



FLAVOURS of EUROPE

Welcome!



Hello everyone! I introduce myself. I'm Jana. I'm going to accompany you throughout this course with some ideas, tips and comments, with the aim of helping you to complete the course successfully.

Remember a few things beforehand:

- Each module is divided into units. At the end of each unit you will be able to complete your self-assessment questionnaire in order to move on to the next phase.
- Along with the material of each module, there are several supplementary materials to improve your knowledge of each topic:
 - **Links of interest.** Websites where you can go to complete your information.
 - **Additional info.** Some boxes that will appear in the text to clarify some ideas, concepts, definitions...
 - **Case studies.** The best experiences to help you have a practical vision of each of the topics.
- We are at your disposal to help you in everything you need during this learning process.



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Training Toolkit Module #4

From my village I can be
all over the world

UNITS

1. Marketing definition.
2. How to create a digital marketing strategy.
3. Actions to help tourism businesses go digital.
4. Creating and Managing Online reputation and use of social media.
5. How a Food Tourism SME can promote itself as a gastronomy destination in the digital world.

Conclusion



Let's Start

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1. Marketing definition.
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UNIT 1

Marketing definition.

Welcome to the fourth and last Handbook! Today you finish the challenging path, and you have the expertise now to become an entrepreneur in rural areas. We congratulate you for your commitment but, mostly, for your confidence in yourselves.

Nowadays, the concept of Marketing and Advertisement is mainstream in societies, and everybody is part of an indirect or direct target of marketing in any aspect of their life, even when they are not aware of it. However, it is important to know exactly what the concept of marketing means and how to apply it successfully.

M₃ A₁ R₁ K₅ E₁ T₁ I₁ N₁ G₂





According to the Economic Times, Marketing is **“Marketing definition includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement and selling products and services to the consumers .”** (nd).

The American Marketing Association define marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” There are four activities, or components, of marketing:

1. Creating: The process of collaborating with suppliers and customers to create offerings that have value.
2. Communicating: Broadly, describing those offerings, as well as learning from customers.
3. Delivering: Getting those offerings to the consumer in a way that optimizes value.
4. Exchanging: Trading value for those offerings.





Unit 1

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Marketing means activities undertaken by a business establishment or an individual to promote their services and products.

- a) True
- b) False

- c) Delivering - Getting those offerings to the consumer in a way that optimizes value
- d) Exchanging - Trading value for those offerings

QUESTION 2

How many are the components of marketing?

- a) 2
- b) 4
- c) 7

QUESTION 3

Marketing doesn't apply to all as not everybody is a target of it

- a) True
- b) False

QUESTION 4

Match the definitions with the correct explanation:

- a) Creating - The process of collaborating with suppliers and customers to create offerings that have value
- b) Communicating - Broadly, describing those offerings, as well as learning from customers

LINKS OF
INTEREST



[What Is Marketing Explained | Definition, Benefits, & Strategies](#)



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UNIT 2

How to create a digital marketing strategy.

In this unit, you will learn how can create a digital marketing strategy in order to promote your rural business.





According to Neher (2022), in an Article from Forbes about “**How To Create A Digital Marketing Strategy: Eight Steps To Laser Focus Your Plan**”, beside the original idea of Marketing, now Digital Marketing is growing in importance, and people are investing time and money online to promote their business digitally, to reach a wider target group. Neher (2022), highlights the importance of really investing in a strategy to grow online, in order to reduce waste, focusing on building and promoting on what is already working.

In this sense, in this article, Neher offers 3 ways to implement a solid digital marketing strategy, and we will summarize them in the following scheme:

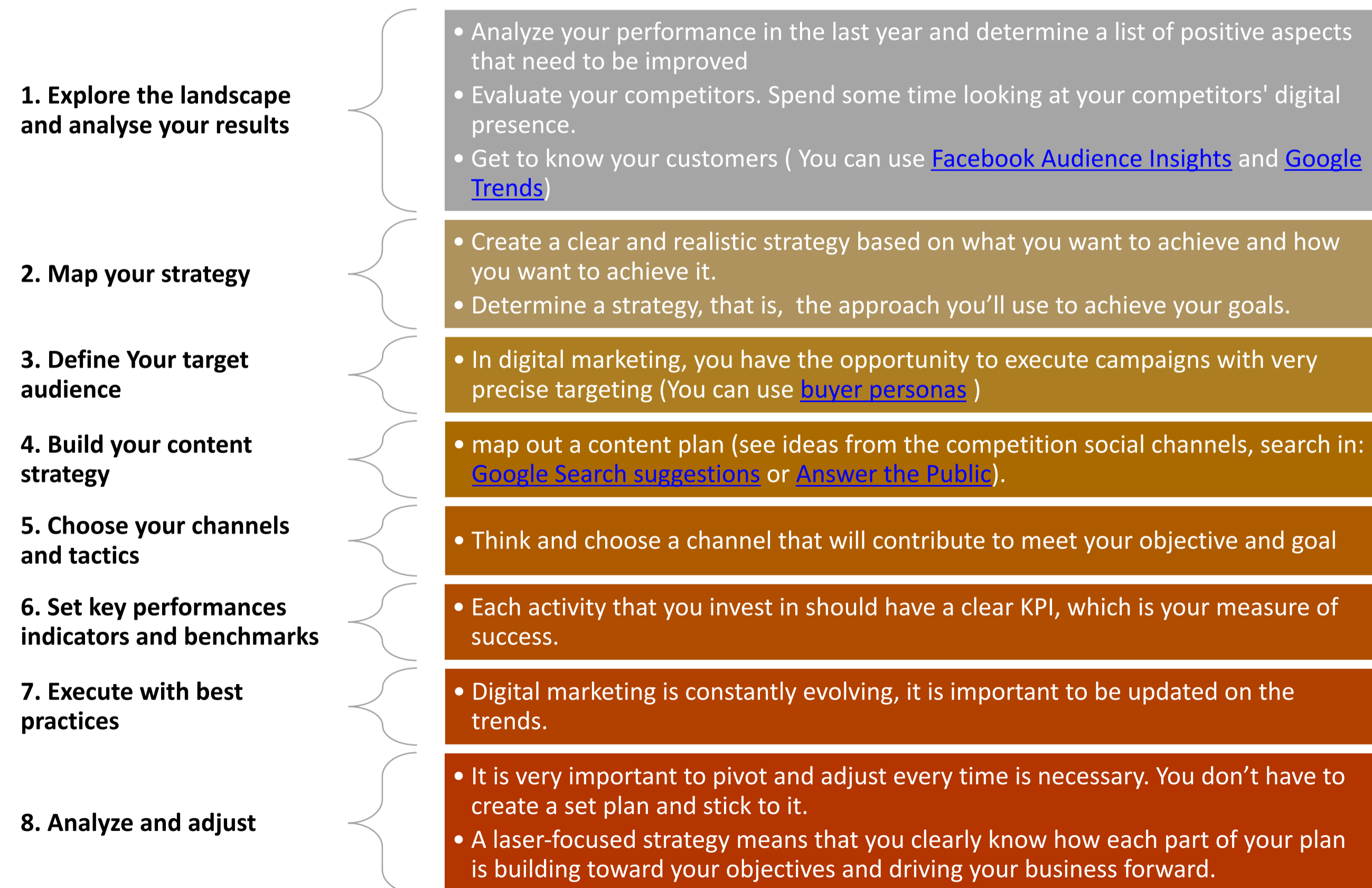


Figure 1: Eight Steps To Laser Focus Your Plan. Forbes.





UNIT 2

How to create a digital marketing strategy.

Following this perspective, there are also other aspects that should be taken into consideration while preparing your own marketing strategy, that weren't mentioned by Neher, that is Developing your business brand (**8 Steps to Marketing Your Business | Small Business Development Corporation, n.d.**). It is important that every business has its own brand and image, it doesn't matter its dimension or target. And, having an image can be much more than a logo or a tagline, it is important to create a brand that is able to connect **"(...) with your target customers and conveys who you are, what you stand for and what you can deliver."** (**8 Steps to Marketing Your Business | Small Business Development Corporation, n.d.**).

It is important to underline that Marketing is a good source of income and revenue and it will bring benefits to your business. In general, marketing provides opportunities, by reaching more people in a simpler way . Also, specialists mention that **"marketing provides opportunities to earn profits in the process of buying and selling the goods, by creating time, place, and possession utilities. This income and profit are reinvested in the concern, thereby earning more profits in future. Marketing should be given the greatest importance since the very survival of the firm depends on the effectiveness of the marketing function"**. (**"7 Major Importance of Marketing | Marketing Management", 2014**).





UNIT 2

How to create a digital
marketing strategy.

To finalize this chapter, it is also relevant to contextualize how small business can be active on this big and competitive marketing world, to do that, we will be inspired by the article “Small Business Marketing 101”, from Forbes, written by Pritchett, where she defined a set of crucial practices that may help any Small Business.

First, **get organized**, that means, think about ideas, brainstorm with colleagues, and prepare a to-do-list. Then, **get a website** is also one of the advices mentioned, which is extremely important to grown online. “You need a website to show you’re real and to offer information about your business to potential customers. Make sure your website is mobile-friendly and be sure to ask for search engine optimization”. (Pritchett, 2018).

Another very important action should be **setting up your business** online. Princhett mentions that whether you want it or not, information about your business will be available online, and you should be aware of it and try to control it! She advises to “Do a search on different browsers to see what information you see about your company and then claim or create a listing for your business.” (Pritchett, 2018).

Another important aspect is that you should create local awareness and establish a network, which can be considered very important to grow in any field, not only to reach customers but sponsors. This methodology will allow you to create good connections, create more brand awareness and nee referrals.



To sum up, digital marketing continues to grow in importance. People are spending more time online, and marketing budgets continue to shift toward digital. With so many opportunities in digital marketing, it is easy to get into execution mode and just start doing. However, investing in your strategy is one of the best ways to grow your digital return on investment. A clear strategy reduces waste, adds focus to your efforts and builds on what is already working



Self-correction questions

Please, indicate the correct answer

QUESTION 1

Marketing provides opportunities, by reaching more people in a simpler way

- a) True
- b) False

QUESTION 2

Setting up a website for your business is an important step in order to become an entrepreneur

- a) Yes, it is
- b) No, it isn't. Not all businesses are required to do that, especially those in rural areas where the Internet access is limited

QUESTION 3

Before setting up your business online, it is important to have a strategy

- a) True
- b) False

QUESTION 4

Small businesses cannot compete with the big ones in the digital world since they lack the means to do that.

- a) True
- b) False

LINKS OF INTEREST



[How to Create a Digital Marketing Strategy? | Digital Marketing Tutorial for Beginners | Edureka](#)



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UNIT 3

Actions to help tourism businesses go digital.

In this unit we will take a look at actions that help tourism businesses become digitalized.

Digitalization is defined as the use of digital technologies to manage and grow a business, which as well as selling goods and services online, includes the gathering and interpreting of big data which can help develop new activities or change existing activities . Post-COVID, embedding digitalization will help tourism businesses to be more agile and resilient moving forward.





UNIT 3

Actions to help tourism
businesses go digital.

There are many advantages to digitalization in tourism, such as :

- Leads to creativity and innovation in tourism
- Facilitates increased customization of visitor experiences
- Contributes to new destination configurations
- Inspire new business models, new value chains, and new business ecosystems
- Opens new roles for consumers and producers
- Prompts new roles for DMOs to support SMEs

The process toward full digitalization of the tourism business is a gradual one. Traditional tourism businesses have a focus on internal operations and creating value for tourists. As they move towards increased digitalization through digital marketing and online sales, full digitalization becomes ‘smart’ tourism with a high level of innovation, instant and real-time e-commerce and strong connections with consumers and suppliers. While this presents many opportunities, it also poses challenges.





UNIT 3

Actions to help tourism
businesses go digital.

Examples of digitalization processes in the tourism sector include:

- **The digitalization of daily operations** - Building digitization into your internal business operations, such as linked calendars, email systems and automatic billing processes.
- **Big data** - Use of software tools to gather and analyze big data to identify a customer's interests and tailor products to their specific needs.
- **Website optimization** - Having your own website and using technology to assess performance, monitor your business' health and optimize it for your target market.
- **Social media** - Managing social media accounts and planning and implementing campaigns based on insights gathered from big data.
- **Mobile connectivity** - Ensuring all your products and services are available via mobile devices.
- **Online sales** - Selling trips, tours, holidays, and other experiences online, either through your own website or via an OTA, using e-commerce platforms.
- **Application of new technologies** – Adopting technologies like AI (artificial intelligence) – chat bots are an example here – and VR (virtual reality) – for instance, a virtual travel experience.

**Did you know
that...?**



Dickinson et al. (2012) proposes that tourism destination today must possess digital capability . Digital capability is a cross functional proficiency in the processes, practices and customer connections enabled by digital media and infrastructure . There are four dimensions of the utilization of digital technology: the capability to provide destination information, the capability to share information, the context awareness capability and tagging capability.





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Actions to help tourism
businesses go digital.

The capability to share information consists of destination interpretation, provision of travel schedules, and provision of the static map to relocate attractions, accommodations, and tourist facilities. Sharing information capabilities must be done in two ways from the destination and its stakeholders as suppliers and the tourists as customers. Through digital technology capability, the destination will obtain and manage big data which was from the past and in real-time as well as a prediction for facility utilization in future. Context awareness capabilities are the provision of attraction or facility proximity, the ability to provide travel information directly (real-time), and the ability to specify users' travel itineraries. While tagging capability is the ability to record information for travelers for future usage.





UNIT 3

Actions to help tourism
businesses go digital.

The European Commission has implemented several actions to boost the competitiveness of businesses in the European tourism sector, integrate them into global digital value chains, and improve their ability to create more jobs. Some examples of these activities are:

- **Digital tourism network:** The Digital tourism network is an informal forum of the EU tourism industry and other relevant stakeholders launched in 2015. It aims to discuss common challenges and opportunities of the EU tourism industry's digital transformation and exchange good practices for boosting the innovation capacity of tourism entrepreneurs, especially SMEs. The network will help shape new actions to support the digital transformation of the industry, increase the uptake of digital technologies by the tourism sector and improve tourism SMEs' integration in the global digital value chain.
- **Tourism business portal:** The tourism business portal is a one-stop shop to improve the establishment, management, promotion, and expansion of businesses. It includes plenty of articles, tutorials, online tools, and links to best practices to help entrepreneurs learn about the management of the tourism business in the digital era.
- **Webinars on digitalization in tourism:** 2 series of webinars were produced to provide guidance on the use of digital technologies by small and medium-sized enterprises (SMEs) in the tourism industry. The webinars focus on practical digital, e-management and online marketing skills that help tourism businesses respond to the evolution of digitalization in tourism and the recent trends in tourists' use of technology to discover, plan and share their travel experiences.
- **Digital tourism roadshow** - Digitalization as the driver of growth for tourism businesses. The webinars were followed by a series of local workshops held between December 2018 - March 2019 in 5 EU cities: Athens, Poznan, Sofia, Bucharest, and Lisbon. With the help of local experts and entrepreneurs, topics such as access to finance for digitalization, digital skills of the future and how going digital.





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Actions to help tourism
businesses go digital.

The aim of these actions was to:

- Strengthen the skill base of tourism SMEs, whose growth potential is often unexploited due to limited access to life-long learning and awareness of developments in the smart use of technologies
- Support the integration of tourism businesses in the digital value chain by:
 - helping with the design of tailored digital solutions for the tourism industry
 - offering a chance to take full advantage of the opportunities of the digital market to increase competitiveness
 - providing access to new business opportunities and new markets
- Boost the ICT-driven innovation potential of tourism SMEs and empower tourism entrepreneurs.





UNIT 3

Actions to help tourism
businesses go digital.

Unit 3

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Digitalization is defined as the use of digital technologies to manage and grow a business

- a) True
- b) False

QUESTION 2

After COVID-19, tourism businesses find it more difficult to be agile and resilient moving forward due to the digitalization.

- a) True
- b) False

QUESTION 3

What are the advantages of digitalization in tourism??

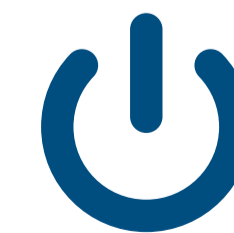
- a) It inspires new business models, new value chains, and new business ecosystems
- b) It opens new roles for consumers and producers
- c) It prompts new roles for DMOs to support SMEs
- d) All the above.

QUESTION 4

How important is for tourism destinations to possess digital capability?

- a) It is very important because digital capability is a cross functional proficiency in the processes, practices and customer connections enabled by digital media and infrastructure.
- b) It is not so important because it will take some time, especially for small businesses, to become digital.

LINKS OF
INTEREST



[Digital transformation
on Tourism Business](#)



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UNIT 4

Creating and Managing Online reputation and use of social media.

In this unit we are going to learn how we can create and manage online reputation and use of social media platforms.

With the advance of the Internet, and especially after the emergence of social media, transparency in tourism markets has increased to an extent where Online Reputation Management has become instrumental for the survival of most destinations, companies, and brands. Given the significance of online reviews in tourism), effectively monitoring, and responding to reviews has become a central tenet of ORM for most tourism businesses. (Zhang et al., 2020).

A definition of organizational reputation summarizes and aggregates different perspectives in this field: **“a collective representation of a firm’s past action and results that describe the firm’s ability to deliver valued outcomes to multiple stakeholders. It gauges a firm’s relative standing both internally with employees and externally with its stakeholders, in both its competitive and institutional environments”**. (Fombrun and Van Riel, 1997)





UNIT 4

Creating and
Managing Online
reputation and use of
social media.

According to Code Wilson (2021), in an Article for Understanding Ecommerce.com about “**6 Ways to Use Social Media for Online Reputation Management**”, the author refers to the importance of social media and the impact that it can have. The author suggests 6 points where he presents why every company should give more importance to social media management .

First, tourism entities should **develop a personal relationship between your company and customers**. To do so, tell your company’s story, how you started, what difficulties you went through, how your products are made, your company’s history, et cetera. And to do this you have to be friendly to your customers so that they don’t feel different and distant from you, and most importantly you have to see that they can understand you. This process will allow your company to relate to your customers, and in the meantime, give your competitors a hard time.

Tourism entities should involve their customers and assure that they got **positive videos from customers**. By referring that “We hope you like our food and services today.” “Was the food up to your expectation today? Please share your experience!”, these kinds of simple review questions can be placed at the bottom of any digital receipt or your company’s established web pages or apps. Many customers generally comment regarding your services, the quality of your products genuinely, but a huge number of customers are more inclined to share negative comments. So, you should not wait for these kinds of problems you should start working on your reputation as quickly as possible.

Reanalyze how to utilize social media platforms: You can use various social media platforms like YouTube, Twitter, and Facebook, to publish about the trending on the latest topics of your company or direct your customers to your YouTube channel or a particular video. Many people use these platforms to gain information, and you can utilize them to promote your company and manage your online reputation. Here you can communicate with your customers directly by posting any announcement related to your company and providing any essential information that will eventually help your company grow in the industry.





UNIT 4

Creating and
Managing Online
reputation and use of
social media.

Observe the stance of your company in social media: Once you begin a social media chain, someone or the other will comment or post about your company somewhere on any social media platform to which your company is related. So, you should monitor their presence and what they are saying, for example. For example, if the customer has some negative comments about your customer service, you should immediately take action and improve. But to improve, you should know why observing and following the customer's point of view throughout the social platform is important for reputation management.

Show the customers you care: Establishing a connection with the customers to solve any problem related to your company is essential. You can do this by creating a special account for a special platform where your company's customers can recount their difficulties or problems. And when the customers of your company see that you are considering their thoughts and are working on it, it will have a positive impact on your company's reputation.

Social media is powerful: Social media has become a compelling platform where every individual can voice their own thoughts. And as Google has already re-established their agreement with Twitter which allows Twitter comments to appear in Google search results too, and this way, social media can have a huge positive impact on your reputation.





UNIT 4

Creating and
Managing Online
reputation and use of
social media.

Unit 4

Self-correction questions

Please, indicate the correct answer

QUESTION 1

A collective representation of a firm's past action and results that describe the firm's ability to deliver valued outcomes to multiple stakeholders is called organization reputation.

- a) True
- b) False

QUESTION 2

Why is it important for businesses to manage social media?

- a) They will develop a personal relationship with their customers
- b) They can observe their stance in these media
- c) They will show that they are a serious business
- d) All the above.

QUESTION 3

Online Reputation Management is not a serious issue as people share honest comments on digital platforms.

- a) True
- b) False

QUESTION 4

You should use a maximum of 2 social media platforms in order to promote your business. Otherwise, people will think that you are desperate to find customers.

- a) True
- b) False

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[Building Your Online
Reputation Using Social
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UNIT 5

How a Food Tourism SME can promote itself as a gastronomy destination in the digital world.

From this unit, you will acquire knowledge about the promotion of food tourism SMEs as gastronomy destinations in the digital world.

Culinary tourism is the focus of food as an attraction for exploration and a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. Culinary tourism can also generally refer to travel in which the goal is exploring and enjoying local delicacies and gaining memorable culinary experiences.

Did you know that...?



Related that defined culinary tourism as follows: while travelling, tourists either purchase or consume local food or observe and research the process of food production (from agriculture to cooking schools), and view this as an important motivation for travelling or an important travel activity. Culinary tourism implies that local cultures have interesting stories about their cuisines, and it also indicates that local or special knowledge and information that represent local culture and identities are being transferred?





Food and tourism developed into food tourism which is also called "**culinary**," "**gastronomic**", or "**gourmet tourism**". Meanwhile, according to Hall et al, culinary tourism that develops even more extreme is called gastronomic tourism. In identifying the typology and characteristics of tourists in this study, the theory used is based on Hall et al about the level of interest of tourists in food at the destination.

The levels of tourist interest are divided into four levels, as follows:

1. No interest, tourists visit culinary locations no more than needed
2. Low interest, tourists visit culinary locations because it is something different, the term refers to rural/urban tourism
3. Moderate interest, tourists visit culinary locations as part of their lifestyle, the term refers to culinary tourism
4. High interest, the primary motivation for their trip is to visit culinary locations.





UNIT 5

How a Food Tourism
SME can promote
itself as a gastronomy
destination in the
digital world.

The World Tourism Organization (UNWTO) and its affiliate member, the Basque Culinary Center created the “**Guidelines for the Development of Gastronomy Tourism**”, a Strategic Plan for Gastronomy Tourism, a classic methodology followed, which must incorporate mechanisms for participation by agents related to the activity, and basically comprises the following main phases:

Preliminary phase: Launch of the project. During this phase, the working team is defined, along with the scope and methodology of the project, the main targets, and the timescale.

Phase I: Analysis and diagnosis of the situation. This phase focuses on the knowledge of the destination’s tourism context, its current situation and the potential of the tourism activity related to gastronomy in the territory, and on the identification of the main shortcomings and potentialities. This diagnosis identifies any favorable and unfavorable conditions affecting the gastronomy tourism activity which will have to be dealt with during the planning process. For this purpose, among other aspects, the following shall be analyzed:

1. From an internal point of view:

- The territorial and tourism context of the gastronomy tourism product.
- Inventory and evaluation of all gastronomy resources.
- Analysis of the tourism supply and its gastronomic component.
- Analysis of the promotion and marketing of gastronomy tourism.
- Identification of the agents forming part of the gastronomy tourism model.
- Identification of any gastronomy tourism products, locations and venues that have special or differential value.

2. From the external point of view:

- Analysis of trends (tourism, food, catering management, gastronomy tourism)
- Analysis of the real and potential demand for gastronomy tourism
- Analysis of the gastronomic positioning of the destination.
- Analysis of competitors.





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UNIT 5
How a Food Tourism
SME can promote
itself as a gastronomy
destination in the
digital world.

Phase II: Strategic drafting of the Plan. Based on the preliminary phase of diagnosis, this second phase is a complex but key phase which is crucial for defining the path to be followed for achieving the goals. It is essential to involve the participation and the consensus among all agents, including the local community. Strategic recommendations will be made regarding the future of gastronomy tourism for the destination. These must visualize the desired scenario regarding the areas of action for boosting the destination's competitiveness, how the destination must be projected in the main markets and among the different target audiences to ensure that the sustainable development and growth of gastronomy tourism benefit the territory, as well as the sector that is directly involved and the local communities.

Phase III: Operational planning. In this stage, the programs shall be defined, and priorities established for the actions needed to advance towards the construction of the gastronomy destination. Therefore, both an Operational Development Plan and an Operational Marketing Plan must be devised so that all the tourism and gastronomic potential of the territory can be developed in such a way that it will benefit all the parties involved.

Phase IV: Communication and dissemination of the Plan. In this phase, the Plan will be made known externally to all those involved, in the sector, among citizens and among the communication channels that can link up with potential tourists.





UNIT 5

How a Food Tourism
SME can promote
itself as a gastronomy
destination in the
digital world.

Unit 5

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Although food has always been a part of hospitality services for tourists, culinary tourism was not emphasized until the late ____

- a) 1990s
- b) 1980s
- c) 2000s
- d) 1970s.

QUESTION 2

What is culinary tourism?

- a) It focuses on food as an attraction for exploration and a destination
- b) Its goal is the exploration and enjoy of local delicacies and the gain of memorable culinary experiences
- c) It's the type of tourism in which visitors attend cooking lessons
- d) None of the above.

QUESTION 3

Which are the other terms used for culinary tourism?

- a) Gourmet tourism
- b) Cuisine tourism
- c) Gastronomic tourism
- d) All the above.

QUESTION 4

How many are the levels of tourist interest?

- a) 2
- b) 4
- c) 5
- d) 3

LINKS OF
INTEREST



Developing a
Sustainable
Gastronomic Tourism
Destination



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CONCLUSION

Digital business skills can become an important part of an SME's tourism business plan. There is an established association between the ability of a corporation to draw investment in resources. This means that SMEs in tourism, who are supported by market models to be refined and innovative, are better able to collect money. Increasingly obsolete are traditional scientific approaches to management that see strategies and strategic plans as different for business activities. To succeed in the global tourism system, tourism companies must improve their business skills, new agility of operations and dynamic management. For a company or business in a rural area that wants to be everywhere in the world and welcome visitors to its location, it must have a strong online presence, so it can be more easily found and advertised and thus reach a larger audience. As we have seen in this article, there are a few steps and measures that businesses need to take to be more digital and market their services/products to a greater number of people.

