

### Starts ROUTE 2.0 Project

Last October 2011 was launched the ROUTE 2.0 project with the celebration of the kick-off meeting of the consortium at the headquarters of the Chamber of Commerce of Badajoz.

This Project is led by the Chamber of Commerce and Industry of Badajoz and coordinated by the Foundation for Development of Science and Technology in Extremadura (FUNDECYT), and focuses on communication and marketing 2.0 for SMEs in the tourism sector.

ROUTE 2.0 is based on the implementation of communication strategies and marketing 2.0 for small and medium European companies in the tourism sector, mainly. The aim is to provide these companies the skills and knowledge needed in the 2.0 area to achieve an improvement on their performance and competitiveness.

Companies are becoming increasingly aware of the changes that cause social networks in consumption habits and purchasing decisions. For this rea-

son, the European Union through the Leonardo da Vinci—Transfer of Innovation, co-funded this project which lasts two years (October 2011—September 2013).

The European consortium project consists of MFG (Germany), First Elements (Cyprus) and BDF (Netherlands), in addition to FUNDECYT as coordinator and the Chamber of Commerce and Industry of Badajoz as promoter.

### Expert Panel in Badajoz

Held in January at the headquarters of the Chamber of Commerce of Badajoz, the meeting addressed the weaknesses of the tourism sector

training, among which highlighted the poor penetration of communication technologies and web 2.0 tools in the industry, especially within the restoration.

In this sense, it was revealed the need to develop specialized training tailored to the companies so that they can consider it a positive investment.

#### Contents:

- The mobile applications and the new revolution of tourism **2**
- Ten uses of Twitter that can help revolutionize small and medium enterprises **2**
- Route 2.0 Needs Report: Guidelines for training in European SMEs of the tourism sector **3**
- In 2012 Spanish tourism will recover arrival figures before the crisis **3**
- Route 2.0 objectives **4**



## The mobile applications and the new revolution of tourism



In 2011, worldwide sales of smartphones were up 58% and represented 26% of the market, reaching 472 million units, representing an increase of 58% compared to 2010 and 26% of the 1,774 million mobile devices were sold last year. From all this talk Lola Buendia in this post.

smartphones have brought a new revolution on tourism. For example, Apple is making a strong bid for this market niche and an example is iTravel, a new platform with which they intend to become a new tourist intermediary.

ble. However, referring to the tourism sector, apparently the Spanish business travel falls behind in mobile technology. According to statements by Alicia Estrada, from GEBTA, during the Business Travel—IBTA National Congress, the Spanish people only use mobile phones to check in at hotels and to receive alerts from suppliers.

Users of these devices require increasingly more complete applications and designed to meet the needs of increasingly segmented targets. But, what impact is having the popularity of smartphones in Spain? According to the IAB Spain Study on Mobile Marketing published at the end of 2011, 7 of out 10 users access to Internet through mobile, 40% have a Smartphone and 8% has also a ta-

Regarding the use of mobile applications in Spain, the APP Date Study reveals that 5 million Spanish consumers use applications and they download 1,400,000 applications every day in Spain (more than 16 per second).

(Source: [www.hosteltur.com](http://www.hosteltur.com))

### The market of the mobile applications in Spain

In addition, at the end of 2011, the Ericsson company stated that the data traffic through smartphones was tripled same year with 900 million users. Similarly IAB Spain, through its Third Study on Mobile Marketing published by Hosteltur in "Mobile Marketing in Spain", provided that by 2016 traffic data through smartphones will be multiplied by ten. That is why

## Ten uses of Twitter that can help revolutionize small and medium enterprises

Social networks are excellent marketing and promotional platforms. They provide us with greater visibility and insight—which increases the growth potential—and allow us a total level of creativity and innovation to stay away from any protocol that has nothing to do with the establishment of "social and human" ties.

habits and customs of society. Taking the example of Twitter, it is a platform that feeds the traditional media because of the constantly updating of the information, and ongoing interaction that allows users to identify trends. It is an essential social thermometer which may be used by SMEs as indispensable allies of growth.

- Building loyalty,
- Marketing of influence, on Twitter, here and now,
- Commitment, visible in real time,
- Market research,
- Interact, promotes experience, events, meetings, visits,
- Partners and employees, a figure that fades, relationships are professionals today,
- When everything happens in real time, take your own time, listen.

### 10 uses of Twitter for SMEs

- New customers,
- Take advantage of geolocation,
- Customer service,

(Source: Carolina Velasco. [www.puromarketing.com](http://www.puromarketing.com))



Facebook and Twitter, two of the four Social Media giants, have demonstrated their social supremacy by their transversal nature and integration into the

## Route 2.0 Needs Report: Guidelines for training in European SMEs of the tourism sector

ROUTE 2.0 has completed its analysis phase about the needs of tourism companies in the area of marketing training focused on Social Media.

Following the various analyzes carried out from data collected based both the fieldwork as from secondary sources, ROUTE 2.0 have drawn the following common needs of all regions involved.

### Awareness raising

European SMEs are still not aware of the real opportunities offered by Social Media to companies. In this regard, it is especially necessary awareness raising for small businesses and freelancers to ensure progress on innovation and competitiveness of European enterprises. In addition, many companies block access to Social networks of their employees, which prevents the use of this Media as a

tool.

### Appropriate methodology

Tourism companies consider training available as inadequate to their needs. They propose to change the way of delivering the training, making it more practical and focused on the characteristics of their own businesses. They also want training where appropriate means are used to enable compability with the working day and also attractive.

### Technical contents

Companies still believe they don't have all the knowledge needed to use the different tools offered by Social networks.

### Transversal contents

Companies require different skills to apply them to Social net-

works. This includes: marketing, advertising, design, Communication, legislation, ...

Using these conclusions ROUTE 2.0 partners can determine that small companies have difficulties to have a specialist in this topic so this work must be performed by a person with additional tasks. Therefore training should focus on specific topics and very useful to facilitate implementation of these tools in everyday SMEs.

ROUTE 2.0 also believe that training should be not only about technical aspects of ICT but also content related to other communication aspects. It seeks that social networks do not become an aim in itself but a means for effective Communication to enhance the marketing of the company.



**“Now the rules have changed and companies must adapt if they want to survive in this new environment”**

## In 2012 Spanish tourism will recover arrival figures before the crisis

International tourist arrivals in Spain will grow by 4.5% in the first quarter of the year, while the expenditure made during this period increased by 4.4%, according to the tourism situation report of the Ministry of Industry, Commerce and Tourism. Thus between January and March is expected to reach around 9.5 million tourists who

spend 8,780 million euros.

However, the Ministry indicates that these data should be taken with “important cautions” derived from two elements difficult to predict. First, the possible negative impact of the initiatives taken within the EU to comply with budgetary and fiscal adjustments in

order to overcome the crisis in the euro area. Add to this the possible end of the political turbulence of the Arab Spring.

With regard to employment trends, the report forecasts that the number of members of Social Security in the tourism sector has increased by 0.9% in 2010, compared

to the expected fall of 2.5% in the overall Economy.

Tourists and expenses increased 8% in 2011 to reach 56.9 million arrivals and 53,000 million euros, as announced the Minister Soria and published Hosteltur Tourism News.

(Source: [www.hosteltur.com](http://www.hosteltur.com))

### ROUTE 2.0 OBJECTIVES

ROUTE 2.0 aims to promote the use of Web 2.0 as a marketing tool among the SMEs from the Tourism sector.

We are on the Web!  
[www.route-2.0.eu](http://www.route-2.0.eu)

Internet has revolutionized the market.

Now the rules have changed and companies must adapt if they want to survive in this new environment. Users have easy Access to information available through Web 2.0 tools that has changed the consumer habits and they become more discerning when making purchasing decisions, so that now consumers are very powerful .

The aim of the ROUTE 2.0 is to develop the skills and competences required to integrate and implement communication strategies and marketing actions through Web 2.0 tools in the business management process for European SMEs in tourism through the creation of a methodology for continuous learning to improve performance and competitiveness of these organizations.

ROUTE 2.0 project will provide a learning system tailored to the specific needs of target audiences.

### Contact: List of partners



If you wish to contact any partner or would like more information about the Project may do so through:



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Lifelong Learning Programme



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