



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

DIGITAL HANDBOOK

Upscaling digital skills in the tourism sector



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Glossary of Terms

Big Data: Big Data refers to information generated by travelers every time they interact with the digital world. These can be hotel bookings, GPS location pings, social media reviews, etc. Using specialized software to turn them into clear patterns.

Bounce Rate: The percentage of visitors who leave a website after viewing only one page.

Content Calendar: A planned schedule that defines what content will be posted, when, and on which social media platforms.

Content Management System (CMS): A software platform (such as WordPress) that allows users to manage website content without advanced technical skills.

CRM (Customer Relationship Management): Customer relationship management (CRM) is a strategic process that organizations use to manage, analyze, and improve their interactions with customers.

Dashboard: A visual interface that displays key data and metrics in an easy-to-understand format.

Data Analytics: The process of collecting, analyzing, and interpreting data to support informed decision-making.

Dynamic Pricing: A strategy where prices change in real-time based on demand, competition, and other market factors (like airline tickets that cost more during peak travel times).

Engagement: Interactions between users and content, such as likes, comments, shares, clicks, or saves.

Metrics: Measurable values used to evaluate performance, such as page views, sessions, or time spent on a website.

Navigation: The structure and menus that help users move through a website and find information easily.

Personalization: Customizing services, recommendations, and marketing messages based on individual customer preferences and behavior.

SEO (Search Engine Optimization): Techniques used to improve a website's visibility in search engine results, making it easier for potential customers to find your business online.

Smart Contract: A self-executing digital agreement stored on a blockchain that automatically runs when conditions are met.

SMEs (Small and Medium Enterprises): - Smaller tourism businesses like local tour operators, boutique hotels, or family-run restaurants, as opposed to large multinational chains.

Social Media Marketing: The use of social media platforms to promote products, services, or destinations, build relationships with audiences, and increase engagement and bookings.

Storytelling: A marketing approach that uses narratives and stories to emotionally connect with audiences and communicate brand values.

Transaction: A recorded exchange of data or value on a blockchain network.

User Experience (UX): The overall experience a user has when interacting with a website, including ease of use, accessibility, and satisfaction.

Wallet: A digital tool used to store, send, and receive blockchain-based assets or credentials.

1. Introduction

The tourism sector is undergoing rapid transformation, driven by accelerated digitalization, shifting visitor expectations, and the need for resilient and future-ready businesses. For adult workers, jobseekers, and small tourism enterprises, this shift presents both challenges and opportunities. Many adults employed in tourism—or wishing to re-enter the sector; face digital skill gaps that limit their ability to fully participate in an increasingly technology-driven market. European reports highlight that up to *25% of the tourism workforce has low-level qualifications* and that small tourism SMEs often lack the resources to provide systematic staff training.



The **Digi-Tour-Skills Handbook** has been developed to *support adult learners, tourism professionals, and small businesses in navigating these challenges with confidence*. It serves as a practical, accessible resource designed to strengthen digital competence, encourage lifelong learning, and empower adults to thrive in today's digital tourism ecosystem.

Purpose and use of the handbook

This Handbook aims to bridge the gap between digital theory and practical application for adults active—or aspiring to be active—in the tourism sector. It brings together knowledge from expert-led webinars, European research, and real-world case studies to create a consolidated learning tool that can be used independently, at one's own pace.

Its main purposes are to:

- ✓ Provide adult learners with clear, accessible explanations of emerging digital trends in tourism
- ✓ Offer practical guidance for applying digital tools within real tourism environments
- ✓ Support adult upskilling and reskilling by introducing concrete, easy-to-use digital resources.
- ✓ Help professionals, jobseekers, and small enterprises develop confidence in using digital technologies.
- ✓ Ensure that the project's results remain accessible and usable after the end of the Erasmus+ project, creating an *evergreen learning resource*.

The Handbook can be used as:

- ✓ A self-learning guide for adult learners
- ✓ A supplementary resource for trainers
- ✓ A reference tool for SMEs seeking digital transformation
- ✓ A practical toolkit to reinforce the content of the project's webinars

Who is this handbook for?



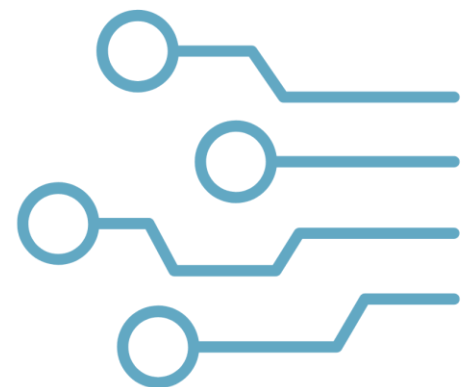
The Handbook is designed **primarily for adult learners**, reflecting the Erasmus+ priority of *creating and promoting learning opportunities among all citizens and generations*. The target groups are clearly defined in the project proposal and have guided the structure and tone of this document:

Primary Audience

- ✓ **Adult workers in the tourism sector or not** wish to upgrade their digital skills
- ✓ **Unemployed adults** seeking to re-enter tourism with stronger digital competence
- ✓ **Adults facing economic, social, or cultural barriers** that limit their access to training opportunities
- ✓ **Tourism SMEs**, especially small or micro-businesses with limited training resources
- ✓ **Destination Management Organizations (DMOs)** and tourism agencies

Secondary Audience

- ✓ Trainers, adult educators and digital skills facilitators
- ✓ Policymakers and local authorities involved in tourism development
- ✓ NGOs and community organizations
- ✓ HEIs and academic stakeholders



Across all groups, the Handbook promotes inclusive adult learning, ensuring that individuals from rural areas, disadvantaged backgrounds, or low-skill profiles can access digital education tailored to their needs. This supports the Erasmus+ priority on *improving accessibility and increasing take-up of adult education*.

Overview of the Digi-Tour-Skills project

Digi-Tour-Skills - Upscaling Digital Skills in the Tourism Sector is a 24-month Erasmus+ Small-Scale Partnership in the field of Adult Education aimed at strengthening digital readiness, resilience, and capacity among adults in the tourism sector. The project addresses key sectoral challenges:



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- Significant digital skill gaps among adult tourism workers
- Limited training opportunities in SMEs due to time, cost, and resource constraints
- Rapidly changing digital expectations from travellers (AI-enhanced services, online personalization, social media communication, digital bookings)
- The need for accessible adult education resources that translate theory into practical skills

Project Goals

The project's concrete objectives include:

1. **Identifying digital skill gaps** in tourism through research and analysis.
2. **Delivering expert-led webinars** covering digital tools, new technologies, and best practices.
3. **Developing a practical Digital Handbook** that guides adults in applying knowledge in real working environments.
4. **Creating a multilingual digital space** that hosts webinars, materials, and resources for ongoing learning.
5. **Building a cross-national community** to encourage knowledge-sharing among adults in the tourism sector.

Digi-Tour-Skills focuses strongly on **adult learning, empowerment, and accessibility**, ensuring that all adults—regardless of background—can build confidence and thrive in an evolving digital tourism landscape.

2. Digital Skills in the Tourism Sector: Needs & Trends

Introduction

This analysis shows the current state of digital skills in the tourism industry and identifies critical gaps and emerging opportunities. The sector's key trends include Big Data and AI technologies, 360-degree video and immersive virtual reality as well as blockchain technology. Understanding these dynamics is crucial for tourism professionals, organizations, and policymakers seeking to successfully navigate the digital landscape of the era.

Challenges and opportunities in today's tourism landscape

2.1 Current digital transformation challenges

The tourism industry is facing a series of challenges that are caused by both internal organizational factors and external market changes. One of the biggest challenges is the diverse nature of the sector which has a variety of businesses from large multinational hotel chains to small local tour operators, that have different kinds of resources and infrastructure, digital skills gaps and lack of training. All these challenges will be addressed in detail below:

Resource and infrastructure disparities:

Large tourism enterprises frequently maintain dedicated digital marketing units, yet they might struggle to come up with a cohesive strategic framework. Marketing, operations, and customer-service divisions often operate separately, without unified integration protocols, resulting in fragmented data flows. This siloed structure leads to inconsistent customer experiences and missed opportunities for sales (WEF, 2025)

SMEs face even more pronounced challenges. With typically limited financial resources and smaller teams, SMEs struggle with comprehensive digital marketing efforts and often lack the expertise to implement advanced technologies. The complexity of modern digital tools, combined with the fast-paced technological change creates an entrance barrier for many small operators (Puccio et. al., 2025).

Skills gap and lack of training

The analysis reveals significant differences in skill levels across different organizational roles. Senior managers might understand the basic principles but often lack the deep technical expertise to take advantage of the advanced analytics and automation tools. (Minor, et. al., 2025).

The skills divide is especially pronounced in emerging technologies. Current skill levels in Virtual Reality (VR), Augmented Reality (AR), and AI remain low to moderate across every sector with many professionals unfamiliar with their practical applications (EU Tourism Platform, 2024). The rapid evolution of digital platforms and tools means that even well-trained professionals can quickly find their skills outdated without continuous learning and development.

2.2 Current opportunities for innovation

Despite these challenges, the current landscape presents unprecedented opportunities for innovation and growth (WTO, 2024). Such opportunities include personalization, cost optimization, and new business models such as virtual reality experiences.

Personalization and enhanced experience

Modern travel now bases its core principles on personalization. Travelers seek unique experiences that match their personalities which can create great opportunities for organizations that can effectively leverage customers' digital data (Shah, 2025).

Advanced personalization goes beyond simple demographic segmentation to include behavioral analysis, real-time preference tracking, and predictive modeling (Olalekan, 2024; IJSRA, 2021). Organizations that master these capabilities can offer tailored recommendations, dynamic pricing strategies, and customized service offerings that significantly enhance customer satisfaction and loyalty (Mathur, 2025; Olalekan, 2024).

Cost optimization and operational efficiency

Advanced personalization goes beyond simple demographic segmentation, and it includes behavioral analysis, real-time tracking, and predictive modeling (Olalekan, 2024). Organizations that master these capabilities can offer tailored recommendations, dynamic pricing strategies, and customized service offerings that significantly enhance customer satisfaction and loyalty (Mathur, 2025; Olalekan, 2024).

In addition to these, smart technology implementations for various tourism facilities such as IoT sensors for energy management (Ahmed, 2024), predictive maintenance systems (Mathur, 2025), and automated check-in processes, can streamline operations while providing valuable data for increasing efficiency and continuous improvement (Metsallik, 2024).

New Business Models

New revenue streams and business models in the tourism sector are increasingly shaped by digital innovation, and evolving traveler preferences. One significant trend is the experience-driven tourism where travelers seek authentic, niche experiences such as adventure tourism, wellness retreats, and "skillcations," where vacations combine relaxation with learning new skills (Seeley, et. al, 2024).

Subscription-based services, dynamic pricing models, and platform-based business models all become viable through effective digital implementation (Adams, 2025). Research shows that for tourism industries; these new approaches can diversify their revenue streams and reduce their dependence on traditional seasonal patterns.

Digital skills gaps and training needs

The EU's tourism workforce faces notable digital skills gaps. Studies show that many tourism professionals lack advanced technical capabilities and need upskill in areas in technical skills, marketing, and data use (Carlisle et al., 2021). In general, larger companies tend to have dedicated digital teams, but often struggle with strategic integration across departments, while SMEs face challenges in adopting even basic digital tools (Carlisle et al., 2021). The following are specific examples of the aforementioned areas that need upskilling:

Technical skills

Emerging technologies demand technical know-how that is still not enough in the tourism industry. EU studies find that the largest gaps between current and needed skills exist in advanced areas like artificial intelligence, robotics, and AR/VR (Carlisle et al., 2021). European Skill Survey from Pact for Next Tourism Generation Skills reports that IT and engineering roles in the industry require knowledge in cybersecurity to process big data as well as programming and software skills for booking, CRM and designing with IoT devices (2024). In conclusion, all levels of tourism professionals are required to develop digital fluency which is an understanding of how to use these

emerging technologies and the ability to create something new with those tools (Petzel, 2019).

Marketing, Customer Service and Social Media skills:

Digital marketing is a core competence for any tourism organization today. Studies of European tourism skill needs consistently rate online marketing and social media skills among the top future priorities (Carlisle et al., 2021). Professionals must be skilled at content creation, social media campaigns, review-management and data-driven advertising. Analytics-driven strategies based on online profiles or past behavior are also becoming standard. Research finds that common digital skills in the industry include social media networks, CMS use and e-mail marketing (Pantour Project, 2024). Tourism workers should also be comfortable with SEO, online branding, and community building. Overall, marketing staff need training on the latest digital tools (CRM software, online booking platforms, social listening tools) to reach customers effectively online (Carlisle et al., 2021; Pantour Project, 2024).

Data Analysis and Management skills:

The ability to gather and interpret data is a critical gap. Across Europe, tourism companies increasingly rely on data (visitor statistics, booking trends, customer reviews) to make decisions, but may still lack expertise in understanding the analytics. Studies highlight that data science and management require employees to know how to collect data, run basic analyses such as market segmentation and demand forecasting and translate these insights into actionable plans (Pantour Project, 2024). In conclusion addressing these gaps, will require targeted training programs just as it is offered in the Digi-Tour-Skills project where the online webinars emphasize data literacy but also focus on technical proficiency, digital customer service and innovative marketing tools. The next chapter will introduce a series of ten online webinars designed specifically for tourism professionals as part of the project to promote training needs.

Key trends and technologies

In the light of the current challenges and opportunities, the European tourism industry is at a pivotal point of leveraging new trends. As travelers now expect personalized meaningful experiences, among the most significant developments that shape the tourism sector today are Big Data and Artificial Intelligence (AI), 360-degree video and immersive Virtual Reality (VR), and Blockchain technologies. These

innovations are not only transforming how services are delivered but also redefining the very nature of tourism experience

Big Data and AI: Big Data and AI are reshaping tourism by enabling organizations to better understand and respond to the traveler needs. Through data collected booking systems, mobile apps, and social media, companies can create detailed profiles of visitor behavior. This information allows for advanced personalization, where offers and recommendations are tailored in real time. AI further enhances these processes through predictive analytics, chatbots, and automation tools, which streamline operations and improve customer satisfaction.

360-Degree Video and Immersive Virtual Reality (VR): Another key digital trend in tourism is the growing use of immersive media. 360-degree videos and VR experiences allow potential travelers to preview destinations, cultural sites, or accommodations before making a decision. These tools help companies build trust and excitement, reducing uncertainty and enhancing the planning process.

Apart from the marketing abilities that immersive technologies can bring into the tourism industry, the concept of “nowness service” as explored in Buhalis et. al (2019), shows how real-time digital engagement can generate value through co-creation with travelers. As it will be explored further in the case studies section, VR and AR technologies can help transform how heritage sites can be preserved and shared, allowing travelers to become active participants that defy time and space, where the boundary between physical and virtual gets blurred and opens many possibilities towards a more immersive, experience-driven and unifying European experience.

Blockchain Technology: Blockchain is emerging as a transformative force in tourism, offering solutions to long-standing industry challenges such as trust, transparency, and transactions (Kizildag et al., 2024; Mariani & Baggio, 2022). Through a decentralized ledger system, blockchain enables secure, direct transactions between travellers and service providers, potentially reducing intermediary costs and increasing transparency in pricing (Kizildag et al., 2024). Smart contracts can automate booking confirmations, cancellations, refunds, as well as enabling loyalty programs such as airline miles programs with multiple tourism partners (Treiblmaier, 2022).

Another benefit of block-chain based systems, especially in the European context, is the support of the creation of unified digital identities and seamless cross-border

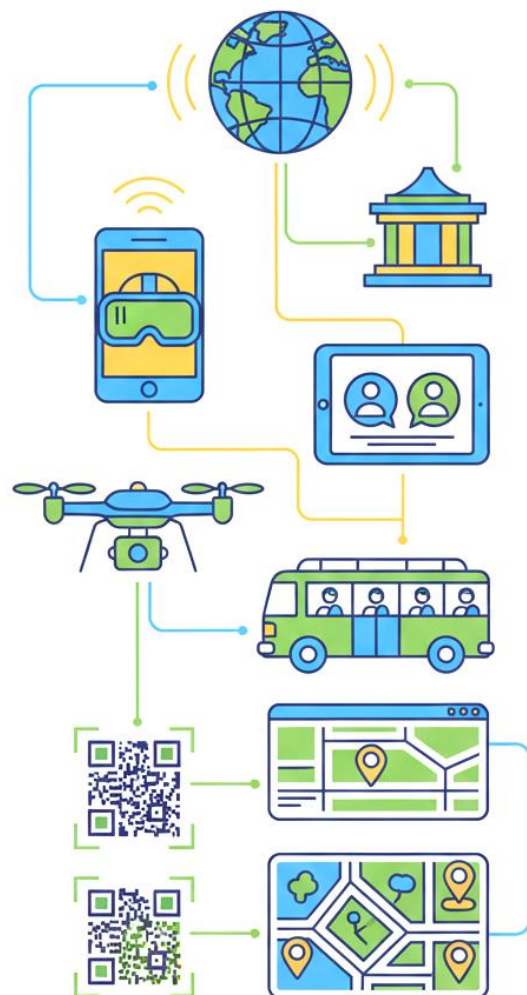
transactions (Prados-Castillo et. al, 2023). Blockchain-powered platforms are beginning to enable peer-to-peer tourism marketplaces and community-driven travel experiences, fostering deeper connections between visitors and local communities while ensuring fair economic cycles (Prados-Castillo et. al, 2023).

3. Educational Content

– Webinars Overview

The **Digi-Tour-Skills** project features a curated curriculum of **ten expert-led webinars**. These sessions were strategically developed to address the digital skills gap in the tourism sector, guiding learners through a structured journey from foundational online management to the adoption of advanced, disruptive technologies.

1. **Website Management & UX**
2. **Content Marketing**
3. **Social Media Marketing**
4. **Google Analytics**
5. **Paid Advertisements**
6. **Email Marketing**
7. **Search Engine Optimization**
8. **Blockchain Technology**
9. **Big Data & Artificial Intelligence**
10. **Virtual Reality**



The following sections present a short overview of the webinar themes that were held between February 2025 and January 2026.

Webinar 1: Website Management & UX



This webinar focuses on the essential role of **website management and user experience (UX)** in the tourism sector and how well-designed websites can directly influence traveler decisions, engagement, and bookings. Designed for tourism professionals, SMEs, DMOs, adult learners, and digital skills trainers - the session highlights practical approaches to creating **user-friendly, high-performing tourism websites**. We will explore how effective website structure, clear navigation, fast performance, and engaging design support visitors throughout the traveler journey—from inspiration to booking. Through real-world tourism examples, the webinar

demonstrates how UX principles can enhance trust, improve usability, and increase conversions while keeping costs manageable.

Key Learning Takeaways:

- **Effective website management:** Learn how to organize, update, and maintain tourism websites efficiently.
- **User-friendly design principles:** Simple techniques to improve navigation, accessibility, and clarity.
- **UX in tourism:** Understand how user experience impacts traveler behavior and booking decisions.
- **Performance & optimization tools:** Discover tools to monitor speed, usability, and engagement.
- **Feedback & continuous improvement:** Learn how user feedback and analytics can guide ongoing website enhancements.

This webinar equips participants with **practical digital skills** to strengthen their online presence and remain competitive in an increasingly digital tourism landscape. Watch the webinar recording: [Digi-Tour-Skills Webinar 1. Website Management & User Experience \(UX\)](#)

Webinar 2: Content Marketing:

Digital marketing is critical for the tourism industry to attract and engage visitors, improve customer experiences and remain competitive.

Content marketing is a **strategic approach to create and share valuable, relevant and consistent content** to attract and retain a defined audience. It focuses on building trust and credibility by providing content that informs, entertains, or solves problems for your target market. From blog posts and videos to infographics and social media updates, content marketing is an essential tool for businesses to engage with their audience, enhance brand awareness and drive sustainable growth.



Key Learning Takeaways:

- **The basics of content marketing**, its importance and its role in building brand awareness and customer loyalty.
- **Create compelling and relevant content** that engages your target audience.
- **Tools and techniques** to measure content performance, optimize strategies, and achieve long-term marketing goals.

This webinar explores key strategies, best practices, and tools to develop **effective content marketing campaigns** that resonate with your audience and deliver measurable results. Watch the webinar recording: [Digi-Tour-Skills Webinar 2. Content Marketing](#)

Webinar 3: Social Media Marketing

The third webinar of the series is focused on using social media platforms to enhance tourism businesses and increase interactions and bookings. The webinar is designed for participants wanting to build engagement across different stages. It demonstrates how social media have become instrumental in shaping travel choices.



Key Learning Takeaways:

- **Strategic Content Planning:** Creating diverse content calendars that include content, promote sales and offers, travel tips, Q&A sessions, with storytelling.
- **Storytelling:** Using narratives while marketing your product content should be tailored to different traveller journey stages from dreaming to actualizing. Using narratives and creating stories can help your product be more competitive against competitors.
- **Consistency:** Maintain a robust daily posting schedule, Use relevant hashtags, Promote social media accounts and focus on organic growth rather than purchasing followers.

Recommended Social Media Management Tools:

- **Hootsuite:** Hootsuite makes another appearance here. It can manage social media management platforms for scheduling posts, tracking engagement, and managing their settings.
- **Google Sheet templates:** You can use simple calendar management for organizing the topics of the post, scheduling and platform-specific content planning.
- **Insights depending on platforms:** Built-in analytics tools inside Facebook, Instagram, and other platforms for tracking reach, engagement, video watch time, and audience behavior.

Watch the webinar recording: [Digi-Tour-Skills Webinar 3. Social Media Marketing](#)

Webinar 4: Google Data Analytics Marketing



This webinar introduces **Google Data Analytics** in a clear and accessible way, focusing on how data can be used **to support better decision-making** in the tourism sector and beyond. Designed for beginners and non-technical users, the session explains how data is collected, analyzed, and transformed into insights that help organizations understand performance, audience behavior, and digital impact.

Through practical examples, participants explore how free Google tools can be used to track website activity, interpret key metrics, and turn numbers into

meaningful actions. The webinar highlights how data analytics can empower tourism businesses, NGOs, and individuals to work more strategically in an increasingly data-driven digital environment.

Key Learning Takeaways:

- **Understanding Data Analytics:** What data analytics is and why it matters
- **How Google uses data:** Basics of data collection and presentation
- **Google Analytics overview:** Introduction to key tools and reports
- **Interpreting metrics:** Traffic, clicks, engagement, and bounce rate
- **Data-driven thinking:** Using insights to improve decisions and outcomes

In conclusion, this webinar equips participants with foundational data literacy skills and practical knowledge that can be applied immediately. By understanding how to read and use data effectively, learners gain confidence in making informed decisions, improving digital performance, and adopting a more strategic, evidence-based approach in tourism and other professional contexts. Watch the webinar recording: [Digi-Tour-Skills Webinar 4. Google Data Analytics](#)

Webinar 5: Paid Advertisements and PPC Webinar



The fifth webinar of the series focuses on **implementing effective paid advertising campaigns to reach travelers** at the right time with **measurable results**. The webinar had an entry to mid-level skills required and was made for participants who wanted to build engagement across different traveler journey stages (which was a term borrowed from storytelling to describe a character's journey through a story).

Key Learning Takeaways:

- **Understanding PPC Fundamentals:** The pay-per-click advertising allows businesses to pay only when users click their ads, and provides visibility across different platforms. That's why it is also important to consider that in different platforms, users should consider different campaigns.
- **Strategic Targeting and Budgeting:** Effective campaigns use precise targeting including the location, the demographics and interests of the audiences. Budget allocation follows CPC (Cost-Per-Click) and CPM (Cost-Per-Mille) models depending on the campaign objectives. (for more information on these terms please refer to the Annex section of this handbook).

For more detailed information as well as watching the question and answer session, please refer to the webinar recording here: [Digi-Tour-Skills Webinar 5. Paid Advertisements and PPC](#)

Webinar 6: E-mail Marketing Webinar

E-mail marketing remains one of the most effective tools in the tourism sector for building **lasting customer relationships** and **driving repeat bookings**. Despite its potential, many businesses struggle with poor segmentation, lack of personalization, and underused automation. This webinar highlights the importance of email marketing and provides practical strategies to improve targeting, engagement, and campaign performance.



Participants will learn how to move beyond basic newsletters by using segmentation, A/B testing, and automation to deliver the right message to the right audience at the right time.

Key Learning Takeaways:

- **Email marketing tailored for the tourism sector.** The session combines clear explanations with real-life examples to show how proper segmentation, personalization, and automation can significantly boost customer engagement and retention.
- **Strategies to ‘upgrade’ current email campaigns.**

For more detailed information as well as watching the question and answer session, please refer to the webinar recording here: [Digi-Tour-Skills Webinar 6. Email Marketing](#)

Webinar 7: SEO and Trust Signals Webinar



The seventh webinar of the series focuses on increasing the visibility, and bookings for hospitality and tourism businesses through effective **SEO strategies and trust signals**. The webinar level is mostly for entry level to midlevel skilled individuals and for participants who want to have measurable growth in organic traffic in their online businesses.

Key Learning Takeaways:

- **Getting found online through Google Business profile:** Local SEO means that when somebody searches for a business' name, it will appear in the search results. In order to give the best impression, it is important to completely fill out the details of the profile with the business name, exact address, phone number, website, and direct booking link.
- **Building trust with reviews:** Reviews and testimonials are old-time word-of-mouth recommendations and they are important for influencing booking decisions. It is important to ask for reviews on Google , and respond to all reviews positive or negative, in a professional manner. When a negative review is given feedback constructively, it shows to future visitors that you care about their experience. Building trust can be via the showcase of awards, certifications etc that your building has. Including photos of your staff and real guests/clients (with their permission), adding trust badges like security checkouts etc. can also reassure visitors that their information is safe.
- **Measuring Results is important:** Tracking the business website performance helps understand what works and what doesn't.

For more detailed information as well as watching the question and answer session, please refer to the webinar recording here: [Digi-Tour-Skills Webinar 7. SEO and Trust Signals](#)

Webinar 8: Blockchain Webinar

This beginner-friendly webinar introduces **blockchain technology** in a clear and practical way, focusing on its relevance for tourism and hospitality. It explains what blockchain is—and what it is not—using plain language, helping participants understand how trust, transparency, and collaboration can be strengthened across complex tourism ecosystems involving multiple stakeholders.



Through simple **explanations and real-world examples**, the webinar explores how blockchain can support small and medium-sized organizations without requiring technical expertise. Participants are guided through the basic concepts behind blockchain systems and discover how technology can be applied beyond cryptocurrencies, offering innovative yet realistic solutions for tourism-related challenges.

Key Learning Takeaways:

- **Blockchain fundamentals:** Understanding what blockchain is, common myths, and where it adds real value
- **Core building blocks:** Blocks, transactions, wallets, signatures, and smart contracts explained simply
- **Types of blockchain:** Public vs private/permissioned networks and their practical differences
- **End-to-End transactions:** How a basic blockchain transaction works in practice
- **Tourism use cases:** Loyalty points, e-vouchers, verifiable tickets, trusted reviews, and product provenance
- **Risks & best practices:** Basic security awareness, data privacy considerations, and sustainability basics
- **Getting started checklist:** How to assess a use case and plan a small, safe blockchain pilot.

In conclusion, this webinar provides participants with a solid foundation to understand blockchain technology in a practical, non-technical manner. By demystifying complex concepts and focusing on realistic applications, it empowers

learners to evaluate whether blockchain can support trust, efficiency, and innovation in tourism-related projects and organizations, while making informed decisions about future digital initiatives. Watch the webinar recording: [Digi-Tour-Skills Webinar 8. Blockchain Technology](#)

Webinar 9: Big Data & AI Webinar



This webinar introduces the transformative power of **data-driven technologies in the modern tourism landscape**. Think of Big Data as the vast and complex ocean of digital information available today - everything from your own booking patterns and guest reviews to broader social media trends and even local weather forecasts. AI (artificial intelligence) is the powerful engine you can use to navigate this ocean, automatically finding hidden patterns and insights that a human could never spot. For your tourism business, this powerful duo allows you to move beyond guesswork: you

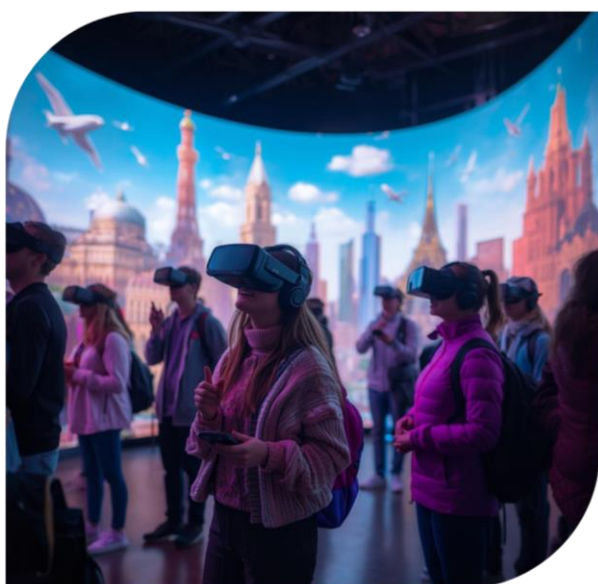
can instantly personalize travel offers for individual guests, optimize your pricing in real-time to maximize revenue, and automate customer service with smart chatbots. The ultimate potential is to anticipate what your customers want before they even ask, allowing you to create truly unique experiences that build loyalty and make smarter, data-driven decisions for growth.

Key Learning Takeaways:

- **AI as a Practical Assistant:** Learn how to stop juggling multiple roles (Marketing, Sales, Operations) by integrating AI into your daily workflow.
- **Live demos** - showing you how to use AI to master the four key pillars of your business: learn to instantly analyze guest feedback to perfect your Operations, effortlessly generate engaging blog and social media content to boost your Marketing
- **Chatbots** - deploy a 24/7 website chatbot that converts visitors into direct Sales, and create hyper-personalized emails that build a 5-star Customer Experience.
- **A simple, low-cost roadmap** to start using these tools immediately, all while building customer trust in full compliance with EU guidelines.

For more detailed information as well as watching the question and answer session, please refer to the webinar recording here: [Digi-Tour-Skills Webinar 9. Big Data & AI](#)

Webinar 10: Virtual Reality Webinar



This webinar shows how **immersive digital technologies** are reshaping the way travelers discover, choose, and experience destinations. Augmented Reality (AR) and Virtual Reality (VR) are powerful windows you can open for potential visitors by letting them step inside your hotel room, walk through a cultural heritage site, or explore a local attraction before they ever pack a bag. 360° video is the accessible bridge that makes this possible even on a modest budget, turning a smartphone or standard camera into a tool for transporting viewers directly into your space.

For tourism businesses, this means you can showcase your offering in ways that static photos and written descriptions simply cannot match, reduce booking hesitation by giving guests the confidence of knowing exactly what to expect, and stand out in an increasingly crowded digital marketplace. The ultimate goal is to create an emotional connection with your audience before they arrive.

Key Learning Takeaways:

- **Immersive Media as a Marketing Tool:** 360, AR & VR take away the uncertainty by giving potential visitors a "taste" of a property, location or experience before booking.
- **360° Video in Practice:** Discover how to produce compelling virtual walkthroughs and destination previews with accessible, low-cost equipment and free or affordable editing platforms.
- **On-Site Digital Experiences:** Learn how AR-powered guides, location-based storytelling, and interactive digital signage can enhance the visitor experience during their stay, adding lasting value beyond the initial booking.

For more detailed information as well as watching the question-and-answer session, please refer to the webinar recording here: [Digi-Tour-Skills Webinar 10. AR, VR & 360° Video](#)

4. Practical Case Studies

This section provides a bridge between digital theory and industry reality. To demonstrate how the concepts discussed in the webinars are applied at scale, we have curated a selection of **benchmarking examples** from leading tourism organizations and innovative SMEs. These case studies illustrate how strategic digital implementation—ranging from seamless user experiences to the adoption of AI and Blockchain—drives growth, enhances traveler trust, and optimizes operations in the global tourism ecosystem.

1. Website Management & User Experience (UX)

Case Study 1: TUI Group
Case Study 2: Visit Scotland
Case Study 3: Booking.com

2. Content Marketing

Case Study 1: Visit Britain
Case Study 2: GNTB
Case Study 3: The Slow Road

3. Social Media Marketing

Case Study 1: Meliá Hotels Intl.
Case Study 2: Wineries

4. Google Analytics

Case Study 1: Visit Scotland

5. Paid Advertisements & PPC

Case Study 1: Inspired by Iceland
Case Study 2: Norse Airways

6. Email Marketing

Case Study 1: Easyjet
Case Study 2: Malone Hotels
Case Study 3: Pack Up & Go

7. SEO and Trust Signals

Case Study 1: SaltzburgerLand
Case Study 2: Yosemite Parks

8. Blockchain

Case Study 1: UEFA Euro 2020
Case Study 2: Singapore Airlines

9. Big Data & AI

Case Study 1: Casa Angelina
Case Study 2: Leonardo Hotels
Case Study 3: Petit Palace Hotels

10. Virtual Reality

Case Study 1: North Karelia Tours
Case Study 2: Immersive Adventures
Case Study 3: Visit Wales

Explore the Full Case Studies Online: We invite you to visit our website to explore these success stories in depth and discover how you can replicate these strategies for your own business or organization.

Visit the Digital Library: [Digi-Tour-Skills Practical Case Studies](#)

5. From Theory to Practice: Making digital skills work for you

Webinar 1. Website Management & UX

What are some of the free tools relevant to this webinar topic?

[WordPress \(Free/Open Source\)](#): The most widely used website management system (CMS) in the world. WordPress allows tourism businesses to create, manage, and update websites without advanced technical knowledge. It supports pages, blog posts, menus, images, and booking integrations, making it ideal for hotels, travel agencies, and destination websites.

[Google Analytics \(Free\)](#): Official tool from Google to track website traffic, user behavior, engagement metrics, and more. It helps you understand how visitors interact with your pages so you can improve usability and performance.

[PageSpeed Insights \(Free\)](#): A performance testing tool from Google that analyzes website speed and usability on desktop and mobile. Fast-loading websites are essential for good user experience and better rankings.

Want to try a simple activity on your own?

Managing Content on a Tourism Website: Create a free WordPress.com website and imagine it belongs to a small hotel or tour agency. Add a homepage, an “About Us” section, and a contact page. Check if the navigation is clear, the content is easy to read, and the information is easy to find for a visitor planning a trip.

Looking for a self-learning idea?

Revisit the Webinar & Practice with WordPress: Start by watching the Digi-Tour-Skills webinar on [Website Management & User Experience \(UX\)](#) to understand the key concepts, examples, and recommendations presented during the session.

To reinforce your learning with hands-on practice, continue with the WordPress Official Tutorials, which offer free, beginner-friendly guides and videos on how to manage website content, pages, menus, and basic site structure.

WordPress Official Tutorials: <https://learn.wordpress.org/tutorials/>

This combination allows learners to first grasp the *why* and *what* through the webinar, and then practice the *how* using a trusted, widely used website management platform—without requiring technical expertise.

Webinar 2. Content Marketing

What are some of the free tools relevant to this webinar topic?

AnswerThePublic: Best for visualizing search intent. Participants can enter a "seed keyword" and see a map of the "Who, What, Where, Why" questions people are asking.

Google Trends: Essential for practicing data-driven content planning. Have participants compare two topics (e.g., "Remote Work" vs. "Hybrid Work") to see which is trending upward.

Perplexity AI: An AI-powered search engine that provides cited sources. Great for practicing fast, accurate research for long-form articles.

Canva Magic Studio: The 2026 version of Canva includes "Magic Write" and "Magic Design." Participants can practice generating social media carousels or blog headers from a single text prompt.

ChatGPT Canvas: Use the "Canvas" interface for collaborative writing. It allows participants to highlight sections of text and ask the AI to "suggest an intro" or "make this more persuasive" in real-time.

Lumen5: Perfect for practicing **content repurposing**. Participants can paste a blog post URL, and the tool will automatically generate a short video script and storyboard for social media.

Keyword Surfer: A free Chrome extension that shows search volume and keyword ideas directly inside Google Search results.

Hemingway Editor: A simple, free web app that grades "Readability." It forces participants to practice cutting fluff and making their content "bold and clear."

Want to try a simple self-learning activity on your own?

Try the 15-Minute "Content Sprint" Exercise

Research (3 mins): Use '[AnswerThePublic](#)' to find 3 common questions about your webinar topic.

Draft (7 mins): Use '[ChatGPT](#)' to outline a 500-word blog post based on one of those questions, then use '[Hemingway Editor](#)' to ensure the readability is at a "Grade 8" level or lower.

Visual (5 mins): Take the headline of that post and use '[Canva](#)' to create a matching Instagram post template.

Webinar 3. Social Media Marketing

What are some of the free tools relevant to this webinar topic?

Hootsuite (Free Plan): A social media management platform that allows you to schedule posts, track social media activity, and analyze campaign performance. It's excellent for automating social media workflows and tracking metrics for tourism businesses.

Canva (Free Plan): A user-friendly design tool for creating high-quality graphics, images, and videos for social media posts. With various templates tailored to different platforms like Instagram, Facebook, and Twitter, it's ideal for tourism-related content creation.

Want to try a simple self-learning activity on your own?

Creating a Social Media Post for a Tourism Business: Design a simple social media post for a fictional tourism business (e.g., hotel or tour agency). Choose a stage of the traveler's journey (such as "Dreaming" or "Booking") and create content that speaks to that stage. Using Canva, experiment with visual elements and compose a compelling message to engage potential customers.

Looking for a self-learning idea?

Watch Social Media Strategy Tutorials: Explore free online tutorials or YouTube channels focusing on social media strategy development. These resources provide insights into creating content calendars, using analytics tools, and enhancing engagement through storytelling. Start with [Hootsuite Labs Youtube page](#) or [Canva's introductory tutorials](#) for hands-on beginner guidance.

Webinar 4. Google Data Analytics

What are some of the free tools relevant to this webinar topic?

Google Analytics (Free): A free tool that helps you understand how users interact with websites and digital platforms. It allows you to track website traffic, user behavior, popular pages, and engagement metrics, making it ideal for beginners who want to make data-driven decisions in tourism and other sectors.

Google Looker Studio (Free): A data visualization tool that transforms data into clear dashboards and reports. It helps users present insights visually and understand trends without advanced technical or statistical knowledge.

Google Sheets (Free): A simple and accessible spreadsheet tool for organizing, cleaning, and analyzing basic data. It is useful for beginners who want to explore metrics, compare results, and prepare simple reports.

Want to try a simple activity on your own?

Understanding Basic Website Data: Choose a website (real or demo) and explore its data using Google Analytics. Identify:

- Where visitors come from
- Which pages are most visited
- How long users stay on the site

Try to answer one simple question, such as: *Which page performs best and what might explain this?*

Looking for a self-learning idea?

MeasureSchool – Google Analytics Beginner Tutorials (YouTube):

<https://www.youtube.com/@MeasureSchool/playlists>

To strengthen your understanding with guided practice, continue with MeasureSchool – Google Analytics for Beginners tutorial series. MeasureSchool offers clear, step-by-step video lessons that explain Google Analytics concepts in simple language, making it ideal for beginners and non-technical users.

Google Analytics Academy:

<https://analytics.google.com/analytics/academy/>

Continue your learning at your own pace using **Google's free official learning material**, which offers beginner-friendly tutorials and practical examples.

Webinar 5. Paid Advertisements and PPC

What are some of the free tools relevant to this webinar topic?

Google Ads Keyword Planner: A free tool within Google Ads that helps you find the right keywords your potential customers are searching for. View estimated search volumes, competition levels, and suggested bid prices to plan your campaigns more effectively.

Meta Ads Library: A free, publicly available database of all active ads running across Facebook and Instagram. Explore how competitors promote their tourism services, get inspiration for ad creatives, and understand what type of messaging works in the industry.

Want to try a simple activity on your own?

Creating Keywords and Ad Copy for a Tourism Service: Choose a tourism-related service (your own business or a famous destination). Use Google Ads Keyword Planner to search for relevant keywords people use when planning their trips. Write down 5–10 keywords, then create a simple ad copy draft (headline + short description) that could appear on Google search results.

Looking for a self-learning idea?

Completing Google Skillshop Training Modules: [Google Skillshop](#) offers free online courses with training modules covering Google Ads basics, campaign setup, and measurement techniques. Follow these lessons at your own pace, apply concepts to your projects, and earn certifications to strengthen your professional profile.

Webinar 6. E-mail Marketing

What are some of the free tools relevant to this webinar topic?

Canva Email: Best for design-focused practice. Participants can create stunning layouts and export them as HTML or images.

BeeFree: (Often used in workshops) Allows users to design a professional email and download the HTML for free without even creating an account.

MailerLite: Highly recommended for beginners. Its "Free Forever" plan includes advanced features like automation workflows and landing pages for up to 1,000 subscribers.

Mailtrap: An "Email Sandbox" that captures test emails in a safe environment. Participants can practice sending emails from a platform without them ever reaching a real inbox.

Want to try a simple 'self-learning' activity on your own?

"The 15-Minute Welcome Message" - This exercise is designed to be fast-paced and high-impact. It focuses on the hook (Subject Line), the value (Design), and a call to action (CTA).

Phase 1: The Hook & Strategy (5 Minutes)

Goal: Define the "Who" and the "Why."

Task: Write one Subject Line and one Preheader (the preview text) for a "Welcome Email".

Constraint: The Subject Line must be under 40 characters to ensure it doesn't get cut off on mobile devices. Use [SubjectLine.com](https://subjectline.com) to get a quick score and refine it until you hit 80+.

Phase 2: Rapid Design (10 Minutes)

Goal: Build a visual message that converts.

Task: Open a "Welcome" template in your chosen tool (e.g., [BeeFree](https://bee-free.com)).

Action Items:

- Swap the placeholder logo for a generic one.
- Write a 2-sentence "Thank You" message.
- Create one High-Contrast CTA Button (e.g., "Download Your Guide" or "Use your voucher").

- Use the "Preview" toggle to see how it looks on a smartphone. Adjust the font size if the text is too small.

Webinar 7. SEO and Trust Signals

What are some of the free tools relevant to this webinar topic?

Google Business Profile: A completely free tool that allows you to manage how your business appears on Google Search and Maps. You can keep information about your business with photos, plugins and posts to increase direct bookings and local visibility.

Google Search Console: Shows you the exact This search console is a valuable tool for deciding on the exact search terms people use to find your business.

Want to try a simple activity on your own?

Choose one aspect of your business to highlight such as a seasonal offer, a local event near your property, or a guest experience, Create a Google Business Profile to create a [short post](#) with a photo and a call to slogan such as “Book Now” or “Buy Now” This exercise aims to give a firsthand experience with a relatively effortless exercise will give you firsthand experience with how small updates can make your business more visible in search results.

Looking for a self-learning idea?

You can subscribe to the [Google Search Central Blog](#) which is the official platform where Google publishes algorithm updates, and SEO best practices. Another alternative valuable source is [Moz Beginner's Guide to SEO](#), a free detailed educational resource created by Moz, a well-respected SEO software company based in Seattle. Checking out guides and latest updates from the industry will help you stay ahead of trends and gradually apply new SEO strategies to your own business, ensuring your business remains discoverable and competitive.

Webinar 8. Blockchain Technology

What are some of the free tools relevant to this webinar topic?

[Blockchain Explorer \(Free\)](#): A public tool that allows users to view and follow real blockchain transactions in a transparent way. It helps beginners understand how transactions are recorded, confirmed, and stored on a blockchain.

[MetaMask \(Free Wallet\)](#): A beginner-friendly digital wallet used to interact with blockchain networks. It helps users understand wallets, addresses, and basic transactions in a practical and non-technical way.

[Ethereum Testnet \(Free\)](#): A testing environment where users can explore blockchain transactions without using real money. Ideal for learning purposes and safe experimentation.

Want to try a simple activity on your own?

Exploring a Blockchain Transaction: Open a blockchain explorer and search for any public transaction. Observe the transaction details such as sender, receiver, amount, and confirmation status. Try to answer: *What information is public and why is transparency important for trust?*

This activity helps learners understand how blockchain ensures transparency and traceability.

Looking for a self-learning idea?

Explore Blockchain training from another EU Project: To further deepen your understanding of blockchain technology and its real-world applications, you may explore the training courses offered by [TRUST-FOOD](#), a Digital Europe project focusing on blockchain applications in the food supply chain.

The TRUST-FOOD platform provides free, short-term, and highly practical online courses designed for SMEs, employees, and jobseekers. These courses explain how blockchain can enhance trust, transparency, traceability, and operational efficiency, offering valuable insights that are also relevant to tourism and hospitality supply chains.

Explore TRUST-FOOD training courses: <https://trustfoodproject.eu/training-courses/>
This optional self-learning activity allows participants to expand their knowledge through another EU-funded initiative and gain additional perspectives on how blockchain technologies are applied across different sectors.

Webinar 9. Big Data & AI

What are some of the free tools relevant to this webinar topic?

Coursera: A leading online learning platform founded in 2012 by Stanford professors, partnering with top universities and companies (e.g., Google, IBM, Meta) to offer flexible, career-relevant online courses, professional certificates, and degrees. It provides thousands of courses ranging from 1-hour projects to multi-year degrees.

Free course on AI concepts and topics:

<https://www.coursera.org/learn/ai-for-everyone>

Introduction to Hospitality Revenue Management:

<https://www.coursera.org/learn/introduction-to-hospitality-revenue-management>

Want to try a simple self-learning activity on your own?

Play around with an "AI receptionist": <https://www.hijiffy.com/>

Webinar 10. Virtual Reality

What are some of the free tools relevant to this webinar topic?

Google Street View (Free): A widely accessible tool that allows any business owner to capture and publish 360° photos directly to their Google Business profile. It helps beginners understand how immersive content works in practice and makes their property discoverable and explorable by anyone searching on Google Maps.

Kuula (Free Tier Available): A web-based platform for hosting and embedding 360° virtual tours on any website. It allows users to understand how immersive tours are structured, add hotspots and floor plans, and experience how guests interact with immersive content before visiting a property.

ARTutor (Free): A no-code AR creation platform developed at the Democritus University of Thrace. It allows users to point a camera at any image marker — a label, a sign, or a product — and trigger an AR video or animation, making it ideal for tourism storytelling, heritage sites, and product presentation without any technical background.

Want to try a simple activity on your own?

Creating Your First 360° Tour: Download the Google Street View app on your smartphone and capture a 360° photo of your most impressive space — a room, a terrace, or a view. Publish it to your Google Business profile. Then ask yourself: How does this change what a potential guest can learn about my property before booking? Does it reduce uncertainty and build trust?

This activity helps learners experience first-hand how immersive content influences a guest's decision-making process before they ever make contact with a business.

Looking for a self-learning idea?

Explore Immersive Technology resources from the trainer's research lab: To further deepen your understanding of AR, VR, and 360° technologies and their educational and commercial applications, you may explore the projects and resources developed by AETMA Lab

The AETMA Lab provides freely accessible demonstrations, interactive 360° experiences, and AR tools — including ARTutor — developed through international research collaborations and applied in real tourism and cultural heritage contexts. These resources offer valuable hands-on examples directly relevant to hospitality, destination marketing, and cultural tourism.

Explore the AETMA Lab and ARTutor platform: <https://artutor.cs.duth.gr>

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