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ERASMUS+
KA2 – SMALL SCALE PARTNERSHIPS
PROJECT NO.
2023-2-EL01-KA210-ADU-000180567



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS
IN THE TOURISM SECTOR

Discover the Digi-Tour-Skills
webinar series – 10 practical
sessions designed to strengthen
digital skills in tourism.

From marketing and analytics to AI
and blockchain, these webinars
provide tools and strategies to
**boost visibility, engagement, and
competitiveness in a digital world.**

DISCOVER
OUR
WEBINARS!



Project consortium



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Webinar 1 – Website Management & UX

How well-designed tourism websites influence engagement and bookings, with practical tips on structure, navigation, performance and UX tools for tourism professionals.

Webinar 2 – Content Marketing

Essential strategies to create and share relevant content that builds trust, engages audiences, and drives growth in the tourism sector.

Webinar 3 – Social Media Marketing

How to use social media platforms effectively for tourism engagement and bookings, including storytelling, content planning and consistency.

Webinar 4 – Google Data Analytics

Introduction to using Google Analytics tools to interpret website data, track performance, and make data-driven marketing decisions.

Webinar 5 – Paid Advertisements & PPC

Fundamentals of pay-per-click advertising, campaign targeting, budgeting and maximizing visibility across platforms.

Webinar 6 – Email Marketing

Strategies to enhance customer retention with segmentation, personalization and automation for more effective tourism email campaigns.

Webinar 7 – SEO & Trust Signals

Core SEO practices and trust-building elements (e.g., reviews, profiles) to increase organic visibility and bookings for tourism businesses.

Webinar 8 – Blockchain Technology

A beginner-friendly overview of blockchain basics and practical tourism use cases like loyalty points, e-vouchers and trusted records.

Webinar 9 – Big Data & Artificial Intelligence

Explains how Big Data and AI can personalize offers, automate services and improve decision-making in tourism businesses.

Webinar 10 – AR, VR & 360 Video Tools

This webinar explored how Virtual Reality (VR) can immerse travellers in virtual experiences and enhance promotional storytelling for tourism destinations.



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