are:

- User-friendly features of the App

- Storytelling

- Data analysis on features

- Creation of thematic routes

- Digital transformation of the tourism landscape: trends and challenges

- Innovation and Technology: Keys in the planning and management of SDM