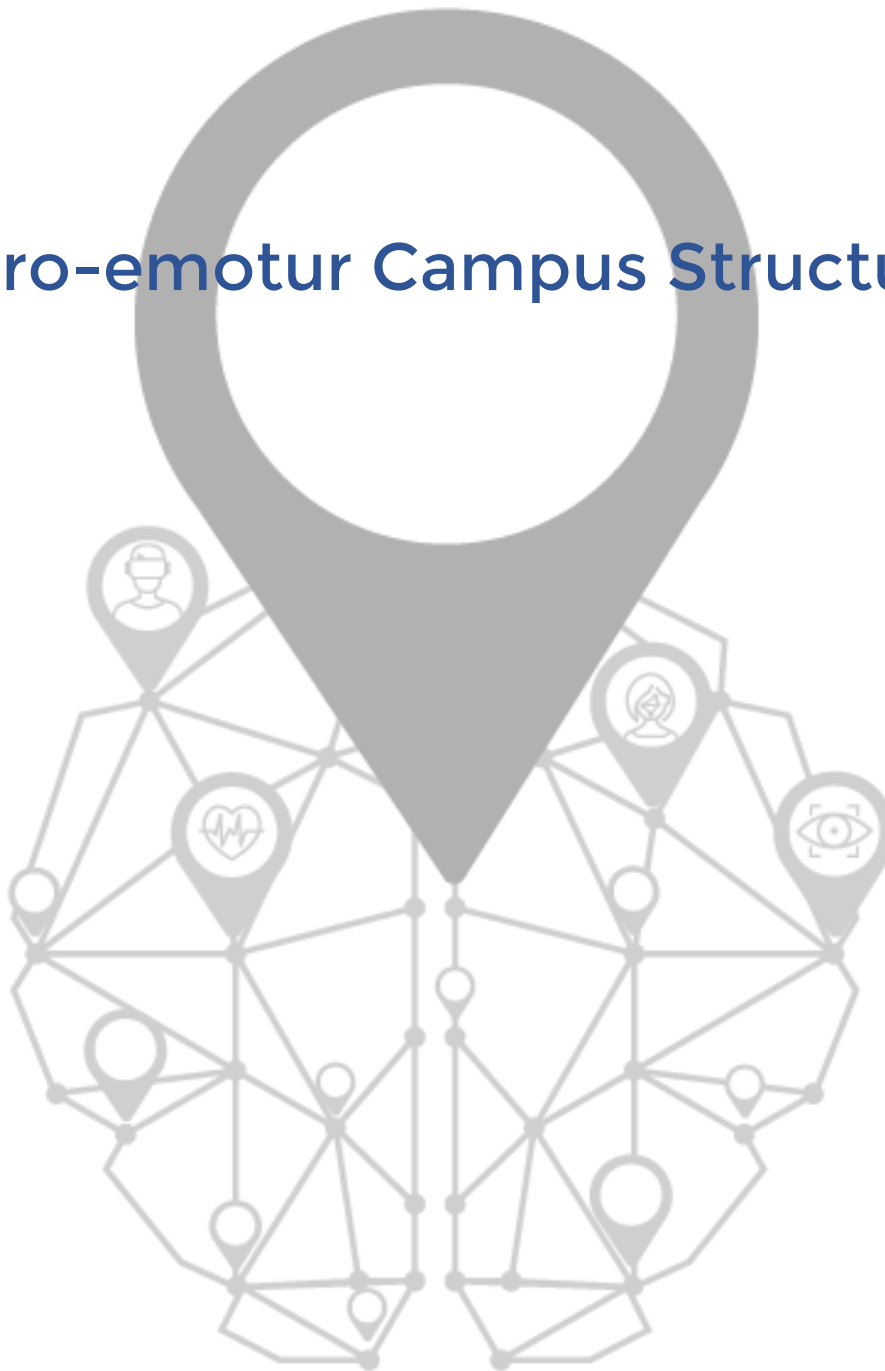


Euro-emotur Campus Structure



Work Package 5:
Euro-emotur Digital HUB

Deliverable 5.2 Euro-emotur Campus Structure



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1. Introduction

WP5 aims to create a digital ecosystem hub to ensure the project's sustainability and facilitate its expansion to a broader array of SMEs and stakeholders. This stage involves integrating outcomes from prior work packages and designing a networking platform for collaborative learning and knowledge-sharing among tourism SMEs, technology suppliers, tourism labs, and regional clusters. The hub is pivotal for the project's long-term viability beyond EU co-funding, guiding partners and European stakeholders to stay connected, bolster the Euro-emotur Community, and engage with ongoing EU co-funded initiatives in digitalizing tourism and supporting SMEs.

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The specific objectives of this Work Package include:

- Enhancing SMEs' skills in digital tourism, innovation, and new technologies.
- Establishing cross-sectoral and transnational cooperation to facilitate knowledge transfer and the digital transition of traditional tourism SMEs.
- Implementing innovative solutions for digital tourism through collaboration with labs and technology suppliers.
- Initiating the design of new digital-oriented products, services, and business models.
- Expanding business opportunities through transnational cooperation.
- Encouraging long-term activities independent of EU co-funding.

This deliverable focuses on crafting a comprehensive European education program, both online and offline, centered around the digital transformation of SMEs. The program aims to enhance SMEs' digital content, online reputation, and adaptability to new digital environments. SMEs can actively participate in seminars, webinars, and workshops as part of this education program. The goal is to empower SMEs by improving their capacities through upskilling and reskilling. This initiative is applicable across the three pilot destinations: the Canary Islands, Finland, and Venice.

The Euro-emotur Campus stands as a multifaceted platform, dedicated to hosting a wealth of digital content materials, orchestrating impactful training courses, and facilitating dynamic peer-to-peer learning experiences. Designed for accessibility over the entirety of the program's designated duration, the platform takes into account the constrained daily schedules of its participants.

A pivotal feature embedded within the campus framework is the fostering of a vibrant discussion forum group. This group is actively encouraged to serve as a hub for the exchange of diverse good practices and shared experiences in tackling common challenges. The moderation of this discussion group will be a collaborative effort, led by Haaga-Helia with support from Tides and Ciset. Furthermore, each project partner will undertake the moderation responsibilities in their native languages, ensuring inclusivity and broad participation.

In a broader context, the Euro-emotur CAMPUS will establish robust connections and coordination with other ongoing projects at the European level.

A pivotal aspect of participant engagement involves soliciting valuable feedback through an evaluation questionnaire. The insights gleaned from these assessments will be instrumental in crafting a comprehensive final report that encapsulates the collective experiences and contributions of the participants.

This deliverable will focus on and elucidate the key pillars upon which the Euro-emotur Campus is structured. It will delve into the intricate workings and explanations surrounding these foundational axes that define the essence of the Euro-emotur learning environment :

- Operation of the Euro-emotur Platform:

This section delves into the operational aspects of the E platform, outlining the processes related to registration, access, and the core functionalities that define its day-to-day functioning. It aims to provide a comprehensive understanding of how the platform operates within the designated program period.

- Hierarchical Structure of Content:

The focus here is on the organization and categorization of digital content within the Euro-emotur platform. It explores the hierarchical arrangement of information, detailing the levels of access and permissions granted to users. This section sheds light on how the content is structured for effective and intuitive navigation.

- Technologies Utilized:

This section unveils the technological underpinnings of the Euro-emotur platform. It outlines the development platform, content management tools, and any other relevant technologies employed to ensure the platform's seamless functionality and security.

- Organizational Structure:

The organizational structure section provides insights into the MS TEAMS and roles crucial to the success of Euro-emotur. It outlines the responsibilities of each team, including developers and content moderators, as well as the decision-making processes that govern the platform's overall organizational dynamics.

- KPIs (Key Performance Indicators):

Key Performance Indicators serve as crucial metrics for evaluating the success and efficiency of the Euro-emotur platform. This section identifies and discusses the specific KPIs chosen to measure the platform's performance, providing a quantitative and qualitative assessment of its impact and effectiveness.

2. Operation of the Euro-emotur Platform

The registration process for the Euro-emotur platform will be facilitated through email, utilizing the MS TEAMS platform. Participants will receive an invitation via email to on MS TEAMS, providing them with access to an integrated environment where workshops will be organized, recorded, and made available for participant convenience. MS TEAMS will serve as the central hub for managing the program, offering a user-friendly interface for seamless registration.

Within this platform, participants will find an extensive array of workshops and training seminars organized to enhance their learning experience. These workshops will be recorded and stored on MS TEAMS, ensuring that participants can revisit valuable sessions at their convenience. Additionally, all necessary materials required for the program will be conveniently accessible on the platform.

As for interaction, participants will actively engage in discussions through features like requesting the floor to speak or utilizing the chat function. Post each workshop, a designated Question and Answer (Q&A) session will take place. This structured interaction mechanism ensures that participants can seek clarification, share insights, and collectively deepen their understanding of the workshop content.

In essence, the Euro-emotur platform, powered by MS TEAMS, not only streamlines the registration process but also provides an integrated space for organizing, recording, and accessing workshops, along with fostering meaningful interactions through Q&A sessions and real-time communication features.

3. Hierarchical Structure of Content

In the Euro-emotur online campus tailored for SMEs, the content organization is meticulously designed to provide a user-friendly and intuitive experience, utilizing the MS TEAMS platform. Here's a breakdown of the hierarchical structure:

The content is strategically organized into distinct categories, ensuring easy navigation and relevance to the diverse needs of SMEs. Within the MS TEAMS platform, participants will find a tiered structure:

A) Main Categories:

Workshops: The cornerstone of the learning experience, workshops form the primary category. Each workshop is further classified under specific themes, making it effortless for participants to identify and engage with content aligned to their interests.

Resource Hub: This section acts as a comprehensive repository housing essential materials, documents, and guides. Participants can explore subcategories such as "Guides," "Templates," and "Best Practices," providing them with valuable resources to support their growth.

B) Subcategories:

Industry Focus: Recognizing the diverse sectors SMEs operate in, content is further classified based on industry focus. Whether it's hospitality, technology, or manufacturing, participants can delve into industry-specific subcategories to tailor their learning experience.

Skill Levels: To cater to varying proficiency levels, workshops and resources are categorized by skill levels, ensuring that both beginners and seasoned professionals find content that aligns with their expertise and learning objectives.

C) Workshop Sessions:

Within each workshop category, participants will discover individual sessions. These sessions encompass recorded lectures, interactive discussions, and supplementary materials, fostering a holistic and engaging learning environment.

In summary, the Euro-emotur content hierarchy on the MS TEAMS platform is thoughtfully designed to empower SMEs with accessible, organized, and industry-relevant materials. Through the seamless navigation of main categories, subcategories, and interactive features, participants can tailor their learning journey, ensuring a valuable and enriching experience within the dynamic online campus.

4. Technologies Utilized

In crafting the Euro-emotur online campus tailored specifically for SMEs, the technological backbone is anchored by the versatile and collaborative platform, MS TEAMS. This section details the sophisticated technologies woven into the fabric of the online learning environment:

A) Microsoft Teams:

Collaborative Hub: MS TEAMS serves as the collaborative epicenter, seamlessly integrating various tools to facilitate communication, document sharing, and real-time collaboration. This multifaceted platform ensures a unified digital space for SMEs to engage in workshops, discussions, and access vital resources.

Interactive Features: MS TEAMS incorporates a suite of interactive features such as chat functionalities, video conferencing, and document collaboration. These features enhance participant engagement, fostering a dynamic and participatory learning experience.

B) Cloud-Based Infrastructure:

Euro-emotur leverages a robust, cloud-based infrastructure to ensure scalability, accessibility, and data security. This allows SMEs to access workshop recordings, resource materials, and collaborative spaces from anywhere, promoting flexibility and ease of use.

C) Accessibility and User-Friendly Interface:

Recognizing the diverse technological proficiency of SMEs, the platform prioritizes an intuitive user interface. MS TEAMS' user-friendly design ensures that participants, regardless of their technical background, can easily navigate and capitalize on the full spectrum of features.

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D) Integration with Office 365:

Seamless integration with the Office 365 suite enhances the functionality of Euro-emotur. This integration extends beyond MS TEAMS to include applications like SharePoint and OneNote, amplifying the collaborative potential and providing SMEs with a comprehensive digital toolkit.

E) Mobile Accessibility:

The technology employed emphasizes accessibility, allowing participants to engage with the Euro-emotur platform on various devices. Whether accessing workshops on a desktop, tablet, or smartphone, SMEs can seamlessly integrate learning into their dynamic work environments.

F) Security Measures:

Euro-emotur prioritizes data security, implementing robust measures within the MS TEAMS platform. From secure user authentication to data encryption, these measures ensure a safe and protected space for SMEs to engage in collaborative learning.

In essence, the technologies utilized in the Euro-emotur online campus, centered around MS TEAMS, are finely orchestrated to empower SMEs with a cutting-edge, collaborative, and secure learning environment. The integration of user-friendly features, cloud-based accessibility, and seamless collaboration tools collectively contribute to a transformative online learning experience tailored to the unique needs of small and medium-sized enterprises.

5. Organizational Structure

In shaping the Euro-emotur online campus dedicated to the vibrant community of SMEs, the organizational structure is meticulously crafted to ensure effective collaboration, guidance, and support. This section outlines the key elements of the organizational framework:

A) MS TEAMS and Roles:

Moderation Team: At the heart of participant support, the moderation team, led by Haaga-Helia with support from Tides and Ciset, undertakes the

responsibility of fostering a positive and engaging community. Each project partner contributes to the moderation effort in their native languages, ensuring inclusivity and effective communication.

B) Responsibilities of Each Team/Role:

Moderators: The moderation team plays a pivotal role in community management. They guide discussions, ensure adherence to community guidelines, and facilitate Q&A sessions. By moderating in multiple languages, the team ensures that the diverse linguistic landscape of SMEs is catered to effectively.

C) Decision-Making Process:

Euro-emotur embraces a collaborative decision-making process, fostering transparency and collective input. Regular team meetings, facilitated through MS TEAMS, serve as forums for discussing improvements, addressing challenges, and collectively steering the direction of the online campus.

D) User Support and Engagement:

A dedicated user support system is in place to assist SMEs in navigating the platform and addressing any concerns. This team is committed to ensuring a positive user experience, providing timely assistance, and collecting valuable feedback to inform continuous improvements.

E) Community Building:

Recognizing the importance of community engagement, the organizational structure places a strong emphasis on building a supportive and collaborative network. This involves not only facilitating discussions but also organizing events, workshops, and networking opportunities to enhance the overall SME learning experience.

In essence, the Euro-emotur organizational structure, deeply integrated into the MS TEAMS platform, is meticulously designed to harmonize the efforts of development and moderation teams. Through a collaborative decision-making process and a robust support system, the structure aims to create a nurturing and dynamic online community tailored specifically for the diverse needs of small and medium-sized enterprises.

6. KPIs

Title	Brief description	Target quantity (expected)
Number of participants	Number of people	At least 40
Number of workshops	quantity	At least 2
Number of training sessions	quantity	At least 11
Number of chats open	quantity	At least 2



Increased transnational character and creation of a critical mass of stakeholders.	List of identified stakeholders	20 stakeholders identified/listed; at least 20 Associated Partners actively involved;
Improved skills and competences for tourism SMEs and increased competitiveness.	Structure of the webinar's education and training co-programmes and related learning materials; List of participants evaluation	100 participants to the education and training programme with improved skills
Ensuring the practical and economic viability of the initiative and the resulting network.	N. of added countries; Scaling up of the governance model	at least 5 added countries involved

7. Content of Training Courses and Peer Learning experiences

SMEs are expected to contribute through presentations and peer-to-peer training sessions, and their schedule will be integrated into the program following the approval of their proposals by the consortium. Similarly, service providers will conduct training presentations focusing on the utilization and applications of emerging technologies. These training sessions within the hub aim to enhance the matchmaking process by fostering familiarity among hub members. The training needs of SMEs will be assessed based on their self-diagnoses, and the amalgamation of these inputs will shape the ultimate training plan. Table 1, "Euro-emotur Training Schedule," will visually represent this comprehensive training framework.

Key Topic	Seminar	Responsible	Keynote Speaker	Contents	Date / Time	Modality	Promotion date	Registration dates	Target audiences	Number of participants
1	Exploring the latest trends in tourism communication	ULPGC-TIDES								
2	Developing innovative tourism products and experiences	ULPGC-TIDES	Sergio Moreno	Tips to render a memorables experience	March 14:00 CET	Online	1 month before	Closing 3 days before	SMEs	
3	Being a better client for your web agency I: - Google analytics: basic KPIs	CISSET	TBD	Basic knowledge on understanding the web analytics KPIs and what they mean	March	Online	1 month before the due date	2 days before the due date	SMEs	Up to 30



4	Being a better client for your web agency II - Social media: setting targets and monitoring performance	CISET	TBD	The course aims to show some basics on how social media work to support the SMEs to set targets for their own social media and monitoring how they are managed	April	Online	2 months before the due date	2 days before the due date	TBD	TBD
5	Being a better client for your web agency III - basic rules you have to know about designing an effective website	CISET	Federica Montagnuti	Basic rules to follow to design a website: where should the BE be, positioned, the kind of pictures to use, where to position relevant information, color for the CTAs	February	Online	1 month before the due date	2 days before the due date	SMEs	TBD
6	AI and tourism SMEs: what can AI do for you? Part I - General Content management and creation	CISET	TBD	An overview of the possible help AI can provide in creating or managing content for tourism SMEs with examples on how it can be practically used	March - to be registered or repeated in July or other	Online	1 month before the due date	2 days before the due date	SMEs	



					period for the travel agents					
7	AI and tourism SMEs: what can AI do for you? Part II - Customer relationships	CISET	Valeria Minghetti	How AI can be employed to support in the management of customer relations: chatbots, to virtual assistants, conversational commerce, adapting the content to the buyer persona, etc. with applied examples	TBD	Online	2 months before the due date	2 days before the due date	SMEs	
8	Developing a Data Driven approach to decision making	Haaga-Helia	Kristian Sievers	How can data help in different management situation? How to combine different data sources for better understanding	March - April	Online	1 Month before the due date	2 days before the due date	SMEs	TBD
9	Leveraging technology to create unique offerings, with XR, AR and VR	Haaga-Helia	Pasi Tuominen	How can different technologies be used to create meaningful experiences?	April-May	online	1 Month before the due date	2 days days before the due date	SMEs	tbd



				Case studies and examples of digital experiences						
10	Introduction to the use neuromarketing tools	Haaga-Helia	TBD	<p>Introduction to neuromarketing and its applications. Practical use of eye tracking, EEG, and face reader technologies.</p> <p>Enhancing customer experiences with neuromarketing insights</p>	February-March	online	1 month before the due day	2 days before the due day	SME's	TBD
11	There's never a second chance to create a first impression. What can Eye Tracking do for you?	ULPGC - TIDES	Patricia Picazo	<p>Introduction to the concepts of projected and perceived images. Practical tips to improve the image the SMEs project to their target audience.</p>	March-April	online	1 month before the due day	2 days before the due day	SME's	

7.1. Peer learning experiences

Active participation in the discussion forum will be promoted through the implementation of specific topics each week. In addition, guided discussions will be facilitated to direct interaction towards relevant areas and stimulate ongoing participation.

Examples of Suggested Discussion questions or topics:

- What are the main challenges facing tourism SMEs today?
- How have they successfully managed the digital transition in their companies?

This Euro-emotur campus structure pretends to be an event where participants engage in brief, focused conversations to expand their professional networks as well as they acquire neuromarketing knowledge and implement digital tools to grow in the tourism sector.

- **Feedback and Peer-to-Peer Evaluations:**

Peer feedback within the Euro-emotur project will be actively encouraged as an integral part of the collaborative learning and knowledge-sharing framework. This process involves assigning participants the responsibility of reviewing and providing constructive feedback on the work of their fellow peers. This approach aligns with the overarching goals of Euro-emotur, which focuses on creating a digital ecosystem hub to enhance the digital skills of small and medium-sized enterprises (SMEs) in the tourism sector.

7.2. Digital content Materials

According to the Euro-emotur campus structure the digital materials used will focus on providing high-quality educational resources that support effective and engaging training. The goal is to create an enriched learning environment that involves participants and promotes the mastery of essential skills in the field of emotional tourism.

- **Digital Materials:**



Interactive Platform:

Utilization of an interactive and user-friendly digital platform that facilitates navigation and access to materials. Integration of progress tracking tools for monitoring SMEs.

Webinars:

Creation of audio content through webinars to complement written materials, offering a more diverse and accessible learning experience.

Digital material :**a) Videos:****Thematic Modules:**

Engaging video content for each thematic module, providing visual explanations and real-world examples to enhance understanding.

Case Studies:

Video presentations of real-world case studies, allowing participants to witness the application of concepts in practical scenarios.

b) Lectures:**Narrated Presentations:**

Audio-enhanced presentations providing in-depth coverage of theoretical aspects of emotional tourism, ensuring a comprehensive learning experience.

Interactive Slides:

Lecture materials supplemented with interactive slides, quizzes, and discussions to actively engage participants in the learning process.

c) Technology Sheets:**In-Depth Technology Guides:**

Comprehensive guides detailing the latest technologies relevant to emotional tourism, with insights on how to leverage them effectively.

Application Scenarios:

Practical application scenarios illustrating how specific technologies can be applied to enhance emotional experiences in the tourism sector.

8. Conclusions

In conclusion, Work Package 5 (WP5) endeavors to establish a digital ecosystem hub that ensures the sustainability and broad-scale expansion of the project to a diverse range of SMEs and stakeholders. The Euro-emotur CAMPUS, a multifaceted platform, lies at the core of this initiative, fostering collaborative learning, knowledge-sharing, and transnational cooperation. The specific objectives encompass enhancing SMEs' digital skills, implementing innovative solutions, and encouraging long-term activities.

This deliverable focuses on the design of a comprehensive European education program, both online and offline, aimed at improving SMEs' digital content, online reputation, and adaptability. The Euro-emotur Campus is structured around key pillars, detailing its operational aspects, hierarchical



content organization, technologies utilized, organizational structure, and key performance indicators.

The operational aspect of the Euro-emotur platform leverages MS TEAMS for seamless registration, integrated workshops, and real-time interaction. The hierarchical structure of content ensures a user-friendly experience, with main categories, subcategories, and workshop sessions tailored to SMEs' diverse needs. Technologies utilized include MS TEAMS, cloud-based infrastructure, and integration with Office 365, providing a secure and collaborative learning environment.

The organizational structure involves a moderation team, decision-making processes, user support, and community building, all aimed at creating a positive and engaging online community. Key performance indicators will assess the platform's success and efficiency.

In essence, the Euro-emotur initiative, embodied by the Campus, not only addresses the immediate goals of digital upskilling but also establishes a sustainable and collaborative ecosystem that empowers SMEs in the ever-evolving landscape of digital tourism.