



Erasmus +

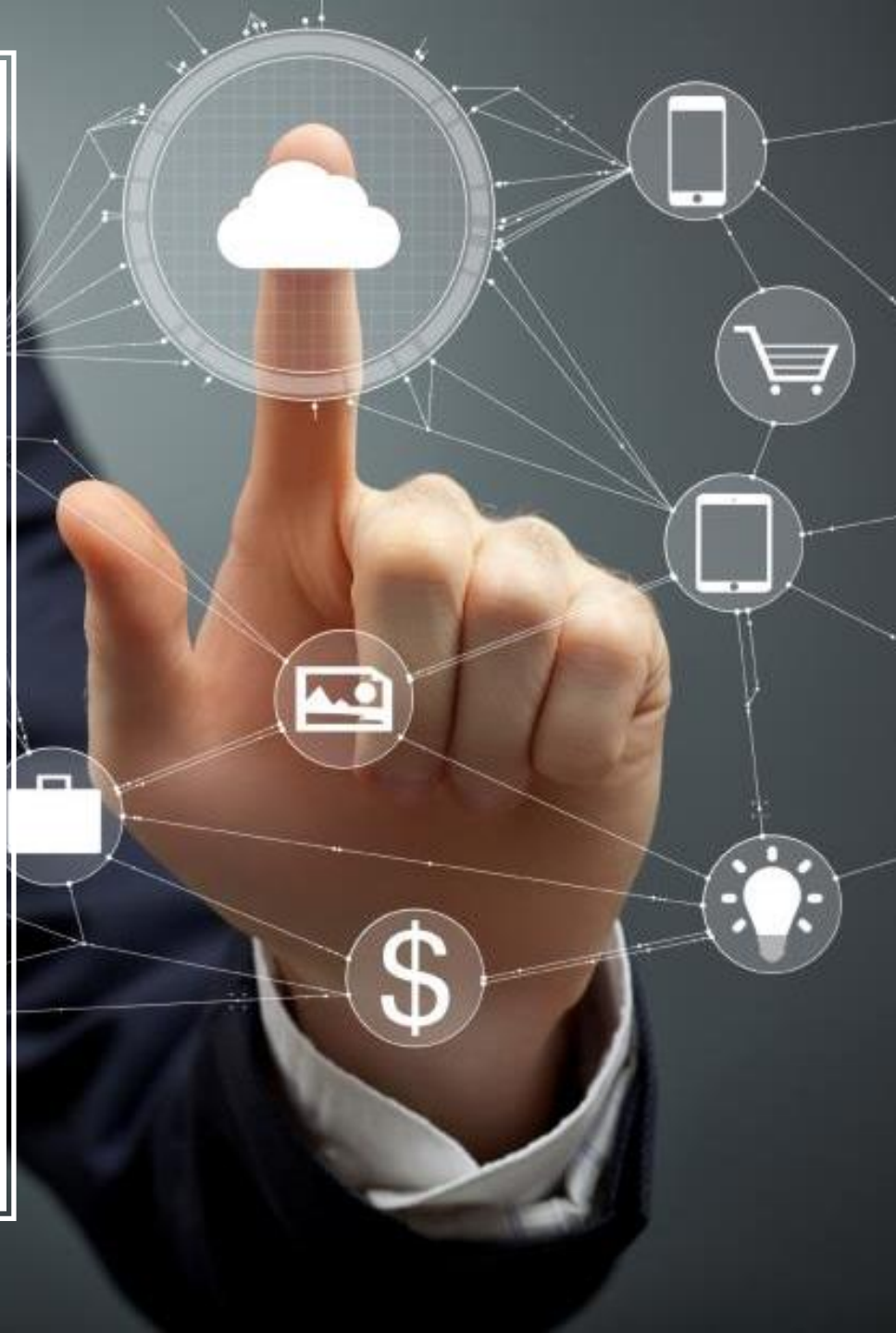
Digital Transformation in
Tourism Businesses



Why are we doing it?

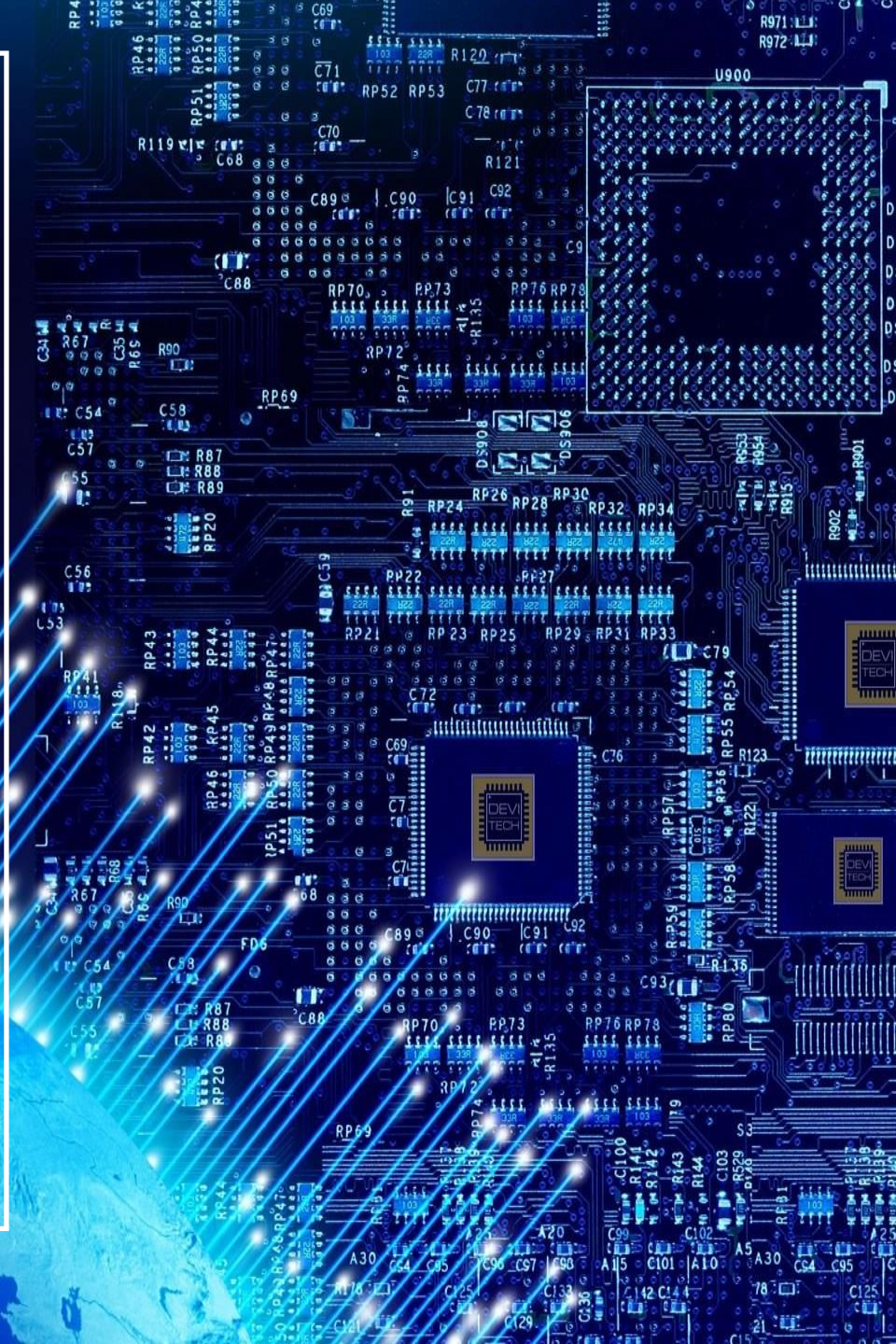
41% of EU companies in general still haven't adopted mobile, social media, cloud computing and big data.

Less than 2% take full advantage of these digital opportunities



Why are we doing it?

Too often SMEs are encouraged/coerced into investing in digital technologies but fail to realise the potential of such investments.



Who is involved?

- Denmark
 - Ringkøbing Fjord Tourism – official tourism association of Ringkøbing – Skjern, Denmark
 - Kompetence Gruppen – Denmark School
- Portugal
 - Universidade Lusofona – oldest and largest university in Portugal
 - Instituto de Turismo de Portugal – National tourism association in Portugal
- Bournemouth
 - Bournemouth University
 - Bournemouth & Poole Tourism



Funding and timescales

- € 337,774 funded through the European Erasmus+ programme
- October 2017 – May 2020
- Meetings
 - Taken place in Denmark and Bournemouth
 - Portugal meeting taking place in June 2018



Focus

To provide tourism SMEs with the opportunity to learn from others how adaptations to digital marketing and integration can enhance their business.



Process

- Identify which technologies make a positive contribution in which contexts
- Identify the support required to assist SMEs to gain the most from any investment
- Establish a benchmark that allows participants to compare themselves against a sector average
- Enhance the performance and the competitiveness of the individual SMEs and regions as a whole



Research

- First step in understanding SME attitudes to:
 - digital technology investment
 - deployment of such technologies once the investment has been made.
- Examples from the project will also highlight:
 - good practice
 - identify activities that have made significant contributions through effective/efficient use of digital technologies



INVEST

Return on
investment



Questionnaire

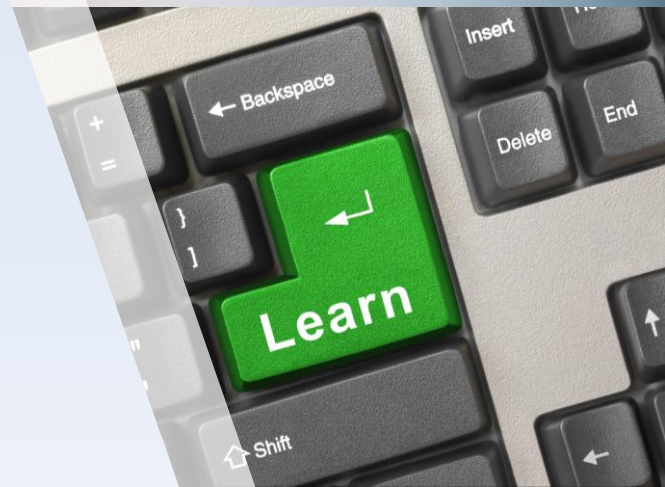
April 2018

- Target
 - 200 micro businesses and SMEs per country
 - Scope – Bournemouth and Poole
- Enables respondents to reflect how their actions and biases impact upon take up and effective deployment of digital marketing
- Provides an opportunity to compare between effectiveness of strategies:
 - In house digital marketing activity
 - Outsourcing to agencies and individuals

Questionnaire

The sections of the questionnaire cover different topics and concepts:

- Future plans to invest in technology - (provides good measure of intention)
- Attitudes towards technology
- Attitudes to learning about technology (this is one of the areas that the project will seek to study and influence more as the project continues)



Questionnaire

The sections of the questionnaire cover different topics and concepts:

- Perception of the regional support afforded to their business by government and public authorities
- The role of marketing agencies in supporting small businesses
- Current levels of adoption and use



Annual Survey

- **To:**
 - Track trends
 - Identify and share innovative solutions
 - Highlight potential skill/knowledge requirements
 - Inform and build a network of like-minded businesses



Outcomes

- **Culture change**

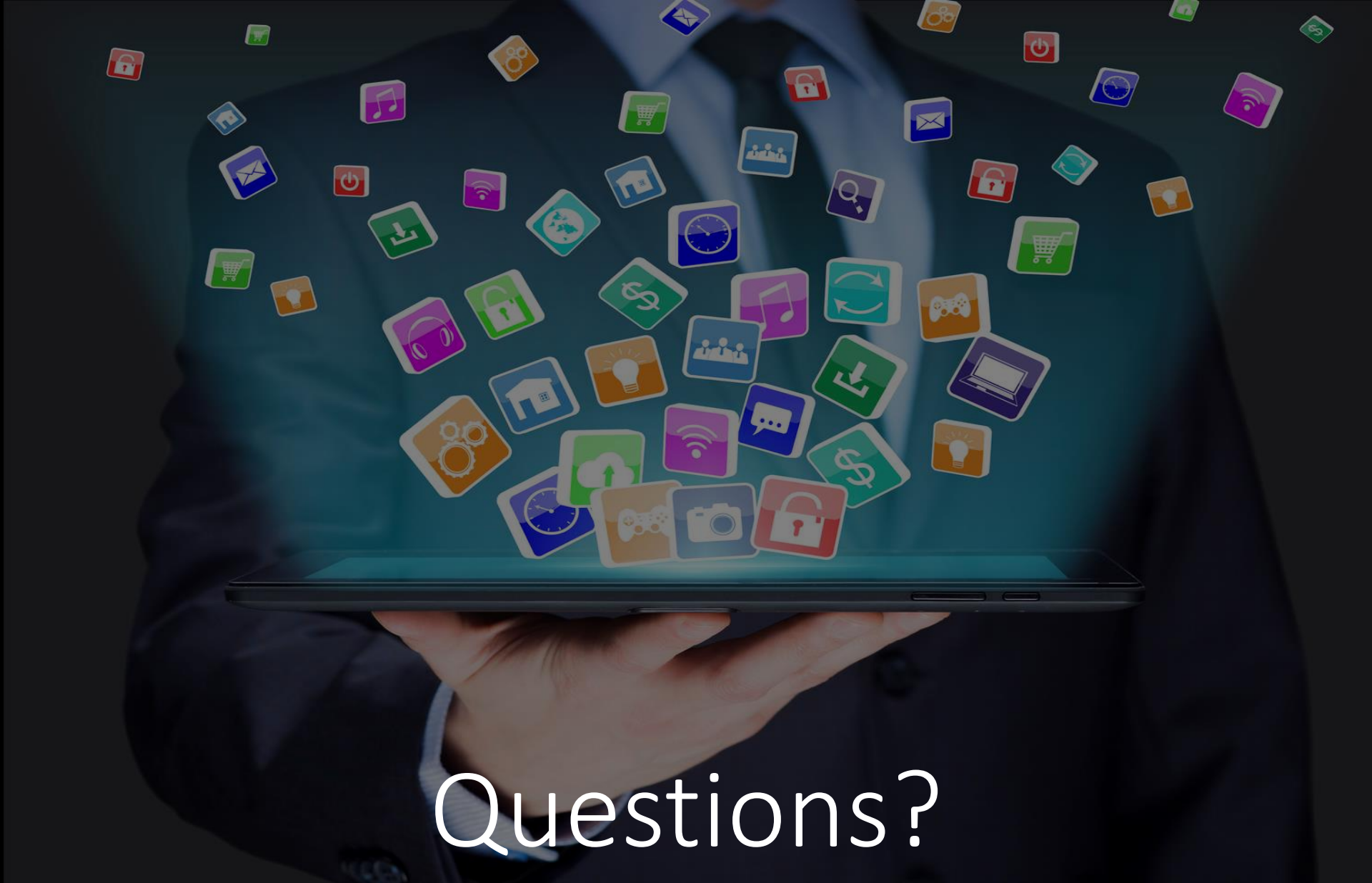
- To become self sustainable as a knowledge building organisation
- Adapting to a fast changing environment in technology and customer behaviour
- Assess, over 3 years, positive change in:
 - Use of technology,
 - Increase in resources (investment and time)
 - Competence levels
 - Knowledge



Actions

- Support to encourage completion of surveys so we can gain base data
- Feedback on what will motivate businesses to get engaged?





Questions?

