THE DIGITAL SKILLS YOU NEED TO SURVIVE IN THE POSTCOVID-19 ERA IN THE TOURISM INDUSTRY

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Based in Barcelona at La Salle – Universitat Ramon Llull
Our mission is to produce cutting-edge research in the areas of ICT Management, Innovation and Entrepreneurship.

→ We are specialists on how technology changes the way we do business.
Basic knowledge on Google or other search engines is necessary.
- How to create a link building strategy.
- How to index your content
- How does the Google algorithm order the results of a SERP
To promote a business the knowledge on campaign creation is necessary.

- Google AdWords
- Facebook/Instagram Ads
- Copyrighting
- Creativity
- Landing page creation
Social Networks are the right tools to manage the relationship with customers and to find new prospects.

- Facebook (+40)
- Instagram
- LinkedIn (B2B)
Either through WhatsApp or through email, you need to keep in touch with your customers.

- WhatsApp Business
- Mailchimp, Constant Contact, Experian Cheetah Mail, etc...
To manage a website knowledge on a Content Management System (CMS) is mandatory.

• WordPress
• WooCommerce
• Drupal
• Joomla
A business model have many components, you should be aware of them and analyze the best opportunities:

• Your value proposition
• Your market segments
• The marketplaces available
• Your income model
• Your key services
• ...

Your business
You don’t need to be a Data Analyst, but you need to know how to analyze your data and take decisions upon it.

- Google Analytics
- Social network stats
- Booking engine stats
There are basic digital tools that will make your life easier and will allow you to work with other people.

• Collaborative documents (Google Drive, One Drive, ...)
• Cloud Storage
Meeting remotely will save you lots of time when working with providers, but also with your customers.

- Zoom
- Adobe connect
- WebEx
- Collaborate
Using tools to manage the relationship with your customers will drive you to a **real customer orientation**, increasing loyalty and lowering your intermediary dependence.
If you manage more than 20 rooms or a complex business, you will need to use a Enterprise Resource Planning (ERP) or a Property Management System (PMS).
THINK ABOUT THE CONCEPT OF DYNAMIC LEARNING
THANK YOU
your feedback will be highly appreciated

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