



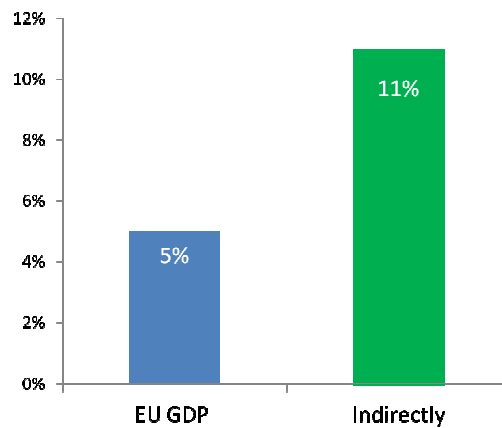
WHY?

Route 2.0

Tourism Sector

Strategic Sector for EU:

Overview



Route^{2.0}

Tourism Sector

Strategic Sector for EU:

Employment

More than **12** million jobs
Indirectly: 12 % of workforce



Tourism Sector

And More ...



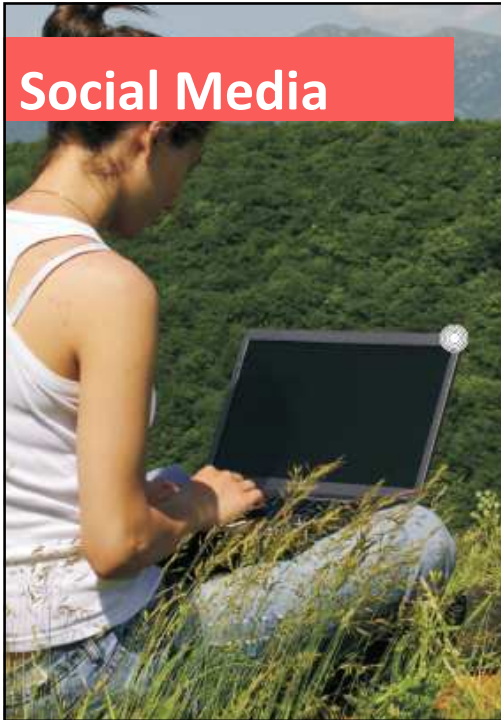
Social Media

**Internet
Evolution**

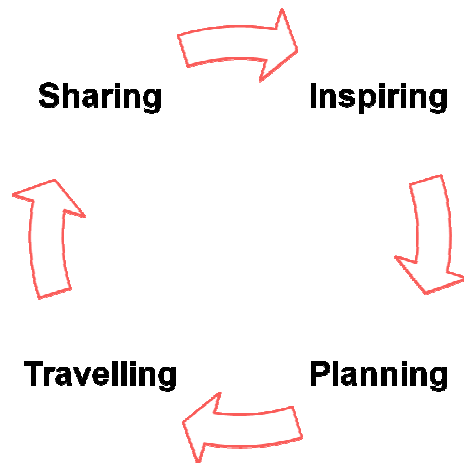
Route^{2.0}



Social Media



The Social Traveller



Social Media

Advantages for SMEs

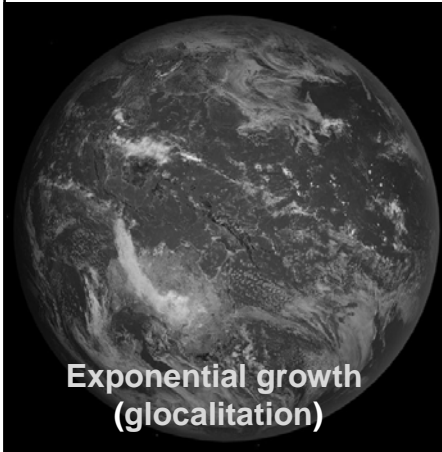


Exponential growth
(glocalitation)

Route^{2.0}

Social Media

Advantages for SMEs



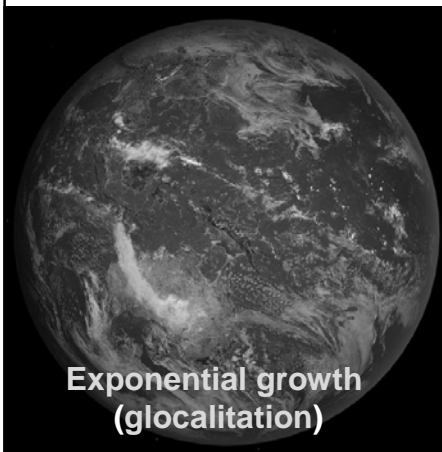
Communication 1-to-1



Route^{2.0}

Social Media

Advantages for SMEs



Communication 1-to-1



Cheap innovation



Route^{2.0}

What?

Route^{2.0}

*Promote the use of **web 2.0** tools
among **SMEs** belonging to
Tourism sector*

Route^{2.0}



How ?

Route^{2.0}

State of the Art Social Media Use

Businesses walking with people

Traditional communication: one direction

Lack of monitorization

Non Emotional communication



Route^{2.0}

State of the

Art

Barriers:

Economic Crisis

I know everything I need to

Atomization of the sector

Lack of means

No specific training

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Key Needs:



– Awareness raising

Small companies are still **not aware** of the real opportunities offered by Social Media.

– Appropriate methodology

Training must **be attractive** and practical

– Technical contents

There are different **knowledge levels**

– Transversal contents

Marketing, Advertising, Design...

Route^{2.0}

State of the

Art

Our Proposal

- Awareness raising

Target: both employer as employed

Aimed towards profitability (practical examples)

- Methodology

Blended: Classroom and online

Orientation to specific results

- Training contents

People and resources management

Feedback management

Generation of contents for Social Media

Legislation on Intellectual Property



Route^{2.0}



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Thanks for your attention!

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