

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

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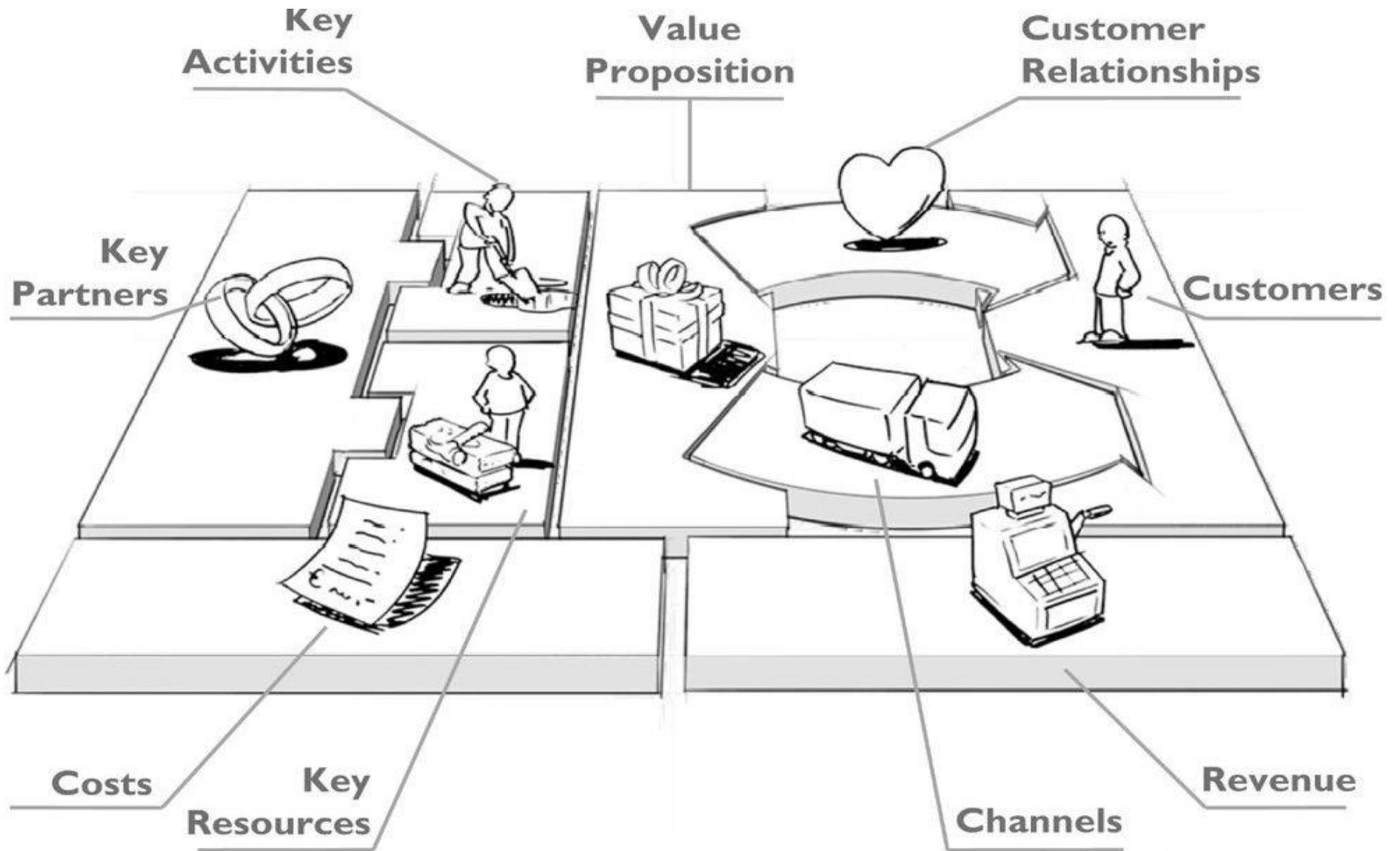
Degree in Digital Business, Design and Innovation

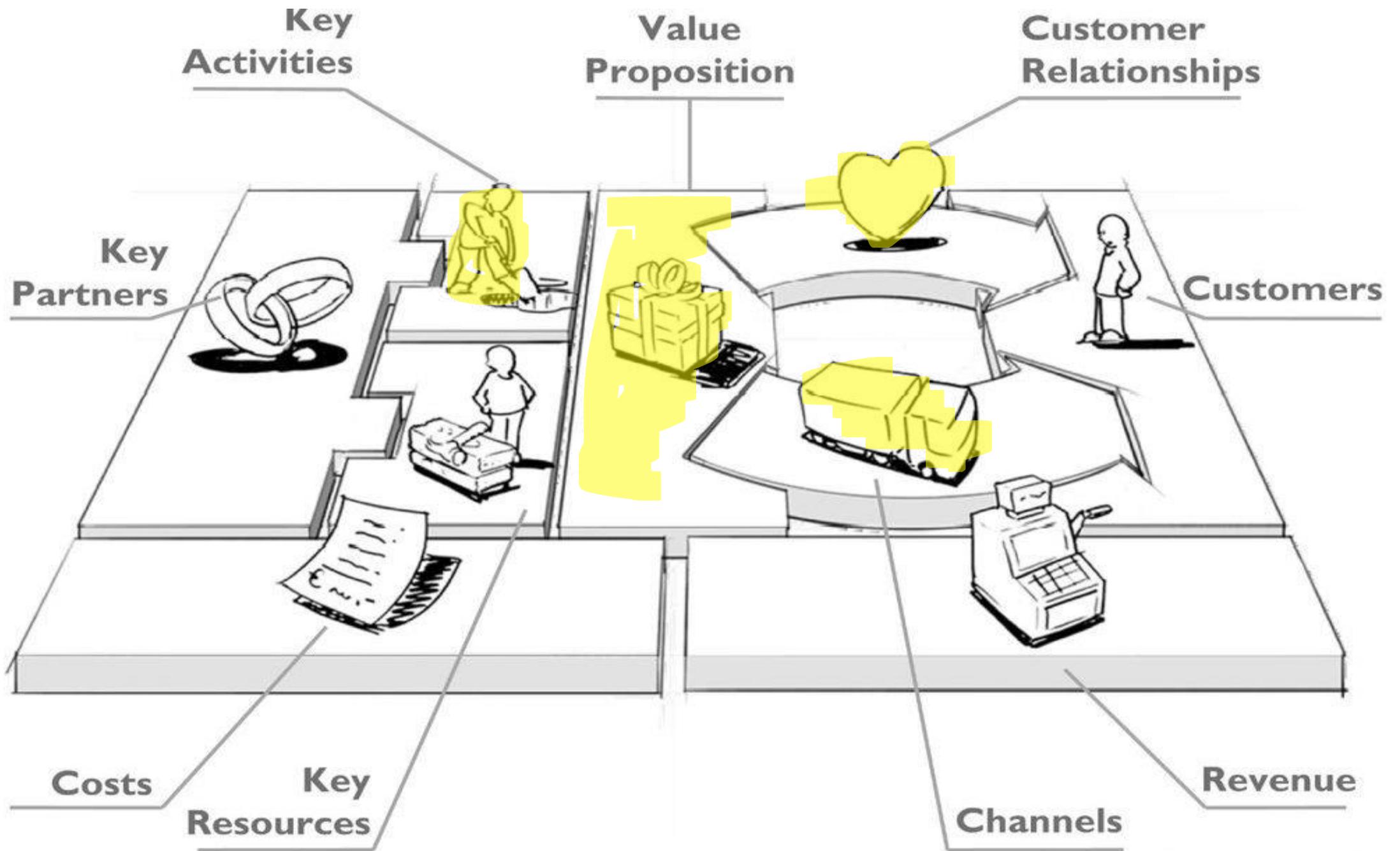
LaSalle - URL Barcelona Campus

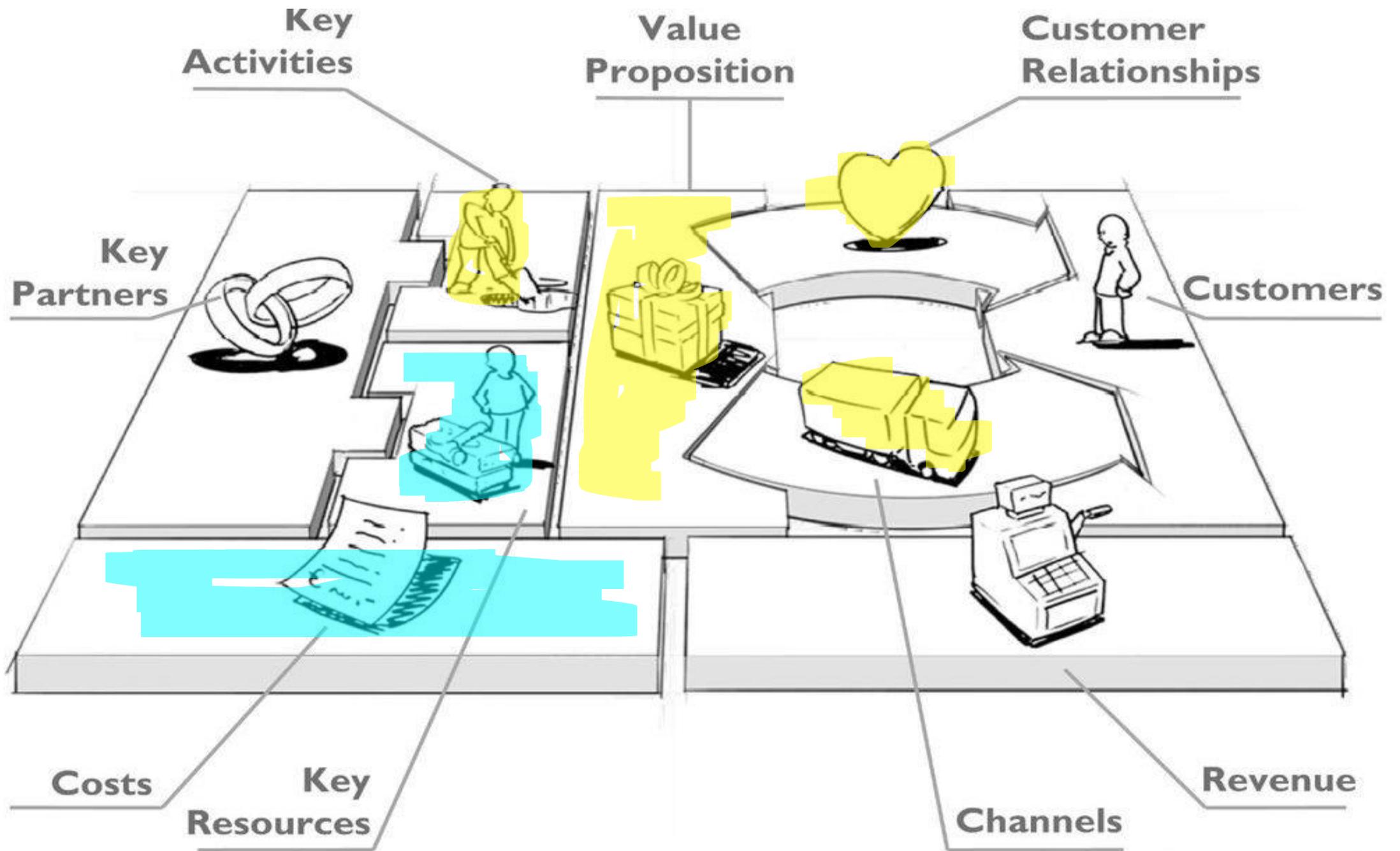
CEO of Quadrant Alfa, S.L. a company specialized in the digitization of territories and their SMEs.

Professor of eBusiness-eCommerce, and Digital Analytics at the Degree on Business Administration and Digital Business Degree.

PhD candidate at LaSalle. Researching on Business Model Adaptation.





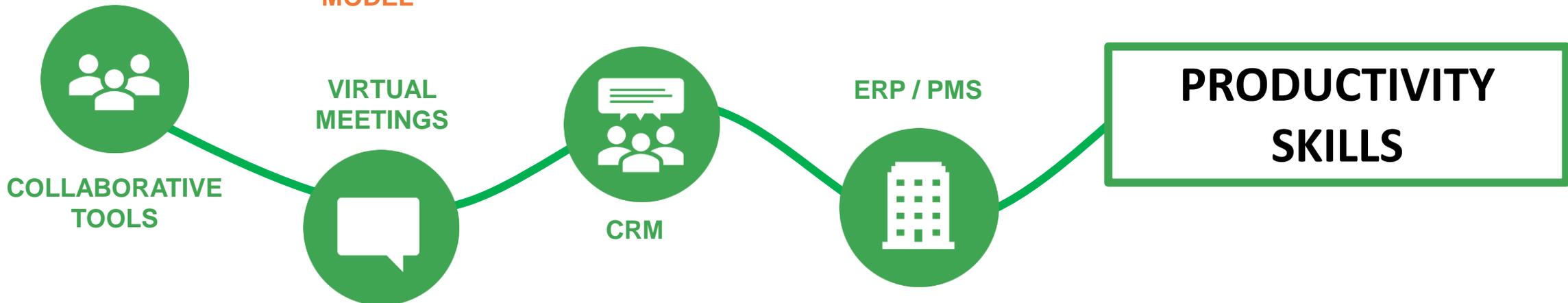
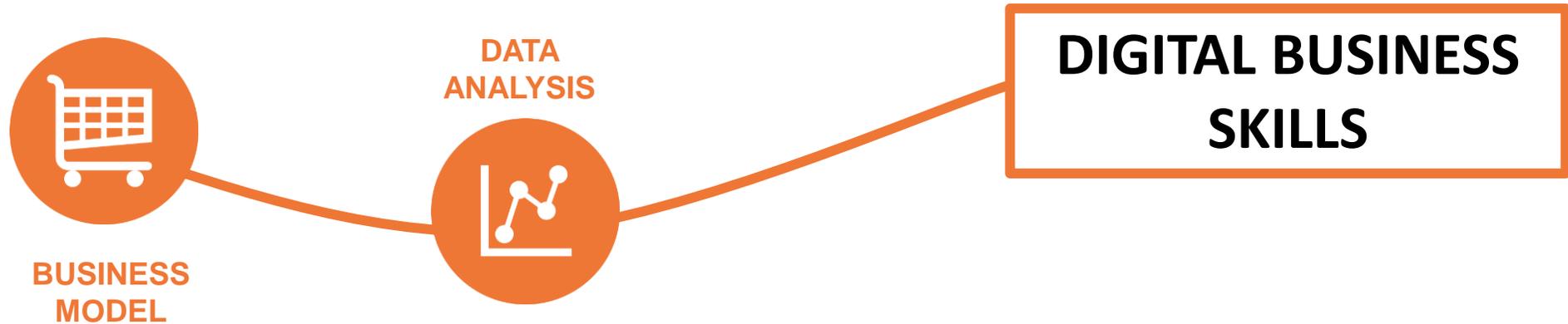


THE DIGITAL SKILLS YOU NEED

TO SURVIVE IN

THE **POSTCOVID-19** ERA

IN THE TOURISM INDUSTRY



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.

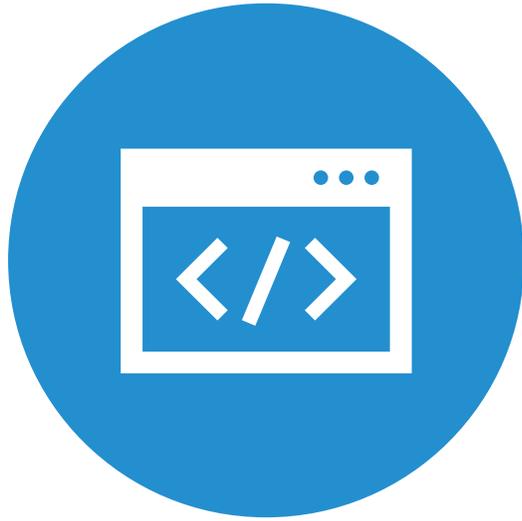
- Facebook (+40)
- Instagram
- LinkedIn (B2B)



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

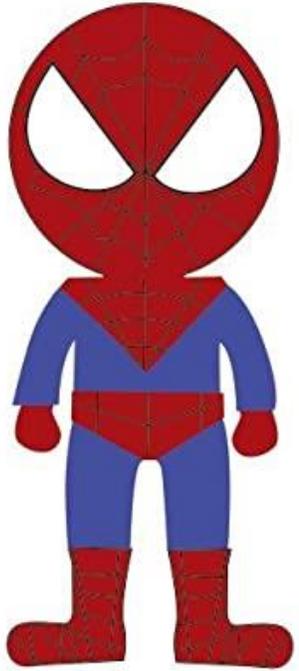
Using tools to manage the relationship with your customers will drive you to a **real customer orientation**, increasing loyalty and lowering your intermediary dependence.

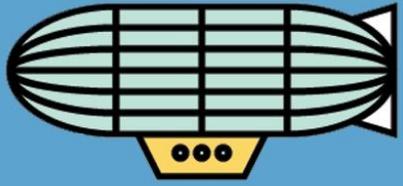
TOOLS TO INCREASE PRODUCTIVITY 4



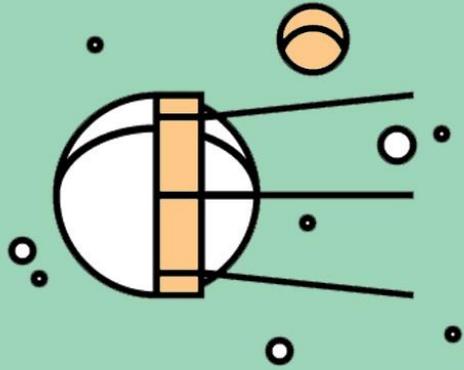
ERP / PMS

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).

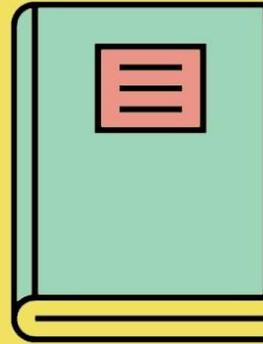




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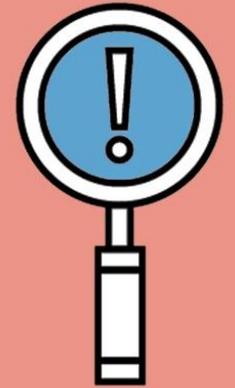
EXPLORE



LEARN



THINK



KNOW

THINK ABOUT THE CONCEPT OF **DYNAMIC LEARNING**

THANK YOU

your feedback will be highly appreciated

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**Entrepreneurship management & innovation
research group - GREITM**



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