UNWTO Webinar
Seizing the opportunity: Enhancing digital skills for the development of rural tourism

(Webinar, Friday 8 May 2020, from 12.30 – 13.30 GMT+2)

YOUR HOST

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OUR EXPERTS

Klaus Ehrlich
Secretary General, European Federation of Rural Tourism

Sanne Meijboom
Founder of I Like Local (The Netherlands)
European Federation of Rural Tourism
34 organisations from 32 countries:

www.eurogites.org

Provider organisations representing:

- Accommodation in farms and private homes in rural areas
- Small commercial hospitality services (< 40-50 beds)
- Either B&B or Self-Catering units
  - Traditional Rural Gastronomy
  - Activities
  - External services & assets (active tourism, heritage sites, visitor centers, ...)

Austria
Belgium (3)
Bosnia-Herzegovina
Bulgaria
Cyprus
Czech Republic
Estonia
Finland
Georgia (2)
Germany
Greece
Hungary
Latvia
Lithuania
Luxembourg
Moldova
Montenegro
Norway
Poland
Portugal
Romania
Russia
Serbia
Slovenia
Slovakia
Spain
Switzerland
Ukraine

+ associated:
Kazakhstan
Kyrgyzstan
Tajikistan
Uzbekistan
SKILL NEEDS

Sustainability / Green Skills
Social and Communication Skills

DIGITAL SKILLS

+ COVID-19

=>

Manage, inform, communicate, think

DIGITAL
OPEN RESOURCES FOR RURAL BUSINESSES AND COMMUNITIES

Social Media

Virtual visits (YouTube)

Design:  https://www.canva.com/

Digital marketing:  E-Kitour

Augmented Reality:  Aurea4Rural
E-Kitour marketing kit

Online resources for self-training in electronic marketing

• Online learning platform
• Dynamic tutorials (PREZI)
• Many links to external resources
• Creates the individual E-marketing concept and plan

http://ekit.avaca.eu/en/home
Aurea4Rural

Augmented Reality training and basic APP

- Self-training material
- Online content design tool
- Android APP

Allows small businesses, municipalities, visitor sites etc. to generate their own Augmented Reality application:

- QR code reading
- Geopositioning of places of interest

http://www.aurea4rural.eu/aurea4rural-tools/
Aurea4Rural
Augmented Reality training and basic APP

Keep in mind:

• Focussed on self-training in the topic of Augmented Reality (AR)
• Gives full view to understand “what this is about”
• Simple AR applications can be created just with QR code and online storage of images (no app needed!)
• Content generation tool and APP are functional, allow for simple AR projects, but are basic in design and user-friendliness
• Code of online tool and app are open source and available on request for further development
Thank you for your attention

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