



AVIP Trainers Guide

AVIP Trainers Guide Contents

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1. Adventure Tourism Innovative Partnerships (AVIP) Project

Adventure tourism is widely recognised as a powerful tool that can promote sustainable development in rural and economically marginal areas, generating smart employment and jobs growth, as well as providing strong incentives for conserving the natural environment.

The Adventure Tourism Innovation Partnerships (AVIP) project aims to deliver high quality, highly relevant high-level education and skills that support retention of high calibre staff in peripheral/rural regions. It will support the growth of SMART jobs to stimulate regional adventure tourism economies and business performance.

Responding to regional skills gaps, the flexible learning pathways will up-skill graduates, entrepreneurs, and staff through HE learning that enhances their digital competencies and entrepreneurial capabilities to meet the changing needs within the adventure tourism industry.

There is a need to develop skills in a range of areas to support the industry's ambitions for growth, including: management and leadership; enabling high quality customer experiences; and ensuring the availability of appropriate training. Therefore, adventure tourism has transformative potential, particularly for those economies constrained by structural weaknesses and disadvantage by their remote locations, including AVIP partners in Scotland, Estonia, Ireland and Bulgaria.

“We must not slip into the false divide between vocational and academic pathways”.

AVIP tackles this challenge head on; developing innovative partnerships and new models of HE based around highly flexible learning pathways, tailored to meet digital and innovation skills, empowering businesses to respond to growth opportunities within the adventure tourism economy.

Our main focus is on developing education and training programmes to strengthen the skill base of young people and adults working in the adventure tourism sector. The outputs include innovative study modules aimed at practitioners and employees, as well as students. Cross-cultural forums will be created to ensure an alliance that pools resources, expertise and experience from across the trans-national partnership. The project will help SMEs to upskill in marketing and digital technologies. Learners will acquire the technical skills required to implement effective digital marketing, as well as the product innovation skills that are critical to entrepreneurship and businesses growth.

The Adventure Tourism Innovation Partnerships (AVIP) project is transformative since it creates lasting impact for HEIs and their graduates, entrepreneurs and businesses,

particularly SMEs and their employees and responds directly to the transformational changes in sustainable tourism. The AVIP Project consists of 4 main sections;

1. Adventure Tourism Regional Innovation Partnership Plans

Collaborating to identify skills gaps, develop flexible learning pathways and exchange best practices for results-based pedagogy.

2. Course 1 Immersion in Digital Technologies Open Educational Resource

Partners introduce innovative training to transform graduate and SME capacity to digitise their business experience.

3. Course 2 Innovating New Products: Open Educational Resources

Learners will unleash their creative capacity through acquisition of commercialisation skills and competencies.

4. Open Online Collaborative Learning and Knowledge Exchange Platform

A mobile platform promotes 'communities of learning'; fostering transnational cooperation to speed up learning to improve innovation through a virtual cluster.



Useful Main Website Links

| | |
|---|---|
| Official AVIP Website | www.adventuretourism.eu |
| Adventure Tourism Regional Innovation Partnership Plans | Adventure Tourism Regional Partnership Plans |
| Online Course 1 Online Course 2 | <ol style="list-style-type: none"> 1. Immersion in Digital Technologies 2. Innovating New Products |
| Open Online Collaborative Learning and Knowledge Exchange Platform | <ul style="list-style-type: none"> • Digital Technologies Open Educational Resources • Open Online Collaborative Learning • Special Interest Groups • Virtual Talks |
| Facebook | https://www.facebook.com/adventuretourism.eu/ |

2. Adventure Tourism Innovative Partnerships (AVIP) Courses

This AVIP course has been specifically developed as an innovative learning tool which will educate Higher Education and Vocational Education Trainers on how best to approach adventure tourism as a subject. The aim is that this course will equip you with all of the tools required to respond effectively to challenges and changes within the sector. We have developed innovative resources, which have been created by partners with specific, expert knowledge in the specific areas.

‘Brilliant course, lots of extra resources such as videos and articles which make for great reading and watching, 10/10 I would recommend’

This is a free, open access course which is designed to be a flexible learning tool. This means you can take this course full time, part time or just whenever you get a free minute in your busy schedule. Learning online offers you more time to fully absorb the information. The Modules are available in [English](#), Estonian, Bulgarian and [Dutch](#).

‘This course is so thorough, I can’t believe that this much amazing information is freely available’

The course is modular, and you can dip into and out of the modules as you choose, however we recommend that you start by clicking on the course and then following the modules in the suggested order. Each module comprises a SlideShare presentation on

the topic (on the left in the table below) and then a set of extra resources such as exercises, participant handbooks and videos (on the right). The Modules are available in

The Adventure Tourism Innovative Partnerships (AVIP) Training Toolkit is modular in format, meaning teachers and trainers can dip into and out of the modules as they choose, however when delivering the course, we recommend that you start by delivering the course overview and then sequentially follow the modules in the suggested 1 to 8 order as below.

Course 1 Immersion in Digital Technologies

There are 8 Modules in Course 1 Immersion in Digital Technologies. Each of the 8 Modules comprises of a main SlideShare on the topic with PDF/Weblinks/Videos and a set of extra resources, tasks and exercises. What follows in this section is an overview of each module with a Module Outline, Learning Objectives and a list of the exercises, tasks and activities included with each. The main module titles are;

- Module 1** The Future Adventure Tourism Traveller
- Module 2** Future Trends in Technology & Travel
- Module 3** Marketing Campaigns & Strategies
- Module 4** Customer First Marketing
- Module 5** The Adventure Tourism Website
- Module 6** Digital Social Media Marketing
- Module 7** Travel Apps, AR, VR & MR
- Module 8** Immersive Digital Technologies

| Module 1 | The Future Adventure Tourism Traveller |
|-----------------------|---|
| Overview | The travel industry has its work cut out as we head into the future. With the continued growth of travel and evolving travel preferences set against the backdrop global safety concerns and technology evolving it is no wonder tour operators and activity providers are faced with higher expectations from more sophisticated travellers. The objective of this Module is to help you understand how Adventure Tourism is evolving from the Adventure Travellers perspective and how you can put simple proactive strategies in place to keep up with these global trends and the evolving Adventure Traveller's Travel Experience. |
| Module Outline | <ul style="list-style-type: none"> • Future Adventure Traveller Explained • New & Growing Markets |

| | |
|--|---|
| | <ul style="list-style-type: none"> • Keeping Up with Global Trends • New and Growing Trends • The Future Travel Experience |
| Learning Objectives | <ul style="list-style-type: none"> • Understand what an Adventure Traveller is, the different types of Adventure Travel activities and what a typical Adventure holiday looks like • Be familiar with the different New and Growing Markets that are leading us into the future • Learn how these future markets differ, what their expectations are and how you can meet those expectations by implementing and adjusting simple business and marketing strategies • Learn why it is important to keep up with Global Trends • Become aware of the differences and advancements of Adventure Tourism Global Trends in comparison to Mass Tourism Global Trends • Understand why Adventure Tourism attracts High Value Customers • Learn how New and Growing Trends may impact your business and how you can work with these trends to benefit your bottom line • Identify Solutions on how to accommodate the Future Travel Experience |
| Exercises & Activities Included | <p>Exercise 1 How to focus on the Gen-Xer market – be Online</p> <p>Exercise 2 Adding creativity to conventional travel itineraries for the Curious Traveller</p> <p>Exercise 3 Tailor your tours and itineraries to the Arabic & Indian Markets</p> <p>Exercise 4 Translating your communication materials and channels</p> <p>Exercise 5 How to be China ready!</p> <p>Exercise 6 How to focus your content on the LGBTQ market</p> <p>Exercise 7 Add Quality Traditional Homestays to Your Packages</p> |

Exercise 8 Create WOW Experiences - Start Here!

Exercise 9 Deliver Extraordinary Experiences Through Storytelling

Additional Reading, Videos, Case Studies, Websites

Example Best Practice Solo Female Traveller Itinerary

Example G Adventure Best Practice Travel Styles with Videos

Read: How Gay Travel is Different

Read: About Speech Analytics

Read: How to harness Customer Insights through Analytics

Video: Mobilisation, Personalisation, Socialisation

Video: 2016 The Year of Seamless Travel

Website & Videos: G Adventures Customised Travel Styles

Video: G Adventures Customised Travel Styles

Website: Intrepid Travel Best Practice Itinerary Ireland – Solo Female Traveller

Module 1

Sample Slide 23

The Rise of Eastern Arabic & Indian Markets

The Rise of Eastern Arabic & Indian Markets

1.2

- By 2020, researchers predict the **Arabic market will grow by 50%** and UNWTO expects **50 million Indians to have taken a trip abroad**
- **Arabic market expect a luxurious travel experience.** With **3 out of 4 trips considered to be leisure travel**, travel spending is set to reach USD 50 billion) by 2027.
- **More than 50% of Arabic travellers are Millennials**
- For the **Indian market**, while the family may consist of older folks who prefer a more relaxed itinerary and the **younger folks who prefer more adventurous excursions**, that does not stop them from travelling together. They're more than happy to split up to do their own thing and reconvene later to catch up.



Source Treksoft Travel Trend Report 2018

Adventure Tourism | www.adventuretourism.eu

| Module 2 | Future Trends in Technology & Travel |
|-----------------------------------|--|
| <p>Overview</p> | <ul style="list-style-type: none"> • This module will examine the future of Adventure Tourism travel and trends particularly in terms of technology in transport, accommodation and marketing and how it may affect Adventure Tourism businesses. Adventure Travelers are increasingly more connected, they rarely leave without a phone or tablet to decide, book, organise, navigate and capture their holiday moment. This module will arm you with the tools, knowledge and resources tailored to Adventure Tourism businesses so they can develop and deliver a ‘one of a kind’ experience facilitated by technology. The result is they will truly transform their experience and how they do business effectively and efficiently – the first thing they have to do is reimagine their offering in a user and mobile-first way. |
| <p>Outline</p> | <ul style="list-style-type: none"> • Virtual Reality has Become a Bigger Part of our Reality • Looking into Now & the Future of Tourism & Travel • The Future of Tourism Travel Apps • Future of Marketing Technology – What the Experts Say! |
| <p>Learning Objectives</p> | <ul style="list-style-type: none"> • You will learn how future technology will impact your business • Discover how Augmented Reality can influence the decision-making process both in-destination and during the decision making and booking stages • Understand how important the future of travel Apps are to your business and how to get on the band wagon! • You will see and understand first-hand the most up to date examples of future of technology advancements particularly in travel, accommodation and purchasing • You will learn how travel Apps and the internet can help bring market access your businesses even if it is located in the most remote corner of the world • Understand how marketing technology has advanced taking over more traditional marketing • Learn how your business can benefit from automated |

| | |
|---|---|
| | <p>communication</p> <ul style="list-style-type: none"> • You will learn that at a minimum you need an internet connection, a website, 24/7 connectivity and other online platforms to effectively market and communicate with your customers • You will learn how future technology will impact your business • Discover how Augmented Reality can influence the decision-making process both in-destination and during the decision making and booking stages • Understand how important the future of travel Apps are to your business and how to get on the band wagon! • You will see and understand first-hand the most up to date examples of future of technology advancements particularly in travel, accommodation and purchasing |
| <p>Exercises & Activities Included</p> | <p>Exercise 1 Localisation: Include Destination Information in Your Content</p> <p>Exercise 2 Localisation: Translate Your Website Using Google</p> <p>Exercise 3 Localisation: Take Your Website Localisation Further – The Entire Website Translation Suite</p> <p>Exercise 4 Conversational Interfaces: Implement a Chatbot for Your Business, 2018</p> <p>Exercise 5 Conversational Interfaces: Turn on Voice Search on your Android Phone or Tablet</p> <p>Exercise 6 Conversational Interfaces: Voice Search Apps on Google Play</p> <p>Exercise 7 Conversational Interfaces: Enable Google Assistant for iOS on your iPhone</p> <p>Exercise 8 Conversational Interfaces: Enable Voice Search on Your Computer</p> <p>Video & Website: Introducing Google Earth VR</p> |

Future of Marketing Technology - What the Experts Say!

2.4

“ **Rise of Automation** – not just marketing, bringing highly contextual information from beacons, sensors, and the internet of experience into content marketing „

Rebecca Lieb, Kaleido Insights

“ **Geofence Marketing** will be fully democratized. Marketers will embrace this distribution channel as a way to deliver highly customized and targeted communications and content to prospects based on location and demographic data „

Vishal Khanna, HealthPrize Technologies

Content must be connected! Brands will be doing more with voice, the Internet of Things, and skills for Alexa and Google Home. 2018 will reward predictive, personalized, frictionless content.



JULIE FLEISCHER

@jfly

VP, Product Marketing
Neustar

[Content Marketing Predictions 2018](#)

Adventure Tourism | www.adventuretourism.eu

| Module 3 | Marketing Campaigns & Strategies |
|-----------------|--|
| Overview | Effective marketing requires “big picture” strategies for your online/offline channels as well as organized implementation of the details of topics like content creation, distribution and discovery channels, and how to measure, evaluate and update your strategy. Customize this best practice, step-by-step process to your adventure tourism business needs. The objective of this Module is to provide you with practical easy to follow Marketing Strategy techniques and tactics. You will learn how to structure a Marketing Plan & Marketing Campaign and identify your key marketing goals per campaign. You will learn the key marketing tools you need to deliver an effective campaign and how to measure its performance. |
| Outline | <ul style="list-style-type: none"> • Marketing • Marketing Toolkit |

| | |
|--|---|
| | <ul style="list-style-type: none"> • Marketing Strategies • Value Proposition • Market Segmentation • Marketing Campaigns • Digital Marketing Channels • Key Performance Indicators • 15 Highly Effective Digital Marketing Tactics |
| Learning Objectives | <ul style="list-style-type: none"> • This section you will understand Marketing Strategies & Campaigns • You will understand how each of the Strategic Marketing Plan & Campaign elements interact with each other and how each have their own important part to play when delivering an effective Strategic Marketing Plan • Section 1.2 covers '15 Highly Effective Marketing Tactics You Can Implement Today'. These tactics are simple, affordable checklist guide • At the end there are a number of tasks to give you the opportunity to practice what you learned. Remember you won't get it perfect first time, very few do, practice makes perfect! |
| Exercises & Activities Included | <p>Exercise 1 Click on the link to Determine your Unique Value Proposition?</p> <p>Exercise 2 Start Putting a Marketing Campaign into Action</p> <p>Exercise 3 Start a Digital Marketing Campaign</p> <p>Exercise 4 Implement Google Ads using its Easy to use Tools for Small Businesses</p> <p>Exercise 5 Geo Targeted Ads – Set up Optimised Location Targeting with Google AdWords</p> <p>Exercise 6 Partner with Apps like inspirock, don't stop there</p> <p>Exercise 7 Set Up Your Google+ Business Account this is most important and its FREE</p> <p>Exercise 8 Get Excited to Rally Up Your Brand Ambassadors: Organise a special evening for your local ambassadors and have</p> |

a great time showing them what you do best!

Module 3

Sample Slide 40

Marketing Campaigns & Strategies

Strategic Marketing Strategy *Example*

3.1

OVERALL MARKETING GOALS

Increase Direct Product Sales by 10% *By increasing organic and referral traffic to your website by 50%*

DIGITAL MARKETING STRATEGY

TACTIC 1

Tactic 1: Review and update Website Keywords and Meta Tags *To improve your SEO*

KPI

KPI: 25% increase in organic traffic to site *To check if it is working from when you update the site, you can check with Google Analytics to measure it*

KPI MEASUREMENT

KPI Measurement: Google Analytics*

| Module 4 | Customer First Marketing |
|-----------------|--|
| Overview | It is important to identify your most ideal and profitable customers from the outset. This is why before you start implementing your Marketing efforts you know who your ideal customers are exactly. Customer Focused Marketing or Customer First Marketing is a strategy that places not just any customer but your ideal customer(s) at the centre of all your marketing. You simply can't target every customer your marketing needs to be focused, it is then you will boost your profits. The Objective of this module is to help you better understand your ideal customer, the value of customer focused marketing along with real world examples and tips on how to influence them at different stages of their decision making |
| Outline | <ul style="list-style-type: none"> • How to Identify Your Ideal Customer? • Profiling Your Ideal Customers |

| | |
|--|--|
| | <ul style="list-style-type: none"> • The Decision-Making Journey • How TripAdvisor Works |
| Learning Objectives | <ul style="list-style-type: none"> • This section you will learn how to identify and profile your most ideal and profitable customers, know what they want, need and how to get them to book your experience • You will learn the 5 Core Stages & Micro Moments in the Adventure Traveller Decision Making Journey and how you can influence the decision making to ultimate bookings • You will be presented with your online/offline Decision-Making Marketing Bible which includes all the online/offline marketing tactics needed • You will learn the TripAdvisor Popularity Ranking Algorithm which is critical when considering Decision Making Marketing |
| Exercises & Activities Included | <p>Exercise 1 Create your own profile sheet for each of your ideal profiled guests</p> <p>Exercise 3 Match your Ideal Customers by creating a Saved Audience.</p> <p>Exercise 4 Check if your Ideal Customers have visited your website** via a Website Custom Audience.</p> <p>Exercise 5 Check if your Ideal Customers are currently visiting your destination via “Location” Targeting</p> <p>Exercise 6 Check if your Ideal Customers are on your email database via a Custom Audience</p> <p>Exercise 7 Set up a TripAdvisor Account</p> |

Module 4

Sample Slide 22

Customer First Marketing: Profiling Your Ideal Customer



Solo Male Traveller
Bill Hennessy
Engineering Manager

Needs: a room to himself preferably in a small comfortable budget accommodation in a remote quiet location, wash facilities, wi-fi, room change, to have decent hiking and trekking maps, gear locker, travelling during winter so he can get winter weather conditions, may go surfing will need a winter wetsuit, will have his own hiking gear but may need camping supplies and a tent to be included as a complementary if required

Customer First Marketing

Profiling Your Ideal Customer

4.1

You use the profiles across the business when discussing such guests, when determining what their **packages should look like**, what they typically purchase, what their **preferences** are, **why they are travelling**, **how long are they coming for**, **what they like to eat**, **what they are searching for**, what is their **wish list** (e.g. stay a night in a lighthouse), **entertainment** they like, when they walk in through the door **what is going to make their experience exceptional**, what is their **bucket list**, **what do they not like** is as important as what they do like, **what are they here for** (to relax, find love, escape the chaos, do something different and unique), **what experiences would they enjoy**

Source: tourismeschool

Module 5

Adventure Tourism Websites

Overview

More than 80% of prospective tourism customers start their research on the internet. A well designed and maintained website is a very important tool for any tourism business to attract these potential customers and generate high quality leads. This Module will show you how to build your business website, how you can get people interested in your services to visit it. It will show you how to utilise different online marketing channels from SEO, pay per click campaigns to social media to create a stream of website visitors. But remember all these methods can only increase the number of visitors to your site. But unless you convert these visitors to customers your business will not grow. You will not be able to convert your website visitors to customers if your website is not designed properly. Without a thoughtfully designed website, generating high quality leads is impossible.

| | |
|--|--|
| Outline | <ul style="list-style-type: none"> • Making a Good First Impression Online • Let's Go from a Good First Impression to a Great First Impression • 12 Call to Action Buttons that will Double Your Sales • How to Get in Front of Your Customers Online |
| Learning Objectives | <ul style="list-style-type: none"> • This Module will bring you through optimum website development explaining why your website is so important, how you can maximise bookings and experience engagement by incorporating different development aspects such as; brand differentiation, google analytics and SEO • You will learn how to go from having a good website first impression to a great first impression. All with the Adventure Tourism business in mind. The 12 CTA buttons are what will double your sales • TrekkSoft is an online affordable booking provider specifically for Adventure Tourism and is assessed on how they can match the suggested strategies in this module |
| Exercises & Activities Included | <p>Website Development</p> <p>Exercise 1 Create your own website using recommended affordable website builders Wix or Weebly</p> <p>Exercise 2 Share and embed your Promotional Business or Destination YouTube video on your pages to entice visitors to visit</p> <p>Exercise 3 Have a sales-optimized website</p> <p>Exercise 4 Let agents and partners sell your tours</p> <p>Exercise 5 Incorporate Display "book now" buttons</p> <p>Listing Your Business Online</p> <p>Exercise 1 Claim your business on Yelp</p> <p>Exercise 2 Get your business listing on AroundMe</p> <p>Exercise 3 Make sure you have your business listed on Google My Business</p> <p>Exercise 4 List your business on Trip Advisor</p> <p>Exercise 5 Set up Google Alerts It will send you an email to</p> |

inform you of any content changes and notifications e.g. track your business reputation

Exercise 6 Create a blog with WordPress to increase SEO, engage the viewer, inform them, make them stay longer and ultimately get a booking

Exercise 7 Start using Google Analytics so you can track and measure visitor movements

Exercise 8 Check your page speed with Google Page Insights

Exercise 9 How to Optimise Your Google Maps Listing in Google My Business Insert a Google Map into Your Website

Website Content Development

Exercise 1 Start Writing Top Notch Copywriting. A full of step by step writing guides for your website, marketing content and blog posts

Exercise 2 Ultimate Mobile Photography Guide for Tour & Activity Providers

Exercise 3 How to Use Emotional Images for High-Converting Landing Pages Every Time

Add 360-degree tours and live chat to your website

Exercise 1 Create a 360° Virtual Tour for FREE with any 360 ° Camera (approx. \$200 Camera

Exercise 2 Adding 360 ° Images to Your Website

Exercise 3 How to Use the Facebook Guide for 360 Videos

Exercise 4 Set up your LiveChat today

Directory

Suggested European Adventure Tourism Website Directory: Bulgaria, Estonia, Scotland, Ireland

Module 5

Sample Slide 66

Website: Going from a Good First Impression to a Great First Impression

5.2

The screenshot shows a Google search for "adventure travel scotland". The search results list several tour operators, with "MacBackpackers Tours of Scotland" prominently displayed. The search results include a star rating of 5.0 (9 reviews), the address "105 Royal Mile, High St, Edinburgh EH1 1SG, UK", and the phone number "+44 131 558 9900". To the right, a map of Scotland shows markers for "Wild Scotland" and "Haggis Adventures". Below the search results, a red banner reads "Google Maps Integration".

Google Maps Integration

| Module 6 | Digital Social Media Marketing |
|------------------------|---|
| <p>Overview</p> | <p>There is no denying that social media has had a dramatic impact on the way we experience the world around us. There are few industries that can take advantage of its marketing opportunities like tourism can. Social media and tourism marketing are indeed a match made in digital heaven! Why? For starters, travel is one of the most shared topics on “The Big 3” social networks (Facebook, Twitter, and Instagram). People love sharing new experiences and travel is full of them. We also love telling our networks about our upcoming travel plans and reminiscing about them after we’ve returned. This Module will bring you through the main social media tools suitable to the Adventure Tourism industry and show you how do you make the most of these powerful tools</p> |
| <p>Outline</p> | <ul style="list-style-type: none"> • The Ultimate Facebook Checklist • The Perfect Facebook Post |

| | |
|--|---|
| | <ul style="list-style-type: none"> • What to Avoid on Facebook • Instagram Cheat-sheet • Useful Social Media Tools |
| Learning Objectives | <ul style="list-style-type: none"> • You will learn how to post the perfect Facebook Post • You will learn that travellers are prone to seeking help on Social Media Platforms via peer recommendations and inspiration and then use secondary sources to fill in their information gaps • You will learn about Instagram and Snapchat and the different useful tools that can help you put it altogether • Brand Reputation Management is explained with recommended tools |
| Exercises & Activities Included | <p>Exercise 1 Create an Audience Log-on Facebook Ads Manager</p> <p>Exercise 2 How to add a Call to Action Button to your Facebook post</p> <p>Exercise 3 How to add text to your photos on Instagram using Wordswag</p> <p>Exercise 4 How to find hashtags that work using Insta Tag</p> <p>Exercise 5 How to repost with Instagram and give credit to the original Instagrammer using Repost</p> <p>Exercise 6 How to create an Instagram Business Profile</p> <p>Exercise 7 Create Instagram Ads in Ads Manager on Facebook</p> <p>Exercise 8 How to leverage your Snapchat business account</p> <p>Instagram Travel Pages and Blogs to Follow</p> <p>Social Media & Blogs to Follow across Europe</p> |



What will be Covered in this Section

6.2

- Changes and Updates made to Instagram
- Insights into the Best Practices for posting on Instagram throughout this section
- The Ultimate Instagram Cheat Sheet
 1. Posting Content
 2. Driving Engagement
 3. Growing Your Followers
 4. Measuring Performance
 5. Instagram Advertising
- 5 Ways to Gain More Instagram Followers
- Instagram Travel Pages and Blogs You Should Follow

Adventure Tourism | www.adventuretourism.eu

| Module 7 | Travel Apps, AR, VR & MR |
|------------------------|--|
| <p>Overview</p> | <p>It is important for Adventure Tourism businesses to not only need to engage users before they come to the region, but ensure their overall experience is maximised throughout a visit - giving them plenty of reasons to become advocates once they return home. As much as you can research before making a trip, tourists now crave easy access to information once they actually arrive. It's great being able to offer this through a website or social media accounts, but Apps are becoming increasingly more popular in allowing users to surface information as and when they need it. This Module will bring you through the step by step process in considering and developing your own destination or business Travel App.</p> |
| <p>Outline</p> | <ul style="list-style-type: none"> • Why Adventure Tourism Needs Travel Apps • Developing a Travel App • Case Study: Extreme Ireland Travel App • Augmented Reality, Virtual Reality, Mixed Reality & 360 |

| | |
|--|---|
| | <p>Degree Video</p> <ul style="list-style-type: none"> • How can Businesses Use AR, VR, MR, 360 Degree Videos as Marketing Tools • VR & AR App Development • Treksoft Mobile Management App |
| Learning Objectives | <ul style="list-style-type: none"> • This section will help you understand how important Travel Apps are to the Travel Industry but particularly Adventure Tourism. Since Adventure Tourism doesn't have the typical shop door technology is key to ensuring potential visitors find you. • Learn how to develop your own Travel App so your visitors can download and explore what to do in your destination and engage with and learn about your experience. • Learn how to incorporate different media and technologies such as AR, VR, Mixed Media and 360-degree Videos • Learn the different types of funding available and Treksoft's Mobile Management App specifically designed for Adventure Tourism businesses |
| Exercises & Activities Included | <p>Exercise 1 How to develop a Travel App</p> <p>Exercise 2 Get in touch with an App Developer, list of European contacts provided</p> <p>Exercise 3 Get in touch with a 360-degree video service provider, list of European contacts provided</p> <p>Directory with recommended Adventure Tourism Apps and Augmented videos</p> |

Worlds First Virtual Reality Travel Search Booking Experience

7.1



The world's first Virtual Reality travel search and booking experience

Module 8

Marketing Campaigns & Strategies

Overview

It won't be long before you ask yourself how you travelled without AR/VR. This also goes for the people who like to go camping in the middle of nowhere, if we ask: how did you find your campsite? How did you hear about the area you wanted to visit? How did you know it was the perfect spot? How did you ultimately get to your destination? Even if you take a tech-less vacation, once AR/VR become staples within the industry, you will likely use 360 photos or videos to view your campsite. The point is, that once these things become more integrated into our everyday lives, similar to smartphones, you won't be able to avoid them altogether. These technologies will change the tourism landscape in many other ways, too. From start to finish, the entire experience will be more enjoyable for the vast majority of people. This module will explain how you can get your business engaged.

Outline

- 360-degree Videos Provide Massive Potential for Adventure

| | |
|---|---|
| | <p>Tourism</p> <ul style="list-style-type: none"> • Make Your Own 360-degree Videos in minutes, practically free • Case Studies: Experience Development Using Immersive Technology • Drones are Changing the Adventure Tourism Industry • Drones are Changing Tourism Marketing • What to Consider Before Investing in a Drone • Drone Tutorials |
| <p>Learning Objectives</p> | <ul style="list-style-type: none"> • This section will help you understand how you can incorporate affordable quick 360-degree videos into your marketing content and strategies by just using your phone. • You will learn how drones and digital content is changing the tourism landscape. To remain competitive we must build on experience development and communicating this experience development is just as important. • You will learn destination promotion comes part and parcel to business promotion. Particularly in Adventure Tourism the destination is King! Using technology allows you to put your best foot forward. Give customers more than one reason to day so they don't just stop by but stay on vacation |
| <p>Exercises & Activities Included</p> | <p>Exercise 1 Make your own 360-degree videos in minutes and for practically free</p> <p>Exercise 2 Build a 360-degree tour from your computer</p> <p>Exercise 3 Create a Virtual Tour in Google Earth</p> <p>Exercise 4 How to import 360-degree photos on Google</p> <p>Exercise 5 Immerse yourself in Wild Atlantic Way 360-degree videos at home</p> <p>Exercise 6 Learn how to use a drone following 'Man and Drone' YouTube Tutorials</p> <p>Exercise 7 Put free destination drone footage on your website</p> <p>Exercise 8 Getting together as a destination to create destination drone footage</p> <p>Directory with recommended Adventure Tourism Drone Service</p> |

Providers and Adventure Tourism Destination Footage in Ireland, Bulgaria, Scotland and Estonia

Module 8

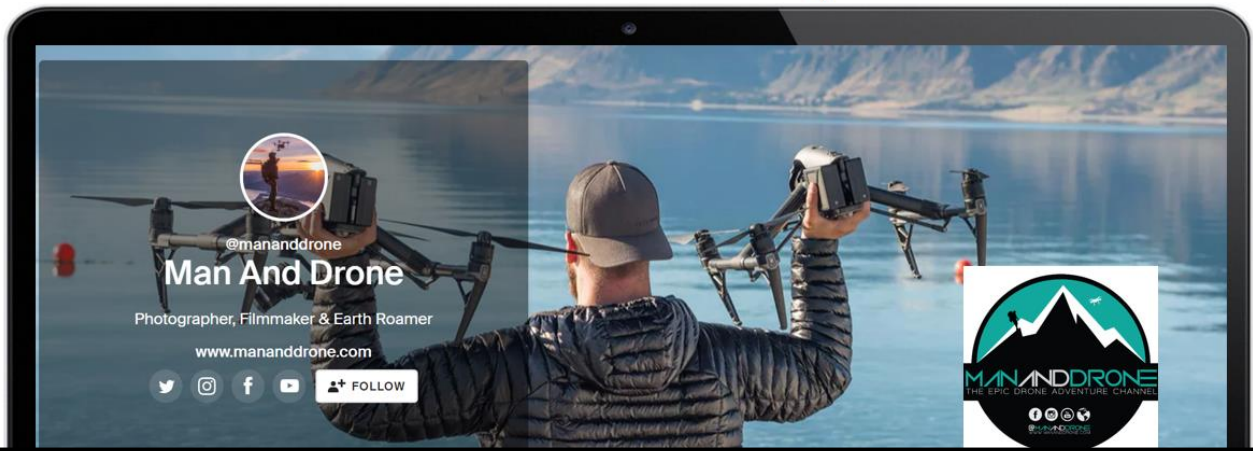
Sample Slide 68

Man & Drone Tutorials

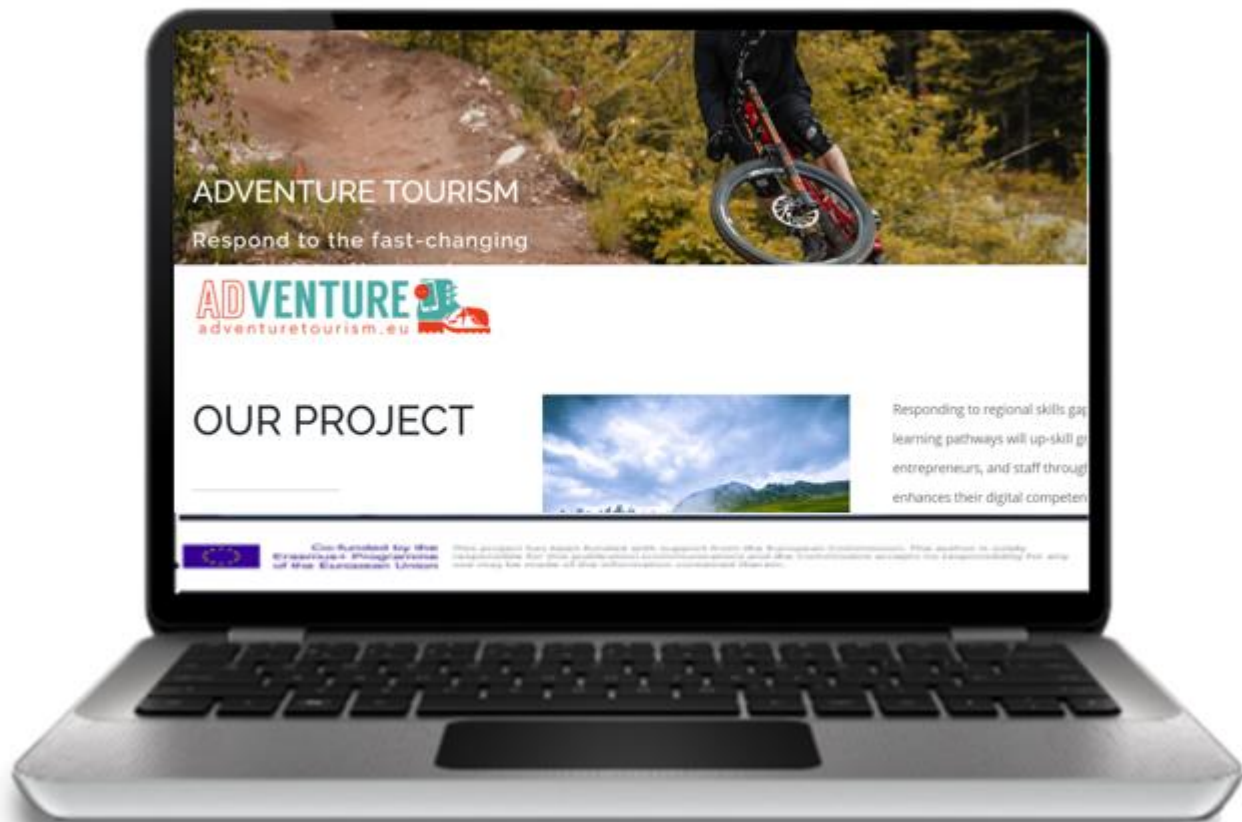
Man and Drone Tutorials

8.4

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3. Adventure Tourism Innovative Partnerships (AVIP) Course Delivery



The Adventure Tourism Innovative Partnerships (AVIP) course curriculum can be delivered in a number of ways including classroom, flipped, interactive or blended delivery. The overall architecture of the online courses and learning tools will be modular and with easy configuration of materials so that teachers and learners can add in new materials at any point in time, can change or add entirely new modules. The course can also be translated into further languages if needed. The traditional classroom delivery format can be greatly enhanced through introduction of

Flipped Classroom learners study module content prior to class with a focus on exercises tasks and assignments in class. In this setting, lectures are brief and serve to motivate the activity for the class.

Blended Learning combines electronic and online media as well as traditional face-to-face classroom teaching methods. It requires the physical presence of both teacher and student, with some element of student control over time, place, path, or pace. Learners still attend a classroom setting with a teacher present, face-to-face classroom practices are combined with computer-mediated activities regarding content and delivery.

Blended learning is most used in professional development and training settings.

Blended learning allows learners to process and learn material in a way and pace that best suits them with the teachers required to provide the foundation on what and how they learn. The teacher provides the topic and critical thinking skills and the students apply these in a way that helps them retain information. Finding practical application for information helps them retain information than a student that memorizes information.

Examples of online Blended Learning;

Rotation where the learner learns partially by classroom instruction and part virtual learning. The teachers set the schedule for the course and the students rotate through the instruction modules.

Flex is where the teacher on-site instructs the learner from a distance usually via the internet. So instead of going to the brick and mortar of the school they can learn online with their teacher.

Self-Blend is where the coursework is completely self-paced. This is good when there is a lot of course work to cover. This is based on individual classes and not the entire course making it easier to integrate into an existing course.

3.1 Delivering in a Traditional Classroom Training – with minimum digital tools

Classroom training remains one of the most popular training techniques for trainers. Typically, it is instructor-centered face-to-face training that takes place in a fixed time and place.

Adventure Tourism Innovative Partnerships (AVIP) Classroom Delivery Materials

| Classroom Tool | Suggested Uses in the Classroom | Additional Resources Required |
|---------------------------------|---|--|
| SlideShare® presentation | Training materials are developed in SlideShare. We suggest that these be displayed on a large screen for classroom delivery | Laptop/Computer Projector Large Screen |
| Videos | Videos are used to explain certain sections of the training content and to present case studies for discussion | Audio/sound system |

| | | |
|--|---|---|
| Exercises, Assessments and Quiz's | Adventure Tourism Innovative Partnerships (AVIP) Modules 1-8 contains multiple quizzes and assessments intended to help learners retain the course information, put their new skills and knowledge into practice and stimulate classroom discussions to encourage further understanding | Laptop/Computer Projector Large Screen Internet access |
|--|---|---|

Suggested delivery mechanisms as part of this delivery method

Small group discussions Break the participants down into small groups and give them quizzes and assessments or drawing exercises to do together, discuss or solve. This allows for enhanced knowledge transfer between learners.

Q & A and discussion sessions Informal question-and-answer sessions as a result of the quizzes and assessments are most effective once instant answers are received for live discussion with small groups. This allows students to learn in an informative, practical, fun and discussion-based delivery maximising learning retention.



3.2 Sample 7 Day Adventure Tourism Innovative Partnerships (AVIP) Training Timetable

| Day | Training Content |
|--------------|--|
| Day 1 | 09.00 – 13.00 Module 1 14.00 – 15.30 Module 2 |
| Day 2 | 09.00 – 13.00 Module 2 14.00 – 15.30 Module 3 |
| Day 3 | 09.00 – 13.00 Module 3 14.00 – 15.30 Module 4 |
| Day 4 | 09.00 – 13.00 Module 4 14.00 – 15.30 Module 5 |
| Day 5 | 09.00 – 13.00 Module 5 14.00 – 15.30 Module 6 |
| Day 6 | 09.00 – 13.00 Module 6 14.00 – 15.30 Module 7 |
| Day 7 | 09.00 – 13.00 Module 7 14.00 – 15.30 Module 8 |

4. More Adventure Tourism Innovative Partnerships (AVIP) Training Resources Available

Adventure Tourism Regional Innovation Partnership Plans

Adventure Tourism Innovation Partnerships have been developed in Scotland, Ireland, Bulgaria and Estonia as part of the Adventure Tourism Innovation Partnerships (AVIP) Erasmus+ project (www.adventuretourism.eu). The overall aim of AVIP is to develop the digital marketing and product innovation skills of entrepreneurs, employees and students in the adventure tourism sector. The project is based on an awareness that the current higher education and training is failing to keep up with the rapidly changing consumer needs within the adventure tourism industry. Adventure tourism is one of the fastest growing segments of the tourism industry and has been recognized as a powerful tool to support growth. As part of the project was the development of 4 AVIP Innovative Partnership Plans where the AVIP partners brought together at least 60 high level representatives of all key stakeholder organisations from each of their respective countries;

- MMS, Leitrim, Ireland
- Tallinn University, Estonia
- Varna Chamber of Tourism, Bulgaria
- Lochaber Chamber of Commerce, United Kingdom

The 60 convening representatives of stakeholders (12-15 representative from each country) included;

- Adventure Tourism Businesses,
- Business representative bodies, e.g. Chambers of Commerce and Chambers of Tourism
- VET bodies and providers,
- Education institutions
- Local/regional economic development agencies,
- Tourism and adventure tourism sector-based skills agencies
- Enterprise and tourism networks
- Voluntary, community services organizations, social enterprises
- Statutory organizations,
- Local authorities.

They came together to develop the AVIP Innovative Partnership Plans, to;

- Create 4 regional innovation partnerships that will assess learning gaps and learning objectives and make recommendations for flexible learning pathways;
- Develop, test and optimize new course curricula on digital marketing as well as new innovative products and services for the adventure tourism market;
- Promote collaboration and knowledge exchange through an open online training course.

The AVIP Innovative Partnership Plans encourage and guide organisations and SMEs how to create a similar partnership within their regions. After numerous face-to-face meetings with stakeholders, partners formed such partnerships gaining important on the ground insights regarding the current regional skills gaps in the use of digital tools and a collective review of the proposed outcomes. The AVIP Innovative Partnership Plans meetings also increased commitment to the AVIP project, steered the most suitable learning format for each region and ensured they had inherent knowledge to the project. The learning outcomes were adapted and tailored to regional needs and the production of specific learning targets. The end result is a more joined-up approach and greater implementation of the applied digital marketing and product development skills among students and local enterprises. All leading to greater employment, competitiveness and resilient regional economies. The AVIP learning resources are now much more effective and ready to be shared and replicated by other groups and consortia. Stakeholders who participated in the partnership have successfully collaborated and continue updating or improving the strategy.



The Virtual Learning and Knowledge Exchange Platform

The Virtual Learning and Knowledge Exchange Platform is an online platform that ensures learners get access to best suggested international providers and resources. It covers a multitude of up to date resources to further enrich the online AVIP learning experience and exchange of collaborative learning. The platform consists of a further multitude of Adventure Tourism resources, including;

- Special Interest Groups
- Virtual Talks
- Blogs
- Expert Interviews
- Tips & Advice
- Websites
- Instagram Influencers
- Nice Tourism Offerings
- Itineraries

The Virtual Learning and Knowledge Exchange Platform is an additional support resource to AVIP's two courses;

Course 1: [Immersive Digital Technologies](#)

Course 2: [Innovative New Products](#)

Learners get the support and expertise required to foster and build closer Adventure Tourism relationships, share information and learn to promote their communities and practices. In addition to enabling peer-to-peer interaction and exchange the tool also facilitates opportunities for peer to peer learning through useful features such as chat-based workspace. Thus, the platform fosters intra- and transnational collaboration in a 'virtual adventure tourism cluster'. This further transforms a collective capacity by widening out learners and adventure tourism business to new and more varied expertise.

The Virtual Learning and Knowledge Exchange Platform is easily accessible and can be accessed by learners who will benefit from the participant activities. It demonstrates a wider adoption of learning frameworks and regional innovative partnerships to include businesses, education (HEI, VET), support agencies and regional agencies. This further develops cross-regional communities and a wider access to a range of learning materials, advice and mentoring from experts across the sector. Thus, the platform significantly enriches the learning experience of all participants.

The learning experience is designed to suit the Adventure Tourism sector;

- It is fully mobile optimized for learning “on the go” to fit in with the times and places in which busy people want to learn
- The pedagogical approach is more effective achieving further learning outcomes by complementing AVIP Courses 1 & 2
- It is a virtual collaboration and a peer learning space providing the tools to facilitate those processes
- Learners get to communicate with the AVIP Partners and receive guidance

The platform plays a central role within our wider dissemination and communication strategy, which seeks to maximise our impact and replication of results and outcomes from this project. The platform will increase engagement with the wider stakeholder community, improving the reach and depth of engagement to guarantee wider replication of key results. See examples of the pages below;

Adventure Tourism Special Interest Groups

Adventure Tourism

<https://www.alastairhumphreys.com/blog/>

The Famous Alastair Humphreys Blog

Read 15 years of blog posts about adventures, books, photography, and making stuff happen - whether that is a microadventure or a career change.

https://www.instagram.com/al_humphreys/

<https://www.rei.com/blog>

REI Co-op Journal

Read the REI Co-op Journal for stories about a life outdoors.

<https://www.instagram.com/rei/?hl=en>

REI (@rei) • Instagram photos and videos

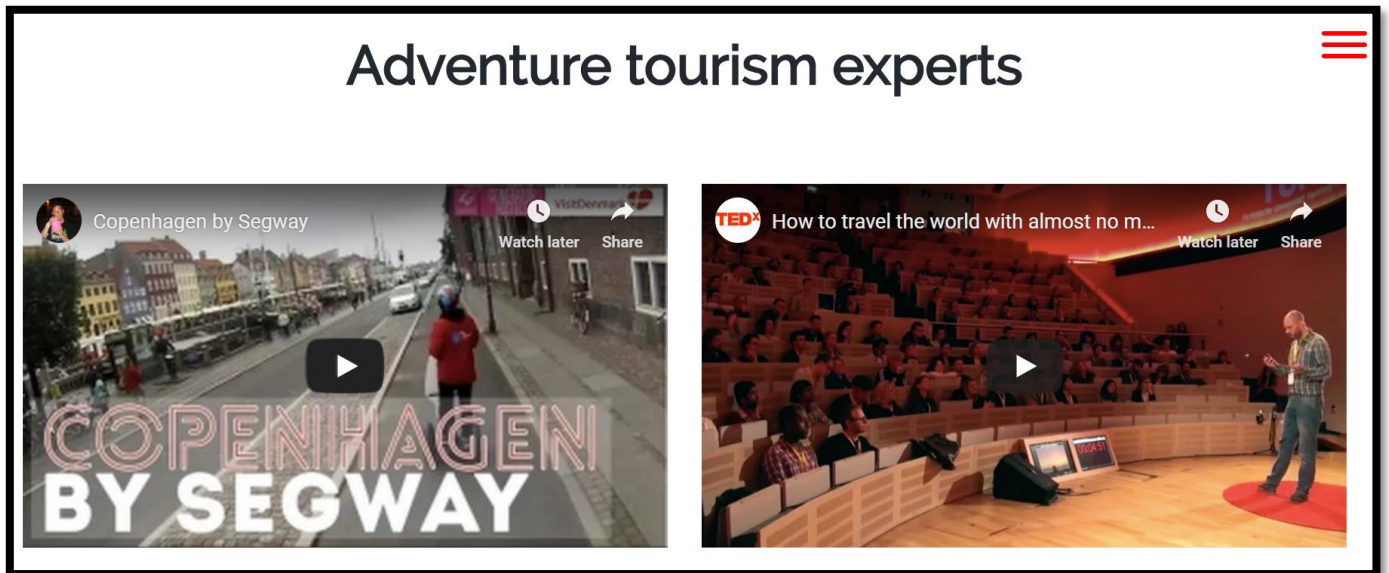
2m Followers, 423 Following, 4,027

https://www.instagram.com/the_adventure_junkies/?hl=en

The Adventure Junkies (@the_adventure_junkies) • Instagram photos and videos

28.6k Followers, 37 Following, 197 Posts - See Instagram photos and videos from The Adventure Junkies (@the_adventure_junkies)

Adventure Tourism Virtual Talks



6. Get in Touch with The Adventure Tourism Innovative Partnerships (AVIP) Course Creators

If you would like any further information on how to deliver this training or make the best use of our Adventure Tourism Innovative Partnerships (AVIP) curriculum and resources, please contact us on our website or connect with one of our project partners [CLICK HERE](#)

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