



## INTRODUCTION

Internet has revolutionized markets, 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 the tools of Web 2.0 what has changed consumer habits who become more discerning when making purchase decisions, so now the consumers are powerful.

ROUTE 2.0 is aimed to promote the use of web 2.0 tools among SMEs belonging to tourism sector in a first approach but open to other type of sector.

The aim of Route 2.0 is to develop the skills and competencies necessary to integrate and implement Communication Strategies and Marketing actions through Web 2.0 tools in the process of business management for European SMEs and microSMEs from tourism sector through the creation of a methodology for continuous learning to improve the performance and competitiveness of these organizations.

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

Training in WEB 2.0 tools , will enable SMEs and microSMEs Using Web 2.0 tools at

Communication Strategies have some advantages:

- understand Web 2.0 tools, showing them the possibilities offered as a communication tool for their business.
- understand how to manage their brands online.
- develop a strategy for effective communication through social networks.
- offer new competitive services and adapted to new needs.
- understand the importance of planning an effective communication plan
- understand and plan communication for specific environments
- generate transversal communication synergies to improve services or products.
- train SMEs and independent professionals in emerging jobs.



Regarding the impact is expected to acquire skills and business skills with a view to the efficient use of ICT tools environments based on 2.0 by European SMEs and freelancers. In the long term are expected to own autonomous European SMEs and the tourism sector to acquire the ability to transfer their own skills and experiences to others from your organization as other companies, so as to create a common corporate culture social networks to multiply, exponentially, the advantages and benefits established for the use of ICTs as a development tools companies competitive.

The project has been promoted by the Cámara de Comercio de Badajoz (SPAIN), and will be supported by FUNDECYT (SPAIN) with its experience in managing this type of projectsPartners. The rest of the partners has been selected by their experience, competences and expertise MFG (GERMANY) will be transferring SVEA 2.0 project results, FIRST ELEMENTS (CYPRUS) will transfer VIPIA II projects results and BDF will provide with its experience and will hos the Final Conference.

## **BACKGROUND**

Internet has revolutionized markets, 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 the tools of Web 2.0 what has changed consumer habits who become more discerning when making purchase decisions, so now the consumers are powerful.

ROUTE 2.0 is aimed to promote the use of web 2.0 tools among SMEs belonging to tourism sector in a first approach but open to other type of sector. The choice of TOURISM SECTOR for this project is justified by the contribution of tourism to employment and regional development as well as to other important EU objectives, such as sustainable development, enhancement of the natural and cultural heritage and the shaping of European identity, has been recognised by all EU Institutions on numerous occasions. The EU tourism sector generates more than 4% of GDP in the EU, where about 2 million enterprises employing about 4% of the total workforce (about 8 million jobs). Taking into account the related industries, the estimation of the contribution of tourism to GDP creation is much greater tourism indirectly generates about 11% of EU GDP and represents approximately 12% of workforce .





The wide range of possibilities that Web 2.0 has opened the business communication is very large: blogs, online social networks, digital video platforms, exchange of news websites, wikis, microblogging...

1. Allow companies to talk with users and know their opinion, without intermediaries, which makes it a valuable source of firsthand and updated information.
2. Provide transparency in the interaction with the market. The company's presence on the web 2.0 is bidirectional, so the company knows that whatever is said or proposed will go through the open networks, and can be answered, approved or disqualified by users.
3. Increase the ability to call and spread the message of the company, because the initiatives reach more people an instant, and may even generate effects of viral marketing activities.
4. Cost saving in communication and marketing, as most of these tools are free or have a very low cost.
5. Allow to build networks and communities around the company and thus enhance loyalty activities around the brand.
6. Improve communication within the company and have first hand information about the products. This simplification affects the reputation management of the entity.

## OBJECTIVES

The aim of Route 2.0 is to develop the skills and competencies necessary to integrate and implement Communication Strategies and Marketing actions through Web 2.0 tools in the process of business management for European SMEs and microSMEs form tourism sector through the creation of a methodology for continuous learning to improve the performance and competitiveness of these organizations.

In this context, SMEs are those who are in a more disadvantaged because in most cases lack the necessary financial and human resources to implement these tools.



For this reason, the ROUTE 2.0 project, will adapt and develop materials and contents to reach the objectives for the target public always taking account their training needs. These contents will be available in the ROUTE Learning System along with training materials, success case studies of companies similar to the target audience and specific content (support system, bibliography, etc.).

As discussed above, people working in SMEs cannot afford to make long training courses and attendance. It is thus that a broader knowledge and skills require training tailored to your needs:

- In terms of content, the superfluous material is demoralizing.
- For presentation: the materials must have a non linear structure, so you can check specific topics without having to go through intermediate topics which are not interested.
- On location: using a technological tool, where the content is available 24h anywhere is a great advantage to promote public access to materials target training.

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