

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

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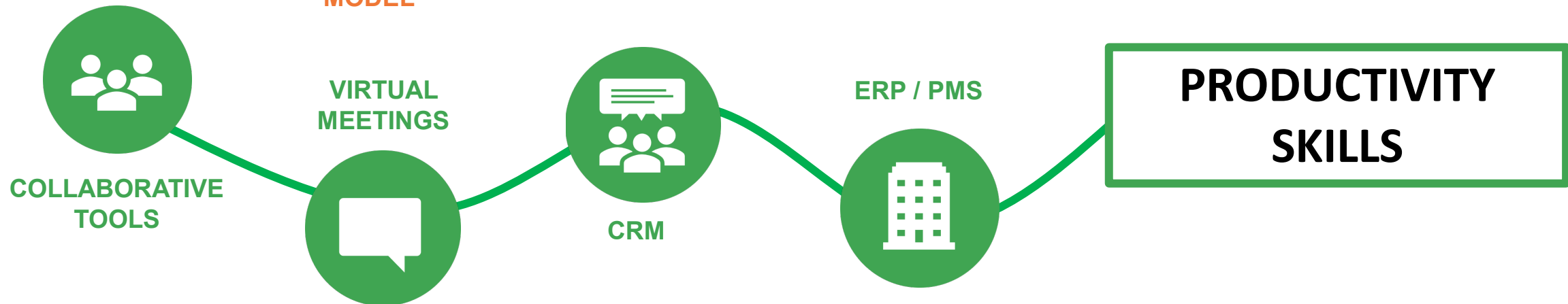
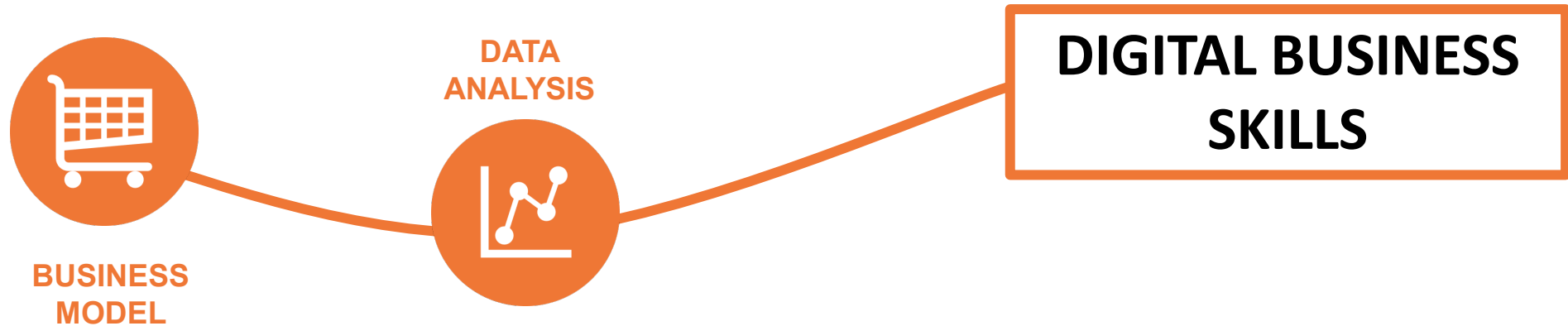
**laSalle**  
Innova Institute



- 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.**

**About**  
**laSalle**  
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## DIGITAL MARKETING SKILLS 1



**SEO**

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

## DIGITAL MARKETING SKILLS 2



# Advertising

To promote a business the knowledge on campaign creation is necessary.

- Google AdWords
- Facebook/Instagram Ads
- Copyrighting
- Creativity
- Landing page creation



# Social Networks

Social Networks are the right tools to manage the relationship with customers and to find new prospects.

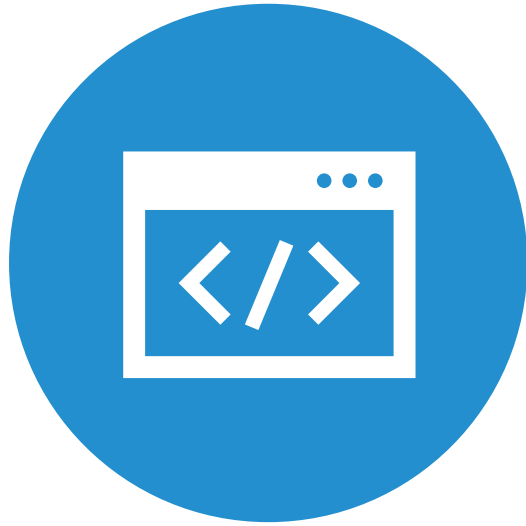
- Facebook (+40)
- Instagram
- LinkedIn (B2B)



# Direct Marketing

Either through WhatsApp or through email, you need to keep in touch with your customers.

- WhatsApp Business
- Mailchimp, Constant Contact, Experian Cheetah Mail, etc...



# Content Management System

To manage a website knowledge on a Content Management System (CMS) is mandatory.

- WordPress
- WooCommerce
- Drupal
- Joomla



## DIGITAL BUSINESS SKILLS 1



# Your business

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
- ...

## DIGITAL BUSINESS SKILLS 2



# Data Analysis

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

## TOOLS TO INCREASE PRODUCTIVITY 1



# Collaborative tools

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



# Virtual meetings

Meeting remotely will save you lots of time when working with providers, but also with your customers.

- Zoom
- Adobe connect
- WebEx
- Collaborate

## TOOLS TO INCREASE PRODUCTIVITY 3



**CRM**

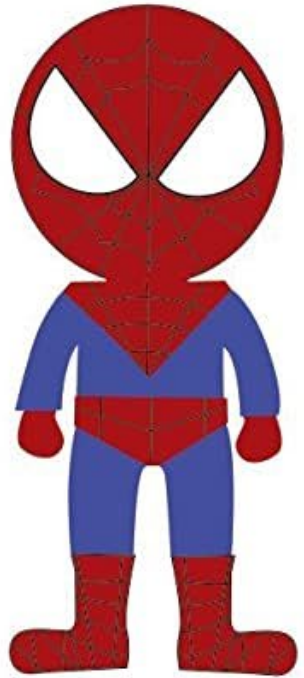
Using tools to manage the relationship with your customers will drive you to a **real customer orientation**, increasing loyalty and lowering your intermediary dependence.

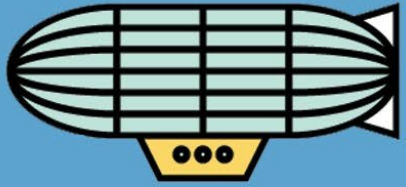
## TOOLS TO INCREASE PRODUCTIVITY 4



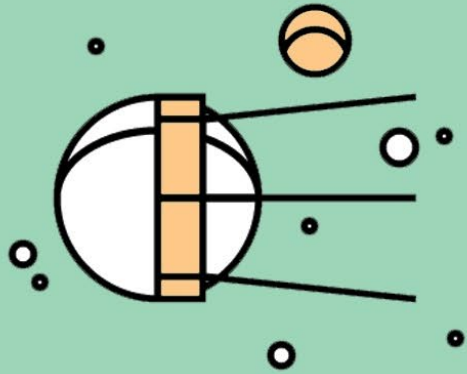
**ERP / PMS**

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).

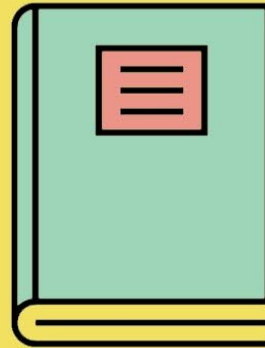




IMAGINE



EXPLORE



LEARN



THINK



KNOW

THINK ABOUT THE CONCEPT OF **DYNAMIC LEARNING**



THANK YOU

your feedback will be highly appreciated

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