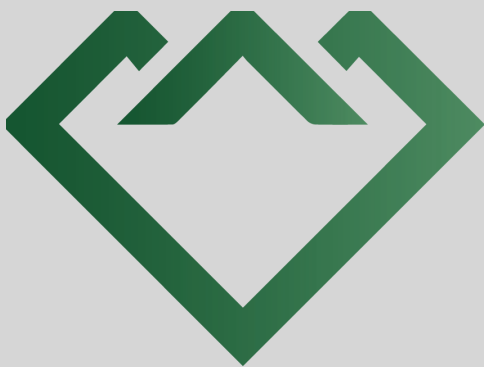




# E-GUIDEBOOK FOR TRAINERS



## GEOTOURS GUIDES

**ENHANCEMENT OF TOUR GUIDES AND AGENTS'  
COMPETENCES ON GEOLOGICAL TOURS AND BRAND  
BUILDING**



This handbook provides general guidance and recommendations regarding enhance tour guides and agents' competences on geological tours and brand building through the Geo-Tours Guides Enhancement initiative. The information and advice presented herein, including the E-Guidebook for trainers, are intended for informational purposes only and should not be considered a substitute for professional advice or specific local regulations regarding tourism management.



**Funded by the  
European Union**

# E-GUIDEBOOK FOR TRAINERS

GEO-TOURS GUIDES: ENHANCEMENT OF TOUR GUIDES AND AGENTS'  
COMPETENCES ON GEOLOGICAL TOURS AND BRAND BUILDING  
KA220-VET-C61E72C8 - Cooperation partnerships in vocational education and  
training

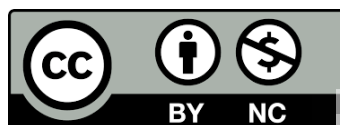


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Limited



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# 1. INTRODUCTION

## GEO TOURS GUIDES PROJECT

Tourism is a dynamic industry that is highly susceptible to the impact of various changes, such as economic shifts, environmental factors, and global events, which can significantly influence travel patterns and industry dynamics. The growing emphasis on sustainable and responsible travel, with travellers seeking eco-friendly and culturally immersive experiences is one of the post Covid-19 pandemic trends. Geotourism, as one of the alternative types of rural, nature tourism is now being discovered and attracts the interest of many tourists. Changing customer preferences force tourist guides and agents to shape new tourism models by introducing locally diversified and customised touristic solutions.

Tour guides play a crucial role in connecting travellers with diverse cultures, natural wonders, and historical treasures worldwide. They serve as knowledgeable ambassadors, enhancing the visitor's experience by providing insights, context, and local expertise. They ensure a deeper understanding of destinations, fostering cultural appreciation and environmental awareness. The authentic local character and environmentally friendly approach is the kind of experience that nature attracted tourists seek nowadays.

The aim of the Geo Tours Guides project is to enrich the expertise of tour guides, tour guide students and tourist agencies in the field of geo-tourism, marketing, and branding. The project aims to enhance the capabilities of both public and private entities in the tourism sector, enabling them to develop and promote this specific form of thematic tourism within the region.

### **The specific objectives of the project are to:**

- Design a novel training package for tourist guides, tourist guide students and tourist agencies to obtain expertise on geological thematic tours.
- Develop the target groups' branding-related skills (i.e. digital & social media marketing, general digital skills, networking etc.) to make transition from theory to commercialisation.
- Strengthen and extend Geological competences of the target group in addition to their basic training/education.
- Enhance the target groups' tour portfolio with quality and unique tours based on the current trends of the customer preferences for nature tourism.

## 2. THE AIM AND OBJECTIVES OF THE E-GUIDEBOOK

The Blended Training Course on Geo-Tours Guides is tailor-made for tourist guides, aspiring tourist guide students, and tourist agencies eager to enhance their expertise in Geo-tourism and elevate the branding of their geological tours. This comprehensive course focuses on honing essential skills such as online branding of geological tools, and effective networking, and delves into specific geological routes, offering in-depth theoretical insights through engaging case studies.

To facilitate the training process, a special training e-guidebook has been prepared. The primary goal of this e-guidebook is to offer a comprehensive and pedagogical approach to the blended training course for Geo-Tours Guides, targeting trainers, educators, and various stakeholders within the tourism industry.

### The key objectives of the e-guidebook are:

- Empowering trainers and educators with educational material: This e-guidebook seeks to empower trainers, educators, and consultants by equipping them with educational resources and materials focused on improving branding skills for tour guides as well as providing expertise in the realm of geological thematic tours.
- Innovative teaching and learning strategies: One of the core missions of the e-guidebook is to enhance the capabilities of trainers and educators in conducting effective training programs on the subject matter. To achieve this, we emphasize the adoption of innovative teaching and learning strategies. These strategies will not only make the learning process engaging and dynamic but also enable trainers to facilitate courses with a high degree of effectiveness.

In essence, this e-guidebook is designed to be a valuable resource, enabling trainers, educators, and tourism professionals to excel in their roles while promoting a deeper understanding and knowledge of geological tourism experiences and branding of geological tours.

The e-guidebook on training implementation ensures the long-term effectiveness of the training course and platform for interested stakeholders. It offers a user-friendly and comprehensive resource, delivering practical insights to support trainers and educators in implementing the training course models independently.

This e-guidebook is available in English, Slovene, French, Greek, Italian, Polish, and Maltese languages.

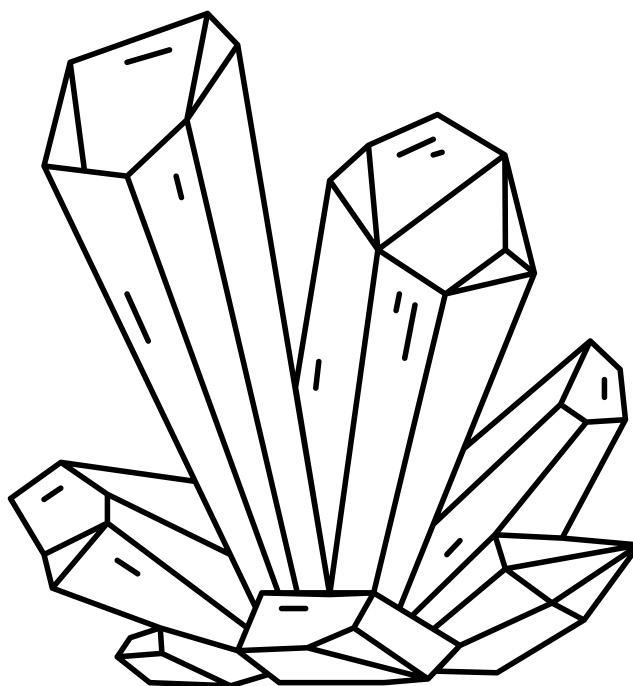
# 3. NAVIGATING THIS E-GUIDEBOOK

**This guidebook is divided into three main sections, as follows:**

STRUCTURE AND LEARNING OUTCOMES OF THE TRAINING COURSE. This part gives an overview of the structure of the training course, topics, covered in the modules and learning outcomes of each section of the training course.

TRAINING COURSE. The second part outlines the modules comprising the three sections. It includes learning objectives and outcomes for each module, along with practical examples. Additionally, tips on delivering the content and assessing learners' knowledge are included at the end of each section.

E-LEARNING PLATFORM. The last part presents the features of the online training platform, where learners can autonomously take the course at their pace and complete a quiz to test their knowledge.





# 4. STRUCTURE AND LEARNING OUTCOMES OF THE TRAINING COURSE

The training course is divided into three sections, that offer a holistic learning experience. Each section is composed of several modules. Together, they prepare students for success in the evolving tourism industry, blending geo-tourism and digital marketing.

## SECTION 1: Foundations of Geo-Tourism and Sustainable Tourism

### THEORETICAL FOUNDATION IN GEO-TOURISM PRINCIPLES

Provides an essential basics of geo-tourism focusing on the principles, concepts, and practices of sustainable tourism within the context of geological and cultural heritage.

### LEARNING OUTCOMES

- 1- Demonstrate responsible tourist behaviour by adhering to ethical guidelines, minimizing environmental impact, and respecting local cultures and traditions.
- 2- Measure and assess the economic impacts of geotourism, considering factors such as job creation, income generation, and the overall economic well-being of the community.
- 3- Promote and advocate for the principles of geotourism, emphasizing the sustainable use and conservation of geological and cultural assets.
- 4- Facilitate effective interpretation and education for tourists, providing information about the geological and cultural significance of the destination, and promoting a deeper understanding of the local environment.
- 5- Actively engage with local communities, fostering their participation in decision-making processes, and ensuring that tourism initiatives align with community values and priorities.

### STRUCTURE

- Module 1: Geo-Tourism
- Module 2: The Importance of Geology
- Module 3: Geo-Tourism & Social Participation
- Module 4: Ecology & Geology
- Module 5: Eco-friendly Tourists
- Module 6: Geo-Tourism & Sustainability

## SECTION 2: Digital Marketing Strategies for Tourism Professionals

### DIGITAL MARKETING SKILLS

Focuses on digital marketing skills for tourist guides and agents, including website creation, social media, SEO, and email marketing.

### LEARNING OUTCOMES

- 1- Understand the role of various digital skills in building brand credibility and trust.
- 2- Develop website development skills including goal setting, platform selection, content strategy and search engine optimization.
- 3- Gain proficiency in social media marketing principles and strategy development.
- 4- Acquire hands-on skills in creating targeted email campaigns tailored to geotourism.
- 5- Learn to integrate website, social media, and email marketing strategies for effective geotourism promotion.

### STRUCTURE

- Module 1: Website planning and creation
- Module 2: Social media marketing
- Module 3: Search engine optimization
- Module 4: Email marketing

## SECTION 3: Geo-Tourism Practical Applications and Field Education

### PRACTICAL APPLICATION AND HANDS-ON EXPERIENCE

Emphasizes hands-on learning with field communication, sample collection, and educational activities to improve student's communication skills and enables them to provide enriching experiences to tourists while promoting sustainable geo-tourism.

### LEARNING OUTCOMES

- 1- Ability to recognize rock samples.
- 2- Skill in describing macroscopic features of rock sample.
- 3- Basic understanding of the processes shaping rocks within the lithosphere.
- 4- Demonstrate proficiency in identifying and categorising basic rock types in a specific geotouristic location.
- 5- Practical Application of Geology Concepts.

### STRUCTURE

Module 1: Field communication techniques

Module 2: Sample identification techniques

Module 3: Educational games & activities

## 5. TRAINING COURSES





# 5.1. SECTION 1

## Foundations of Geo-Tourism and Sustainable Tourism

Section 1 delves into the foundations of geotourism and sustainable tourism, covering a range of topics essential for tourist guides and agents, including foundations of geotourism, the importance of geology, social participation, ecology and geology, eco-friendly tourists, and principles of sustainability in geotourism.

This chapter outlines specific learning objectives and outcomes of each module, providing an overview of the module contents with practical examples. The chapter concludes with guidance on delivering the content and testing knowledge related to the foundational principles of geotourism and sustainable tourism.

### CHAPTER OVERVIEW

- Module 1:** Geo-Tourism
- Module 2:** The Importance of Geology
- Module 3:** Geo-Tourism & Social Participation
- Module 4:** Ecology & Geology
- Module 5:** Eco-friendly Tourists
- Module 6:** Geo-Tourism & Sustainability

**How to deliver the content:** Foundations of Geo-Tourism and Sustainable Tourism

**Test the knowledge:** Foundations of Geo-Tourism and Sustainable Tourism



### 5.1.1. MODULE 1: Geo-Tourism

Geo-tourism aims to minimize the negative impact of tourism on the environment and local communities. It seeks to maintain the ecological integrity of the destination for future generations. The preservation of the natural and cultural resources is a fundamental aspect of geo-tourism. In addition, Geo-tourism emphasizes the active participation and benefits for local communities. It seeks to enhance the economic and social well-being of residents by involving them in tourism activities and ensuring that they share in the economic benefits and places a strong emphasis on education, both for visitors and local communities by encouraging learning about the natural and cultural aspects of the destination.

Geo-tourism focuses also on the diversity of geological features, including rocks, landforms, and processes. Geodiversity is a valuable asset that contributes to the unique character of a destination.

## LEARNING OBJECTIVES

- **Understand Sustainable Practices:** Comprehend the principles and practices of sustainable tourism, with a focus on minimizing the environmental impact and promoting responsible tourism behaviour.
- **Problem-Solving in Geo-Tourism:** Identify and propose solutions to potential challenges and issues related to geo-tourism, considering both environmental and socio-cultural aspects.
- **Facilitate Community Engagement:** Develop the ability to engage with local communities, involving them in decision-making processes and ensuring that they benefit economically and socially from tourism activities.

## LEARNING OUTCOMES

- **Demonstrate Environmental Stewardship:** Trainees exhibit a sense of responsibility for the conservation of natural resources and demonstrate a commitment to being stewards of the environment within the context of tourism.
- **Design Sustainable Tourism Initiatives:** Trainees can design and propose sustainable tourism initiatives for specific destinations, considering conservation measures, community involvement, and economic benefits.
- **Cultivate Responsible Travel Ethics:** Trainees demonstrate a commitment to responsible and ethical travel behaviour, emphasizing respect for the environment, local cultures, and communities.

## MODULE CONTENT

The module covers the following topics:

1. Definition of geotourism.
2. Key aspects of geotourism.



## 5.1.2. MODULE 2 Importance of Geology

Geology has multidisciplinary intertwined environmental and cultural elements: its sites are an alternative wellness and educational tourism attraction.



## LEARNING OBJECTIVES

- Explain what geology is.
- Provide an overview of the multidisciplinary fields of geology.
- Raise awareness of the relation between geology and cultural heritage.

## LEARNING OUTCOMES

- Knowledge of key elements of geology and its multidisciplinary fields also inspires professional careers.
- Capacity of assessment of the balance of natural and cultural existent elements of a geologic site.
- The bottom-up approach of heritage community (Faro Convention of CoE) as a key actor of valorization and fostering of geological cultural sites.

## MODULE CONTENT

The module covers the following topics:

1. Definition of geology.
2. Multidisciplinary aspects of geology.
3. Overview of the broad spectrum of fields related to geology.
4. Geology and cultural heritage.

## PRACTICAL EXAMPLES

Deep examination of the natural and cultural tangible and intangible heritage elements of the geosites from the island of Gozo, of the site of Dwejra area which combines unique outstanding geological landscapes such as the Dwejra bay, the Fungus Rock and the Dwejra tower. This combined cultural and geological site is attractive, being one of the few remaining Maltese sites to offer an unpolluted landscape for astronomical observation during the night.



### 5.1.3. MODULE 3: Geo-Tourism & Social Participation

The integration of geo-tourism principles and social participation within national networks of protected areas and geoparks creates a holistic and sustainable approach to conservation and tourism. Balancing environmental protection, community involvement, and responsible tourism practices is essential for the long-term success of these initiatives.

## LEARNING OBJECTIVES

- **Explain the Importance of Geoparks:** Recognize the significance of geoparks in preserving geological heritage, promoting scientific education, and fostering sustainable tourism.
- **Evaluate Sustainable Tourism Practices:** Assess sustainable tourism practices within geoparks and protected areas, considering the environmental, social, and economic impacts of tourism activities on local communities and ecosystems.
- **Analyse Social Participation:** Analyse the concept of social participation in the context of geotourism and the national network of protected areas, exploring how local communities can actively engage in the preservation and promotion of geological and natural resources.

## LEARNING OUTCOMES

- **Cultivate Environmental Stewardship:** Cultivate a sense of environmental stewardship among individuals, promoting responsible behaviors and actions that contribute to the long-term conservation of protected areas and geoparks.
- **Develop Interpretative Skills:** Develop skills in interpreting geological and ecological features for tourists, providing educational and engaging experiences that enhance visitors' understanding and appreciation of the natural environment.
- **Contribute to Conservation Efforts:** Actively contribute to conservation efforts within geoparks and protected areas, recognizing the importance of maintaining biodiversity, ecosystems, and geological features.

## MODULE CONTENT

The module covers the following topics:

1. Integration of geotourism principles and social participation.
2. National networks of protected areas and geoparks.
3. The significance of geoparks in preserving geological heritage
4. Social participation in the context of geotourism

## PRACTICAL EXAMPLES

**Community Engagement:** Local communities in Zhangjiajie actively participate in decision-making processes regarding geotourism activities. Regular community meetings are held to discuss tourism plans, ensuring that local voices are heard, and concerns are addressed.

**Sustainable Infrastructure:** The geopark invests in sustainable infrastructure, such as well-designed walking paths, to minimize the impact on the natural environment. Visitors are encouraged to explore the park on foot, fostering a deeper connection with the landscape.

**Educational Programs:** The geopark offers educational programs for both locals and visitors. This includes guided tours, workshops, and interpretive centers that provide information about the geological significance of the area, local flora and fauna, and conservation efforts.

**Local Cultural Experiences:** The geopark promotes local cultural experiences by involving communities in displaying traditional arts, crafts, and performances. This not only enriches the visitor experience but also provides an additional source of income for local residents.

**Cultural Preservation:** Efforts are made to preserve and promote the cultural heritage of indigenous communities living within the geopark. This includes the documentation of local traditions, languages, and rituals, fostering a sense of pride and identity among community members.

**Community Entrepreneurship:** The geopark supports community entrepreneurship by providing training and resources for local businesses. This empowers residents to offer authentic cultural experiences, accommodations, and locally sourced products to visitors.



## 5.1.4. MODULE 4: Ecology & Geology

Ecology focuses on the interactions between living organisms and their environment, geology examines the Earth's structure and processes. The two fields overlap in areas such as habitat formation, ecological succession, and the study of past ecosystems through palaeontology. Understanding both disciplines is crucial for a comprehensive understanding of the Earth and its natural systems.

## LEARNING OBJECTIVES

- **Analyse Ecosystem Responses:** Analyse how ecosystems respond to geological changes over time, considering factors like habitat formation, soil composition, and climate variations.
- **Define Key Terms and Concepts:** Trainees should be able to define fundamental terms in ecology (e.g., ecosystem, population, community) and geology (e.g., tectonics, erosion, and stratigraphy).
- **Understand Climate-ecology Interactions:** Explore the role of geological factors in shaping climate patterns and understand how climate, in turn, influences ecological processes and biodiversity.

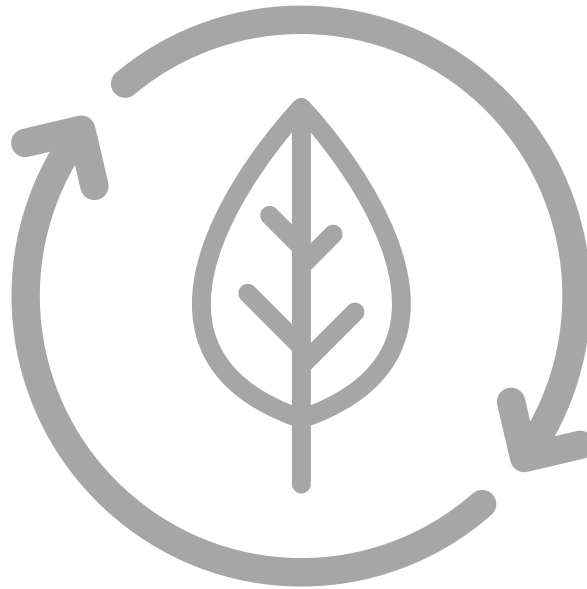
## LEARNING OUTCOMES

- **Apply Knowledge to Real-world Scenarios:** Trainees apply the understanding of the ecology-geology relationship to real-world scenarios, demonstrating how geological processes affect ecosystems and influence conservation strategies.
- **Interdisciplinary Perspective:** Trainees develop an interdisciplinary perspective, recognizing the interconnectedness of ecology and geology and understanding how collaboration between these fields enhances scientific understanding.
- **Research and Inquiry Skills:** Trainees acquire skills in conducting research and inquiries related to the ecology-geology relationship, including the ability to gather and analyse data, draw conclusions, and make evidence-based recommendations.

## MODULE CONTENT

The module covers the following topics:

1. Definition of geology & Ecology.
2. Practical applications of ecology.
3. Ecosystems.
4. Key aspects of geology



## 5.1.5. MODULE 5: Eco-friendly Tourists

Eco-tourism is more relevant after the pandemic redefining traveling patterns and trends. Geo-tourism is a key attractive element in these new scenarios.

## LEARNING OBJECTIVES

- Knowledge of ecotourism.
- Understanding multidisciplinary components of a geo-path.
- Awareness relevance of Geodiversity Action Plan (GEP).

## LEARNING OUTCOMES

- Understanding of eco-tourism trends and perspective.
- Capacity to assess the touristic potentialities of a geo-site.
- Planning of an attractive sustainable tourism geo-path.

## MODULE CONTENT

The module covers the following topics:

1. Definition of eco-tourism.
2. Key features which are indeed endorsed in the geo-tourism paths.
3. Connection between eco-tourism and geotourism.
4. Creation of geological paths for eco-friendly tourists
5. Preparation of a geodiversity action plan.

## PRACTICAL EXAMPLES

Majjistral Nature and History Park surely represents an outstanding good practice in Malta, where you can combine extraordinary geological landscapes with cliffs, clay slopes which sits beneath the upper and lower coralline limestone, temporary freshwater rock pools, masquid scrub, habitat of garrigue, an extraordinary botanical and ornithological life. The Park also hosts significant archaeological sites such as corbeled stone huts, cart ruts, tombs, entrenchments dated back to the Knights and the Ghajn Zhuber Tower of the nineteenth century, which in now the visiting centre of the park. The park has 6 km of protected coastline under the European Nature Directive. It carries out educational activities for children, with specific didactical itineraries and storytelling such as tree planting and seasonal olive picking.





## 5.1.6. MODULE 6: Geo-Tourism & Sustainability

Geo-tourism is a new form of sustainable tourism, based on the preservation of environmental and cultural heritage in a framework of empowering local communities.

## LEARNING OBJECTIVES

- Knowledge of UNESCO Global Geoparks
- Sustainable elements of geo-tourism sites.
- Relevance of local communities for sustainable tourism.

## LEARNING OUTCOMES

- Governance and tourism capacity building and potentialities of local communities.
- A roadmap for geosites as attractive experiential tourism destinations.
- Relevance of UNESCO Global Geoparks.

## MODULE CONTENT

The module covers the following topics:

1. Geotourism and the network of UNESCO Global Geoparks.
2. Definition and importance of geoparks.
3. Sustainability features of geo-tourism.
4. Impacts of geotourism.

## PRACTICAL EXAMPLES

Analysis of the NW coastal area of Malta (GEOMAL) with its 22 geosites and its experiential tourism potentialities as mitigation of tourism



# HOW TO DELIVER THE CONTENT: Digital Marketing Strategies for Tourism Professionals

## **COURSE OVERVIEW:**

This training course aims to equip participants with a comprehensive understanding of geotourism and its integration with social participation. The course emphasizes sustainable tourism practices, community engagement, and the responsible management of geological and cultural assets.

THE CURRICULUM OF THIS SECTION IS DESIGNED FOR A **3-WEEK DURATION**.

### **Week 1: Introduction to Geotourism & Foundations of Sustainable tourism**

- Session 1: Definition and Principles of Geotourism
  - Introduction to the course, objectives, and expectations.
  - Lecture on the definition and principles of geotourism.
  - Group discussion on key components of geotourism.
- Session 2: Identification of Geological and Cultural Assets
  - Lecture on the identification of geological and cultural assets.
  - Case study analysis of successful geotourism destinations.
- Session 3: Principles of Sustainable Tourism
  - Lecture on sustainable tourism principles.
  - Discussion on the triple bottom line and its application to geotourism.
- Session 4: The Triple Bottom Line: Economic, Social, and Environmental Aspects
  - Group activity: Developing sustainable tourism strategies for a hypothetical geotourism site.
  - Peer presentations and discussion.

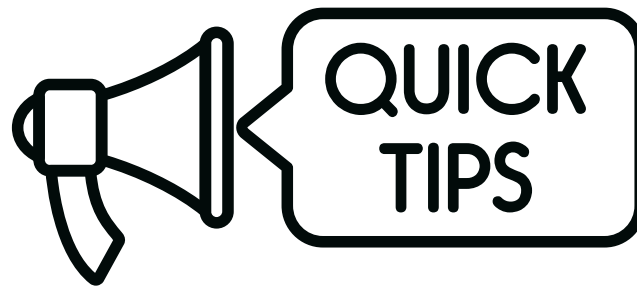
### **Week 2: Geoheritage Management & Social Participation in Geotourism**

- Session 5: Importance of Geo-conservation
  - Lecture on the importance of geo-conservation.
  - Interactive session on geoheritage management strategies.
- Session 6: Visitor Impact Assessment and Management
  - Field visit or virtual tour to a local geoheritage site.
  - Group reflection and discussion on the field experience.
- Session 7: The Role of Local Communities in Geotourism
  - Guest speaker session on the role of local communities in geotourism.
  - Group discussion on community engagement.

- Session 8: Benefits and Challenges of Social Participation
  - Workshop on addressing challenges in social participation.
  - Case study analysis of community-led geotourism initiatives.

**Week 3: Case Studies and Best Practices**

- Session 9: In-depth Analysis of Successful Geotourism Initiatives
  - In-depth analysis of successful geotourism initiatives.
  - Group project work: Developing sustainable geotourism proposals.
- Session 10: Group Projects and Review
  - Final project presentations.
  - Course review, feedback collection, and discussion on further readings.



**ADDITIONAL TIPS FOR TRAINERS:**

- 💡 Schedule regular breaks during each session to maintain participant engagement.
- 💡 Encourage active participation through group discussions, Q&A sessions, and interactive activities.
- 💡 Provide flexibility for guest speakers or field visits, adjusting the schedule as needed.
- 💡 Allocate time for ongoing assessment, ensuring participants receive timely feedback.
- 💡 Create a dedicated slot for a virtual or in-person networking event, facilitating connections among participants.

## TIPS ON HOW TO DELIVER THE CONTEN

1. Interactive Learning: Incorporate interactive elements such as group discussions, case studies, and hands-on activities to enhance participant engagement.
2. Guest Speakers: Invite guest speakers with expertise in geotourism, sustainable tourism, and community engagement to provide real-world insights and diverse perspectives.
3. Field Visits: Organize field visits to geotourism sites to offer participants practical exposure and a deeper understanding of on-site management and community interactions.
4. Technology Integration: Use multimedia presentations, virtual tours, and online resources to complement traditional teaching methods and enhance the learning experience.
5. Group Projects: Assign collaborative group projects, such as developing a geotourism proposal for a specific destination. This encourages teamwork and practical application of concepts.
6. Feedback Mechanisms: Establish regular feedback mechanisms, allowing participants to share their thoughts, ask questions, and provide insights. This fosters an open and communicative learning environment.
7. Facilitate Networking: Create opportunities for participants to network with professionals in the geotourism and sustainability fields. This can be achieved through online forums, webinars, or networking events.
8. Continuous Assessment: Implement a mix of formative and summative assessments throughout the course to monitor participants' progress and provide timely feedback.

## SUPPORT MECHANISMS FOR TRAINERS:

**Resource Library:** Provide access to a resource library containing relevant books, articles, and research papers on geotourism, sustainable tourism, and community engagement.

**Online Forums:** Establish online forums or discussion boards where participants can share additional resources, ask questions, and engage in ongoing discussions.

**Training Manuals:** Develop comprehensive training manuals or guides that participants can refer to for additional readings, case studies, and practical tips.

**Webinars and Workshops:** Organize webinars and workshops with experts in the field to supplement the training. Record these sessions for participants who may need to review the content.

**Mentorship Programs:** Introduce mentorship programs, connecting participants with experienced professionals in the geotourism sector who can provide guidance and support.

Technical Support: Offer technical support for any online tools or platforms used during the course, ensuring participants can navigate and engage with the content seamlessly.

Feedback Channels: Establish clear channels for participants to provide feedback on the course content, delivery methods, and any additional support they may require.

### **ADDITIONAL RESOURCES:**

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# 5.2. SECTION 2

## Digital Marketing Strategies for Tourism Professionals

Section 2 emphasizes digital marketing skills for tourist guides and agents, covering website creation, social media, search engine optimization, and email marketing.

This chapter delineates the learning objectives and outcomes for each module, providing an overview of the module contents and practical examples. It concludes with guidance on delivering the content and testing knowledge of the topics covered in Section 2.

### CHAPTER OVERVIEW

**Module 1:** Website planning and creation

**Module 2:** Social media marketing

**Module 3:** Search engine optimization (SEO)

**Module 4:** Email marketing

**How to deliver the content:** Digital marketing strategies for tourism professionals

**Test the knowledge:** Digital marketing strategies for tourism professionals



## 5.2.1. MODULE 1: Website planning and creation

Establishing a strong online presence is essential for businesses and organizations in the digital age. This module aims to guide learners through the key aspects of planning and creating a website that would support your business and brand building.



## LEARNING OBJECTIVES

- Understanding the importance and purpose of websites for tour guides/agents.
- Planning and goal setting for website development.
- Technical foundations and content strategy for website creation.

## LEARNING OUTCOMES

- Students will be able to articulate the significance of websites as essential marketing and communication tools for tour guides and agents, including their role in building brand awareness, credibility, and trust.
- Students will develop the skills to define the purpose of a website, articulate measurable goals, and categorize different types of websites (e.g., business, personal, blog) based on their unique objectives.
- Students will acquire the knowledge to choose appropriate web hosting options, select a domain name, and understand the role of Content Management Systems (CMS) in website development. They will also get to know how to develop a content strategy aligned with the goals and target audience of the website and the importance of incorporating elements of UX design and SEO.

## MODULE CONTENT

### The module covers the following topics:

1. The purpose and importance of the website.
2. Understanding the purpose and goals of a website.
3. Technical foundations of website creation and structure.
4. Content Strategy
5. Security & Maintenance of a website

## PRACTICAL EXAMPLES

Analysis of the NW coastal area of Malta (GEOMAL) with its 22 geosites and its experiential tourism potentialities as mitigation of tourism

## PRACTICAL EXAMPLES

Example company: Slovenia Trails & Pedals, travel agency website

Defining the target audience: The target audience can be segmented into the following categories:

- **Adventure seekers:** Individuals or groups looking for unique and challenging outdoor experiences. They are typically aged between 25 and 45, are physically active, and seek adventure and exploration over traditional tourism.
- **Nature lovers:** People who appreciate the outdoors and are interested in experiencing the natural beauty and biodiversity of Slovenia. This group values sustainability and eco-friendly travel options.
- **Fitness enthusiasts:** Those who incorporate cycling and hiking as part of their fitness regime. They range from beginners to experienced athletes and are interested in tours that cater to different fitness levels.
- **Cultural explorers:** Tourists who wish to combine their love for the outdoors with learning about local cultures, history, and traditions. They are likely to be interested in tours that offer a blend of physical activity and cultural immersion.
- **Family adventurers:** Families looking for safe, engaging, and educational outdoor experiences. Tours suitable for children and varying skill levels are important for this segment.

SEO and brand identity:

- Keyword research will focus on terms relevant to Slovenia tourism, such as “Slovenia tours,” “adventure travel Slovenia,” and “Slovenia hiking.” These keywords will be naturally incorporated into website content, meta descriptions, names and alt description of photos, urls and blog articles to improve search engine visibility.
- Focusing on long-tail keywords like “best cycling tours in Slovenia” and “hiking trails Slovenia” to capture the interest of a more targeted audience.

Home page: A vibrant and inviting overview featuring stunning visuals of Slovenia’s trails and paths, with quick links to tour descriptions.

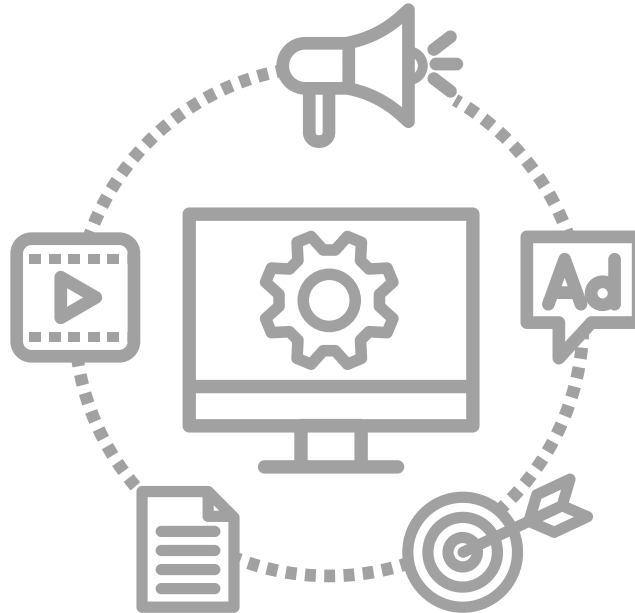
Tour descriptions: Detailed pages for each cycling and hiking tour, including route maps, difficulty levels, calendar, what to expect, gear recommendations, and customer reviews to present social proof.

### Calls to action:

- Strategically placed calls to action (CTAs) will guide visitors towards booking a tour, contacting the company for more information, or subscribing to the newsletter for updates and special offers.

### Blog content themes segmented for our target audiences:

- Adventure guides: Detailed guides on what to expect from cycling and hiking tours in Slovenia, including difficulty levels, what to bring, and safety tips. These posts cater to adventure seekers and fitness enthusiasts.
- Nature and sustainability: Posts focusing on the natural beauty of Slovenia, wildlife, and how Slovenia Trails & Pedals operates sustainably. This content appeals to nature lovers and those interested in eco-friendly travel.
- Cultural insights: Articles that delve into the history, traditions, and cultural landmarks encountered on the trails. These stories cater to cultural explorers and provide a richer context to the physical journey.
- Family-friendly adventures: Content that highlights tours suitable for families, tips for hiking and cycling with children, and how to make such trips educational and fun. This theme targets family adventurers.
- Training and Preparation: Posts offering advice on preparing for a cycling or hiking tour, including training routines, nutritional tips, and gear recommendations. This content is designed for fitness enthusiasts at all levels.



## 5.2.2. MODULE 2: Social media marketing

The use of social media marketing is not merely a contemporary trend; it is a response to the evolving dynamics of communication in the digital age. This module covers foundational aspects of social media marketing and outlines the strategic approach to marketing for tour guides and agents.

## LEARNING OBJECTIVES

- Understanding the role of social media and social media marketing
- Developing a strategic approach to social media marketing.
- Understanding how to execute an effective social media marketing campaign.

## LEARNING OUTCOMES

- Students will be able to explain the significance of social media as a tool for businesses to build and maintain relationships with customers and understand the core principles and benefits of social media marketing.
- Students will acquire the skills to develop a comprehensive social media marketing strategy, including setting SMART goals, identifying target audiences, conducting market research, and selecting appropriate social media platforms based on the target audience and content strategy.
- Students will gain practical knowledge in content creation, distribution, and promotion for social media platforms. They will understand the importance of engaging and high-quality content, recognize the significance of community management and audience engagement, and be able to analyse social media metrics for continuous improvement.

## MODULE CONTENT

### The module covers the following topics:

1. Definition of social media and social media marketing.
2. Strategic approach to social media marketing.
3. Strategy development.
4. Choosing the adequate social media
5. Content creation, distribution, and promotion.
6. Community management and engagement.
7. Analysis

## PRACTICAL EXAMPLES

### Social media marketing plan for a travel agency Slovenia Trails & Pedals Defining goals and objectives

- Relationship building: Engaging with potential and existing customers by sharing stories, tips, and user-generated content (or reposting) to foster a community.
- Brand building: Increasing brand awareness and loyalty by showcasing the unique experiences Slovenia Trails & Pedals offers, using branded #, and defining a brand voice and style.
- Driving website traffic: Using compelling calls-to-action (CTAs) and links in posts, stories and ads to direct social media followers to the website.
- Promotion: Highlighting special offers, discounts, and new tour announcements to attract new customers and reward loyal followers.
- Target audience: Based on the refined target audience for Slovenia Trails & Pedals, the social media strategy will focus on outdoor adventure enthusiasts, nature lovers, fitness seekers, cultural and historical explorers and families. The content will be created with each segment in mind (for example Tuesdays are for families).

### Choosing the right platforms:

- Facebook offers broad reach and engagement opportunities with a diverse audience including families and older demographics, who might be interested in cultural and historical explorations as well as fitness and wellness activities.
- Instagram's visual-centric platform is perfect for showcasing stunning landscapes, cycling and hiking trails, and sharing user-generated content. It's ideal for reaching outdoor adventure enthusiasts, photography and nature lovers.
- TikTok is key for engaging with younger audiences, including adventure seekers and fitness enthusiasts through engaging, short-form video content.
- YouTube is essential for storytelling and providing valuable content that requires more depth, such as tour previews and cultural stories.
- Pinterest supports the discovery and planning phase, appealing to those looking for inspiration and practical advice.

## Community Management and Engagement

- Personalization and storytelling: Using a personal tone in posts and responses to create a connection with the audience. Sharing stories from the team, guides, and past travellers, using their names, sharing something funny and personal, and telling a story.
- Interaction: Promptly responding to comments, messages, and reviews to build relationships and encourage engagement, asking questions to stimulate discussion.
- Encouraging sharing: Asking followers to share their own adventure stories or to tag a friend they'd love to share this experience with.
- Polls and questions in stories: Posting a poll asking followers if they prefer x or y adventures, or using the question feature to ask what their next adventure goal is.

## Promotional strategy

- Content marketing: Using a mix of blog posts, social media content, and videos to tell compelling stories that resonate with your target audience.
- Offering value through free resources and building an e-mail base: Downloadable brochures, detailed travel guides, packing lists, and webinars on preparing for outdoor adventures. Asking users to provide their email addresses to access these resources.
- Setting up targeted ad campaigns: testing different audiences with interest targeting, lookalike targeting and retargeting ads. Using 3-4 creatives per ad set and testing different types of media (photo/video) and texts.
- Analysing and retargeting: Implementing retargeting ads to re-engage users who have visited our website but did not convert.



### **5.2.3. MODULE 3: Search engine optimization (SEO)**

The module aims to provide a comprehensive overview of SEO strategies tailored to environmental hiking guides interested in geology-focused tours.



## LEARNING OBJECTIVES

- Increase online presence to prominently position one's geotourism products on search engines.
- Attract interested visitors through content and keyword optimization.
- Optimize the user experience and website design to convert visitors into customers or desired actions.

## LEARNING OUTCOMES

- Gain a thorough understanding of technical aspects, best practices, and SEO trends.
- Implement the acquired knowledge on your website or projects, enhancing online visibility.
- Be able to analyse data, monitor performance, and continually adapt SEO strategies to achieve lasting and progressive results.

## MODULE CONTENT

### The module covers the following topics:

1. Fundamental concepts of SEO and its importance for environmental guides.
2. Relevance of SEO for online visibility in geological sites.
3. Identification of keywords related to geological sites.
4. On-page optimization, including titles, meta descriptions, and site structure.
5. Link building.
6. Evergreen content and mobile optimization.
7. Implementation of structured data to highlight geological features.
8. Performance monitoring using specific analytics and KPIs.

## PRACTICAL EXAMPLES

### EXAMPLE OF SEO-OPTIMIZED CONTENT

Title: “Geological Exploration in Southern Sardinia: Tour among Unique Limestone Formations and Ancient Fossils.”

Meta Description: “Join us on a geological tour in Southern Sardinia to explore unique limestone formations, volcanic outcrops, and discover prehistoric fossils. Our expert geological guides will take you on a journey through the intricate stories of the earth in this region.”

Page Content:

- Introduction and Contextualization: Welcome to Southern Sardinia, a land rich in geological secrets. We are excited to lead you on a tour that will immerse you in the peculiarities of this region, from volcanic features to unique sedimentary formations.
- Tour Description and Geological Features: Our tour traverses fascinating limestone formations, witnessing the actions of geological forces that have sculpted this landscape for millions of years. We will also explore volcanic outcrops, evidence of a tumultuous geological past that has shaped the region.
- Unique Experiences and Distinctive Features: Each stop on the tour offers the opportunity to discover prehistoric fossils and admire geological details that reveal the Earth’s history. Experienced geological guides will share insights on stratigraphy, metamorphism, and sedimentation.
- Practical Information and Reservations: To ensure a seamless experience, we provide practical details about the tour, from recommended equipment to specific geological directions. Book now to join us on this extraordinary exploration of the geological past of Southern Sardinia.
- Reviews and Expert Feedback: Read reviews from expert geologists who have participated in our tours. The approval and support of the geological community are our guarantee of quality and authenticity in the experiences we offer.

## PRACTICAL EXAMPLES

### EXAMPLE OF LINK BUILDING FOR GEOLOGICAL GUIDE WEBSITES IN SARDINIA

Let's imagine two geological guide websites in Sardinia, one specializing in tours in the National Park of the La Maddalena Archipelago and the other focused on the Su Mannau Caves, both located in this fascinating Italian region. For an effective link-building strategy, the webmasters of both sites can take the following actions:

- **Identification of Partnerships:** Webmasters identify related sites that could enhance the experience of their visitors. For instance, the Su Mannau Caves site might seek collaborations with sites offering information on the general geology of Sardinia.
- **Thematic Link Exchange:** The sites agree to exchange links, incorporating thematic links in relevant content. For example, a page on unique geological formations in the La Maddalena Archipelago National Park might include a link to the Su Mannau Caves site and vice versa.
- **Creation of Common Resources:** Webmasters collaborate on creating informative resources, such as interactive guides on the geology of Sardinia or thematic webinars. These contents can be promoted through reciprocal links.
- **Participation in Common Events:** If both sites participate in geotourism events or conferences on local geology in Sardinia, they can mutually link to each other on respective event pages or relevant blog posts.
- **Cross Reviews:** Geological guides can write positive reviews of each other and publish them on their respective sites. This provides authentic testimonials and an opportunity to include relevant links.
- **Social Collaborations:** Webmasters mutually promote their content on social media, sharing posts, photos, and relevant updates, including links to their respective pages.
- **Regular Updates:** Maintain constant communication and regularly update the list of reciprocal links based on the evolution of content and tourism offerings in Sardinia.
- 

In this way, the geological guide websites in Sardinia create a network of authoritative and relevant links that enhance online visibility and provide valuable resources to visitors interested in the geology of the island.

## PRACTICAL EXAMPLES

### EXAMPLE OF MOBILE OPTIMIZATION FOR A GEOLOGICAL TOUR WEBSITE IN SARDINIA

Let's assume we have a geological tour website in Sardinia called "GeoExploreSardinia." Here is a practical example of how to execute mobile optimization:

- **Responsive Design:** Implement a responsive design that automatically adapts to the screen dimensions of the device, ensuring optimal viewing on smartphones and tablets.
- **Fast Page Loading:** Optimize images and reduce file sizes to ensure quick loading times, considering connection limitations on mobile devices. For instance, use compressed image formats like WebP and reduce image quality without compromising clarity.
- **Simplified Navigation Menu:** Simplify the navigation menu to fit smaller screens, using clear icons and concise text. For example, create a hamburger menu (a code that creates a navigation menu with a hamburger icon that expands when clicked on devices with a maximum width of 768 pixels. Below this width, the menu appears in a column mode to better fit the mobile screen) to allow intuitive navigation without taking up too much screen space.
- **Touch-friendly Text and Buttons:** Increase the size of text and buttons to facilitate reading and navigation through touch screens. For example, set a readable font and buttons large enough to avoid accidental clicks.
- **Streamlined Forms:** Simplify forms and minimize the amount of data required to ease user completion on mobile devices. For instance, use clear input fields and avoid non-essential information in booking forms.
- **Integration with Interactive Maps:** Utilize interactive maps with pinch-to-zoom and panning functions to allow users to easily explore proposed geological destinations. For example, integrate Google Maps that adapts to screen dimensions.
- **Testing on Different Devices:** Conduct thorough testing on various mobile devices and browsers to ensure a consistent and satisfactory user experience on every platform.

Implementing these mobile optimization practices will ensure that the "GeoExploreSardinia" site offers a quality experience on mobile devices, enhancing usability and meeting the expectations of users searching for geological tours in Sardinia via their phones or tablets.

## PRACTICAL EXAMPLES

### EXAMPLE OF SEO ANALYSIS WITH SPECIFIC KEY PERFORMANCE INDICATORS (KPIs) FOR A GEOLOGICAL TOUR WEBSITE (E.G. GEOEXPLORESARDINIA)

#### Main Pages Open Rate:

KPI: Evaluate the open rate of key pages such as “Tours,” “Destinations,” and “Contact Us.” Goal: A high open rate indicates significant user interest in the content offered on these pages.

#### Keyword Rankings:

KPI: Monitor the rankings of key keywords such as “Geological Tours Sardinia” and “Su Mannau Caves” in search results. Goal: Maintain or improve positions in the Search Engine Results Pages (SERPs) for relevant keywords.

#### Booking Page Conversion Rate:

KPI: Calculate the conversion rate of tour booking pages. Goal: Increase the number of conversions, i.e., bookings made through the site.

#### Time Spent on Main Pages:

KPI: Analyze how much time users spend on key pages like “Home” and “Tours.” Goal: Increase time spent through interesting and engaging content.

#### Global Bounce Rate:

KPI: Measure the bounce rate for the entire site. Goal: Reduce the bounce rate to indicate a more satisfying user experience and increased engagement.

#### Number of Quality Backlinks:

KPI: Count the number of backlinks from reliable and relevant sites. Goal: Increase the number of backlinks to enhance site credibility in the eyes of search engines.

#### Competitor Analysis:

KPI: Analyze SEO performance compared to key competitors. Goal: Identify improvement opportunities by comparing SEO strategies and surpassing the competition.

## PRACTICAL EXAMPLES

Conversion Rate from Email Campaigns:

KPI: Monitor the conversion rate of email campaigns related to geological tours. Goal: Optimize email campaigns to maximize conversions and bookings.

Mobile Traffic Analysis:

KPI: Examine traffic from mobile devices compared to desktops. Goal: Ensure an optimal user experience on mobile devices and adjust the SEO strategy accordingly.

Social Media Sharing Rate:

KPI: Measure how often site content is shared on social platforms. Goal: Increase shares to amplify site visibility and reach.

This SEO analysis and its related KPIs allow for an assessment of the effectiveness of GeoExploreSardinia's site optimization strategies and targeted improvements to increase visibility, engagement, and conversions.



## 5.2.4. MODULE 4: Email marketing

The module aims to provide a comprehensive overview of email marketing strategies tailored to environmental hiking guides interested in geology-focused tours.

## LEARNING OBJECTIVES

- Enhance understanding of geotourism-focused email marketing strategies for environmental guides.
- Equip trainees with practical skills for crafting and executing successful geotourism email campaigns.
- Integrate email marketing effectively with SEO and social media for comprehensive marketing impact in geotourism.

## LEARNING OUTCOMES

- Develop proficiency in creating targeted email campaigns tailored to geotourism, emphasizing audience engagement and communication strategies.
- Acquire hands-on skills in utilizing email marketing tools for geotourism, including list segmentation, content personalization, and campaign optimization.
- Understand the synergy between email marketing, SEO, and social media, and learn to integrate these strategies to enhance overall effectiveness in promoting geotourism experiences.

## MODULE CONTENT

### The module covers the following topics:

1. The role of email marketing in promoting geological tour packages.
2. Advantages of email marketing and its importance in communicating with the audience.
3. Building targeted lists with segmentation based on geotourism interests.
4. Designing compelling campaigns with customization related to geological sites.
5. Campaign automation.
6. Using specific metrics to assess the performance of geotourism campaigns.
7. A/B testing and how to adapt strategies based on results obtained.
8. Synchronization with SEO activities and other marketing channels for integrated promotion.



## PRACTICAL EXAMPLES

### EXAMPLE OF CAPTIVATING EMAIL CAMPAIGN DESIGN FOR “GEOEXPLORESARDINIA“

Objective: Create a personalized email campaign to promote geological tours in the caves of Sardinia.

- Email Subject: Explore Underground Wonders: Tours in the Caves of Sardinia!
- Personalized Greeting: Hello [User’s Name...]
- Main Image: A stunning scene of a cave with illuminated stalactite and stalagmite formations, conveying the idea of an exciting adventure.
- Engaging Introductory Text: Are you ready for a unique underground experience? The caves of Sardinia are ready to welcome you to a world of geological wonders.
- Specific Tour Description: Our “Underground Exploration” tour will take you through the most fascinating caves in Sardinia. You’ll discover unique rock formations, underground chambers, and geological secrets that will leave you breathless.
- Personalized Call to Action: Button Text “Book Your Cave Journey Now!”
- Special Offer: Book by [date] and get a 15% discount on the tour. Don’t miss the opportunity to experience an unforgettable geological adventure!
- “Why Choose Us“ Section: GeoExploraSardegna is a leader in offering authentic geotourism experiences. With experienced guides, high-quality equipment, and a profound love for geology, we are the perfect choice for your cave exploration.
- Customer Testimonials: Listen to what our customers say: ‘An incredible experience, the caves come to life with the detailed explanations from the guides!’ - [Customer Name].
- Social Media Sharing: Want to share your experience? Use the hashtag #GeoExploreSardinia and join our geological community on social media!
- Contact Information and social media: For more information or to book, contact us at info@geoexploresardinia.com. Follow us on Facebook and Instagram for real-time updates.
- Footer with Unsubscribe Option: If you no longer wish to receive our emails, you can unsubscribe here.

*This email campaign is designed to be captivating, informative, and highly personalized to engage the specific recipient interested in exploring the caves of Sardinia. The customization of the name, compelling images, and targeted calls to action will enhance the likelihood of conversion and participation.*

## PRACTICAL EXAMPLES

### EXAMPLE OF USING SPECIFIC METRICS TO EVALUATE GEOTOURISM CAMPAIGN PERFORMANCE FOR GEOEXPLORESARDINIA

Email Campaign: “Discover the Geological Wonders of Sardinia with Our Exclusive Tour“

- Open Rate: Metric: 25%. Analysis: A 25% open rate indicates significant interest among recipients. However, testing alternative subject lines could further improve the open rate.
- Click-Through Rate (CTR): Metric: 12%. Analysis: A 12% CTR is positive, indicating that the content has sparked interest. Sections with lower CTR could be examined for optimization.
- Booking Conversion Rate: Metric: 8%. Analysis: An 8% booking conversion rate is solid, suggesting that the campaign has motivated users to make reservations. Exploring ways to increase this rate with special offers or incentives could be considered.
- Site Dwell Time after Email: Metric: 4 minutes on average. Analysis: A 4-minute dwell time indicates substantial engagement. Ensuring that the website content aligns with the expectations set by the email is crucial.
- Collected Feedback and Reviews: Metric: 15 reviews, with an average rating of 4.8 out of 5. Analysis: Positive reviews indicate overall satisfaction. Continued solicitation of feedback will help further enhance the experience.
- Booking Bounce Rate: Metric: 18%. Analysis: An 18% bounce rate for booking pages might suggest that some users abandoned the booking process. Further simplification of the process or offering real-time assistance could be considered.
- Hashtag Usage on Social Media: Metric: 200+ uses of the hashtag #GeoExploraSardegna. Analysis: The hashtag has been widely used, suggesting active community participation. Continued promotion will help expand its reach.
- Email Responses: Metric: 10 direct responses. Analysis: Responses indicate direct engagement. Timely responses will be provided to maintain an open dialogue.
- Comparison Metrics with Previous Campaigns: Analysis: Comparing these metrics with previous campaigns, we observe a 15% increase in the conversion rate and a 20% growth in social shares. These positive results indicate progress in our marketing strategies.
- 

*Using these specific metrics, GeoExploreSardinia can assess the geotourism campaign's performance in detail, identifying areas of success and opportunities for improvement to optimize future marketing campaigns.*

## EXAMPLE OF A/B TESTING TO OPTIMIZE AN EMAIL CAMPAIGN FOR GEOEXPLORESARDINIA

Test Objective: Optimize the conversion rate for the email campaign “Discover the Geological Wonders of Sardinia with Our Exclusive Tour.”

### Variable to Test: Email Subject

- Version A: Subject: “Discover the Geological Wonders of Sardinia with Our Exclusive Tour!”
- Version B: Subject: “Book Your Exclusive Tour in the Caves of Sardinia Now!”

### Test Duration:

- One week.

### Monitored Metrics:

- Open Rate: Version A: 25%. Version B: 28%.
- Click-Through Rate (CTR): Version A: 12%. Version B: 15%.
- Booking Conversion Rate: Version A: 8%. Version B: 10%.

### Results and Analysis:

- After a week of A/B testing, the results indicate that Version B performed better in key metrics:
- Increased Open Rate: Version B showed a 3% increase in the open rate, suggesting that the subject more focused on booking captured more attention.
- Increased Click-Through Rate: Version B achieved a 15% CTR, compared to Version A's 12%. The action-oriented subject stimulated greater interest.
- Increased Booking Conversion Rate: Version B demonstrated an increase in the booking conversion rate from 8% to 10%, indicating that the more direct approach contributed to converting more users into actual bookings.

### Decisions and Implementation:

Based on the positive results, GeoExploreSardinia decides to implement Version B as the main subject for the email campaign. The more direct and action-oriented approach proved to be more effective in engaging users and prompting them to book geological tours in the caves of Sardinia.

*This example illustrates how A/B testing can be used to optimize specific elements of an email campaign, enabling GeoExploreSardinia to make data-informed decisions to maximize the effectiveness of its marketing strategies.*

## EXAMPLE OF SYNCHRONIZATION FOR AN INTEGRATED PROMOTION: GEOEXPLORESARDINIA

Objective: Promote a new geological tour in the mountains of Sardinia.

### 1) SEO Activities:

- **Keyword Research:** Identify and optimize the website for relevant keywords such as “Geological Tours Sardinia,“ “Sardinian Mountain Exploration,“ etc.
- **Website Content:** Create landing pages on the website with detailed content about the new tour, including itineraries, geological features, and practical details for visitors.
- **Link Building:** Implement a link-building strategy to obtain backlinks from relevant geotourism sites, local guides, and travel blogs.

### 2) Social Media:

- **New Tour Announcement:** Create compelling announcements for the new tour and share them on major social channels like Facebook, Instagram, and Twitter.
- **Engaging Visual Content:** Publish engaging images and videos of the tour, showcasing breathtaking landscapes, unique geological formations, and participant testimonials.
- **Community Engagement:** Engage the geological community with surveys, quizzes, or social media contests, encouraging participation and sharing.

### 3) Email Marketing:

- **Inclusion in Monthly Newsletter:** Include the new tour in monthly newsletters sent to subscribers, with exclusive previews, discounts, or bonus content.
- **Interest-Based Segmentation:** Use specific segmentations based on geotouristic interests to send personalized emails to those who have previously shown interest in similar tours.

### 4) Integrated Results:

- **Unified Metric Monitoring:** Utilize analytics tools that allow unified monitoring of metrics, including website visits, clicks on social ads, email opens, and conversions.
- **Cross-Channel Updates:** Share updates across all channels, ensuring that the same information is communicated consistently and promptly.
- **Real-Time Adjustments:** Dynamically respond to detected data. For example, if social media ads are gaining a lot of attention, increase the advertising budget in that direction.

- Integrated Feedback: Collect feedback from all channels and use it to optimize future promotions.

*This example illustrates an integrated and synergistic approach, where SEO, social media, and email marketing activities are synchronized to maximize the impact of promoting the new geological tour. Message consistency and real-time data-driven adjustments contribute to an effective integrated promotion campaign.*



# HOW TO DELIVER THE CONTENT: Digital Marketing Strategies for Tourism Professionals

## COURSE OVERVIEW:

This training course aims to equip participants with basic digital marketing tools and strategies that could help them in their business.

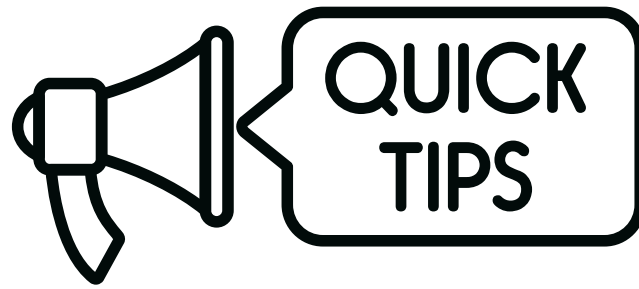
THE CURRICULUM OF THIS SECTION IS DESIGNED FOR A **2-WEEK DURATION**.

### **Week 1: Foundations of website planning & social media marketing**






- Session 1: Website planning and creation
  - Introduction to the course, objectives, and expectations.
  - Lecture on the basics of website planning and creation for tour guides/agents.
  - Practical examples.
- Session 2: Website planning and creation
  - Hands on group activity: setting up a strategy for your own website as a tour guide.
- Session 3: Social media marketing
  - Lecture on the basics of social media marketing.
  - Practical examples.
- Session 4: Social media marketing
  - Use of social media marketing for tour guides/agents.
  - Hands-on group activity: preparing a social media strategy for your own business.

### **Week 2: Foundations of search engine optimization & e-mail marketing**

- Session 5: Search Engine Optimization
  - Lecture on the basics of search engine optimization.
  - Practical examples.
- Session 6: Search Engine Optimization
  - Technical aspects of SEO, best practices, and SEO trends.
  - Hands-on group activity: preparing the content for your website.
- Session 7: E-mail marketing
  - Lecture on the principles of e-mail marketing.
  - Practical examples.
- Session 8: E-mail marketing
  - Hands-on activity: preparation of an email marketing campaign.



### ADDITIONAL TIPS FOR TRAINERS:

-  Encourage active participation and foster engagement by facilitating group discussions and interactive activities.
-  Maintain participant engagement by incorporating scheduled breaks during each session.
-  Adjust the schedule as needed to accommodate guest speakers, field visits, or unexpected events.
-  Use real-world examples and case studies from the tourism industry to illustrate key concepts and demonstrate how digital marketing strategies can be applied effectively in practice.
-  Establish clear feedback mechanisms to gather input from participants on the course content, delivery methods, and overall learning experience, and use this feedback to make necessary adjustments and improvements.

### PRACTICAL TOOLS:

- WordPress: <https://wordpress.com/> - the most widely used and user-friendly content management system that helps you create and manage your website without knowledge of coding.
- Mailchimp: <https://mailchimp.com> - email marketing platform and marketing automation tool that enables you design, send, and track email marketing campaigns.
- Brevo (ex Sendingblue): <https://www.brevo.com>
- Google's Search Engine Optimization Starter Guide: <https://developers.google.com/search>

## TIPS ON HOW TO DELIVER THE CONTEN

1. Facilitate small peer-to-peer learning groups where attendees can collaborate, share experiences, and exchange best practices in applying digital marketing strategies to the tourism sector.
2. Prepare simulation exercises or real-world scenarios that can be used during training sessions to simulate practical digital marketing challenges encountered in the tourism industry.
3. Invite guest speakers from the tourism industry who have experience with digital marketing to share their insights, best practices, and success stories with the participants.
4. Incorporate interactive elements such as polls, quizzes, and multimedia presentations to keep participants engaged and facilitate active learning.
5. Include hands-on activities and exercises that allow participants to apply digital marketing techniques in simulated scenarios relevant to their roles as tour guides.
6. Provide practical demonstrations of digital marketing tools and platforms commonly used in the tourism industry, such as social media management tools, email marketing platforms, and website analytics software.
7. Allocate time for Q&A sessions where participants can ask questions, seek clarification, and discuss any challenges they may be facing in implementing digital marketing strategies as tour guides.
8. Implement continuous assessment methods such as quizzes, assignments, and group projects to gauge participants' understanding and progress throughout the course.
9. Provide follow-up resources such as additional readings, online tutorials, and practical guides to help participants further develop their digital marketing skills beyond the course.
10. Encourage participants to reflect on how they can apply the digital marketing skills they have learned to enhance their roles as tour guides and improve the overall visitor experience.

### ADDITIONAL RESOURCES:

- Adam Clarke: SEO 2024: Learn search engine optimization with smart internet marketing strategies
- Ahref Blog: <https://ahrefs.com>
- Eric J. Scott: Email Marketing: Strategies to Capture and Engage Your Audience, While Quickly Building an Authority
- Litmus Blog: [PRACTICAL TOOLS:](#)
- Moz Blog: <https://moz.com/blog>
- Matthew Paulson: Email Marketing Demystified: Build a Massive Mailing List, Write Copy that Converts, and Generate More Sales
- Peter Kent: SEO for dummies



# TEST THE KNOWLEDGE: Digital Marketing Strategies for Tourism Professionals



## WEBSITE PLANNING AND CREATION

- What are the benefits of a good website for a tour guide/agent?
- What is the purpose of a website for a tour guide/agent? How can it adhere to the business?
- What are the key elements of a successful tourism website, and how do they contribute to the overall user experience?
- Why is it important to share accurate and up-to-date information on your website?
- What is the target audience and why is it important to identify it?
- Discuss strategies for conducting user research and incorporating user-centred design principles into website planning for tourism businesses.
- How can website analytics and performance metrics be used to optimize website design and content for better engagement and conversion rates?

## SOCIAL MEDIA MARKETING

- How can social media help tour guides/agent in their business?
- What are the benefits and challenges of using social media platforms for marketing tourism businesses?
- Share examples of effective social media marketing campaigns in the tourism industry. What strategies and tactics were used to engage audiences and drive results?
- What metrics can we use for analysis of our performance on social media and how can analysis help us in further activities?
- How can tourism professionals leverage user-generated content, influencer partnerships, and community engagement to enhance their social media marketing efforts?

## SOCIAL MEDIA MARKETING

- What does SEO stand for, and what is its primary goal for websites?
- Explain the importance of SEO in improving the online visibility and discoverability of tourism websites.
- Why is SEO particularly crucial for environmental guides offering geological tours?
- Provide an example of how SEO can be implemented in the content for a geological tour, including the title, meta description, and page content.
- What is the first crucial step in the search engine optimization process when promoting geological tour packages?

# TEST THE KNOWLEDGE: Digital Marketing Strategies for Tourism Professionals



## SOCIAL MEDIA MARKETING

- Outline two actions that geological guide websites can take as part of an effective link-building strategy.
- Why is mobile optimization important for a geological tour website, and what is the purpose of creating evergreen content?
- Discuss best practices for conducting keyword research, optimizing website content, and building backlinks to improve search engine rankings for tourism-related keywords.
- How can tourism professionals monitor and measure the effectiveness of their SEO efforts using tools such as Google Analytics and Google Search Console?

## EMAIL MARKETING

- What role does email marketing play in the overall digital marketing strategy for tourism professionals?
- How do targeted email campaigns benefit geotourism guides, and what strategies enhance audience engagement?
- Explain the significance of list segmentation in geotourism email marketing and its role in delivering personalized content.
- What practical skills have you gained for crafting successful geotourism email campaigns, and how would you approach content personalization?
- How does integrating email marketing with SEO and social media contribute to a more impactful geotourism marketing strategy?
- Which metrics would you analyse using analytics tools to measure the success of a geotourism email campaign?
- What is the importance of A/B testing in optimizing email campaigns, and can you provide a brief example scenario and its impact?
- Share examples of effective email marketing campaigns for tourism businesses. How were segmentation, personalization, and automation used to enhance the effectiveness of these campaigns?
- Discuss strategies for building and growing an email subscriber list, as well as crafting compelling email content that drives engagement and conversions.



# 5.3. SECTION 3

## Geo-Tourism Practical Applications and Field Education

Section 3 focuses on hands-on learning with field communication, sample collection, and educational activities to improve students' communication skills and enable them to provide enriching experiences to tourists while promoting sustainable geo-tourism.

This chapter outlines the learning objectives and outcomes for each module, offering an overview of the module contents and practical examples. It concludes with guidance on delivering the content and testing knowledge of the topics covered in Section 3.

### CHAPTER OVERVIEW

**Module 1:** Field communication techniques

**Module 2:** Sample identification techniques

**Module 3:** Educational games and activities

**How to deliver the content:** Geo-Tourism Practical Applications and Field Education

**Test the knowledge:** Geo-Tourism Practical Applications and Field Education



### 5.3.1. MODULE 1: Field communication techniques

Explore geotourism through effective communication techniques, enriching the experience and promoting nature appreciation.

## LEARNING OBJECTIVES

- Recognize and categorise fundamental rock types.
- Implement interactive communication techniques in geotourism.
- Utilise diverse media to enhance knowledge and appreciation in geotourism.

## LEARNING OUTCOMES

- Demonstrate proficiency in identifying and categorising fundamental rock types in geotourism settings.
- Apply interactive communication techniques effectively, fostering engagement and knowledge exchange among geotourists.
- Showcase an enriched understanding and appreciation of geotourism using diverse media, contributing to a well-rounded educational experience.

## MODULE CONTENT

### The module covers the following topics:

Common communication techniques in geotourism, such as: field games and geotourism trails, loyalty programs, information boards, mobile applications, interactive information centres, field guides, educational stations, and virtual walks.

## PRACTICAL EXAMPLES

Loyalty Program in Land of Extinct Volcanoes Geopark: Become Explorer of the Land of the Extinct Volcanoes!

1. Get your passport
2. Collect stamps
3. Collect stickers
4. You deserve a medal! Prizes await those who collect a sufficient number of stamps and stickers: medals for Explorers of the Land of Extinct Volcanoes, crafted by local artists, available in bronze (wooden), silver, and gold (ceramic). You'll receive your medal at the Sudetic Geoscience Centre.

More info: <https://youtu.be/lzTGMYhrEes>



## 5.3.2. MODULE 2: Sample Identification techniques

The aim of this part of the course is to acquire knowledge about the types of rocks forming the lithosphere of our planet, as well as the ability to recognize these rocks in field conditions.

## LEARNING OBJECTIVES

- Distinguishing basic rock types.
- Identifying rock sample.
- Description of characteristics of rock samples.

## LEARNING OUTCOMES

- Ability to recognize rock samples.
- Skill in describing macroscopic features of rock sample.
- Basic understanding of the processes shaping rocks within the lithosphere.

## MODULE CONTENT

### The module covers the following topics:

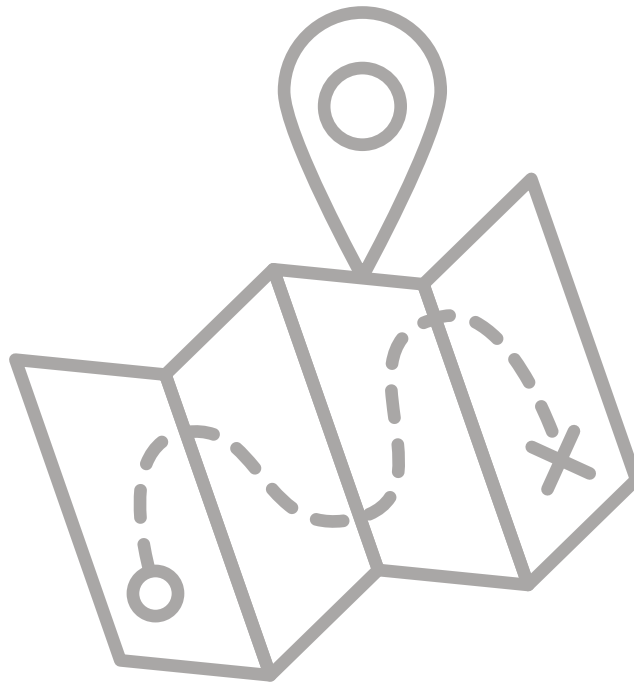
1. Classification of rocks and their characteristics.
2. Igneous rocks.
3. Sedimentary rocks.
4. Organic sedimentary rocks.
5. Metamorphic rocks.

## PRACTICAL EXAMPLES

Observation of rocks in well-described locations.

Thoroughly describing rock samples based on structural, textural, and physicochemical characteristics.

Prioritisation of collecting in situ samples.



### 5.3.3. MODULE 3: Educational Games & Activities

During geotourism excursions, guided educational games play a crucial role, serving both school groups and providing educational entertainment for adults or families.



## LEARNING OBJECTIVES

- Understanding the role of educational games and activities in geotourism.
- Familiarity with various forms of educational activities, such as lectures, discussions, and hands-on experiments.
- Knowledge of outdoor workshops focused on geology, promoting engagement and interaction with geological features.

## LEARNING OUTCOMES

- Comprehensive Knowledge of Geotourism Education: Learners will gain a thorough understanding of the role and significance of educational games and activities in the context of geotourism.
- Practical Application of Geology Concepts: Participants will be equipped with practical knowledge and skills through outdoor geology workshops, including rock identification, geological mapping, and hands-on experiments, fostering a tangible connection with geological concepts.
- Effective Design and Implementation of Educational Games: Students and educators will learn how to design and implement educational games, ranging from basic to advanced, with a focus on geology. This knowledge aims to enhance the learning experience, making it enjoyable and impactful for diverse audiences.

## MODULE CONTENT

**The module covers the following topics:**  
 Overview of educational activities for geotourism education

## PRACTICAL EXAMPLES

Game Name: “Geological Treasure Hunters“. Game Description: An educational adventure game encouraging participants to explore a geological trail, searching for geological “treasures.“ Suitable for both children and adults. Preparation: Prepare a map of the geological trail with marked points of interest. Hide small geological “treasures“ along the trail (colourful stones, minerals, etc.). Game Rules: Divide participants into teams or individuals. Provide each team/player with a map. The goal is to find as many “treasures“ as possible. Players navigate using the map, collecting and documenting found items. The team/player with the most “treasures“ at the end wins.



# HOW TO DELIVER THE CONTENT: Digital Marketing Strategies for Tourism Professionals

## **COURSE OVERVIEW:**

This training course aims to equip participants with knowledge and practical skills on communication skills and empower them to provide enriching experiences to tourists while promoting sustainable geotourism.

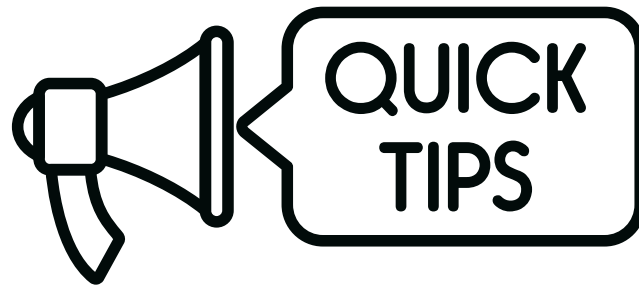
THE CURRICULUM OF THIS SECTION IS DESIGNED FOR A **2-WEEK DURATION**.

### **Week 1: Field communication techniques & Sample identification techniques**





- Session 1: Field communication techniques
  - Introduction to the course, objectives, and expectations.
  - Common communication techniques in geotourism.
  - Practical examples.
- Session 2: Sample identification techniques
  - Theoretical foundations.
  - Presentation of rock samples and the description of their structural and textural features.
- Session 3: Sample identification techniques
  - Field visit.
  - Group reflection and discussion on the field experience.

### **Week 2: Educational games and activities**

- Session 4: Educational games and activities
  - Lecture on educational games and activities in geotourism
  - Practical examples.
- Session 5: Educational games and activities
  - Overview of case studies.
  - Group reflection and discussion
- Session 6: Educational games and activities
  - Field visit.
  - Group reflection and discussion on the field experience.



### ADDITIONAL TIPS FOR TRAINERS:

-  Arrange periodic pauses throughout each session to uphold participant involvement.
-  Encourage active participation through group discussions, Q&A sessions, and interactive activities.
-  Allocate time for ongoing assessment, ensuring participants receive timely feedback.
-  Organize a field visit to a local geologically interesting site or a museum to provide participants with hands-on experience and a more profound comprehension of on-site operations and interactions within the community. Host guest speakers with expertise in geology to provide comprehensive information on the topic.

### TIPS ON HOW TO DELIVER THE CONTENT

#### Module 1

1. In geoeducation, educators often include specialists with advanced academic qualifications. Oral narration of observed phenomena in the field is a widely accepted method for educating adult learners. Since Earth sciences are often perceived as challenging and not commonly included in general education, educators must use terminology understandable to participants. Presenting real-life examples and comparisons to common phenomena is essential.
2. Visual aids enhance descriptions and make them more accessible. Many geological and geomorphological structures are not fully visible due to size, vegetation, and anthropogenic changes. Visual aids, such as illustrations, diagrams, maps, cross-sections, and depictions of past environmental states, help convey the dynamics of geological and geomorphological processes. Laminated prints are practical for field conditions.
3. In field conditions, various types of measurements can be conducted, depending on environmental conditions, available measurement tools, and methods employed in different sciences.

## Module 2

1. The fundamental teaching method in this module should involve the presentation of rock samples and the description of their structural and textural features. It is important to note that some rocks may be classified under one name based on their chemical composition and formation process, yet they may differ in terms of structural and textural characteristics. Therefore, it is crucial to showcase the most commonly occurring forms of these rocks. The most effective way to present them is, of course, through live observation of the samples; digital materials such as videos and photos can be used as a secondary means.
2. This module should be divided into three sections, each focusing on fundamental types of rocks. The theoretical information for each section should be condensed within a time frame of 15–20 minutes. Priority should be given to the presentation and description of rock samples, allocating a minimum of 60 minutes for each section. The average time for knowledge assimilation in this module should be around 270 minutes.

## Module 3

1. Scenario-Based Assessments: Develop scenario-based assessments related to geotourism, requiring participants to apply their knowledge and problem-solving skills in real-world situations. For example, present a hypothetical geotourism scenario and ask learners to propose educational activities or games suitable for the context.
2. Field Performance Evaluations: Organise field-based evaluations where trainees can showcase their skills acquired through outdoor workshops. This may involve tasks such as identifying geological features, explaining geological processes, or demonstrating the ability to guide others in an outdoor educational setting.
3. Case Studies and Analysis: Present case studies related to successful geotourism educational programs. Ask trainees to analyse these cases, identify key components contributing to success, and propose improvements or modifications based on their newly acquired knowledge.

# TEST THE KNOWLEDGE: Geo-Tourism Practical Applications and Field Education



## QUESTIONS FOR DISCUSSION

- How can geotourism activities be designed to minimize environmental impact and promote responsible travel behaviour?
- Identify examples of successful geotourism projects around the world and analyze their key features.
- How can experiential learning in the field enhance students' understanding of geological concepts and processes?
- Discuss different strategies for conducting effective field trips in geology education, including pre-trip preparation, on-site activities, and post-trip reflection.
- Share examples of innovative field education techniques that promote active engagement and critical thinking among students. How do these techniques contribute to a deeper understanding of geology?
- What are some key characteristics and properties used to identify different types of rocks in the field?
- How can educators facilitate hands-on rock sample identification activities that cater to diverse learning styles and skill levels?
- Discuss the benefits of incorporating educational games and activities into geology field education. How do these interactive methods enhance learning outcomes and student engagement?
- Share examples of educational games or activities that can be adapted for teaching rock identification skills in the field. How do these activities address different learning objectives and promote collaborative learning?



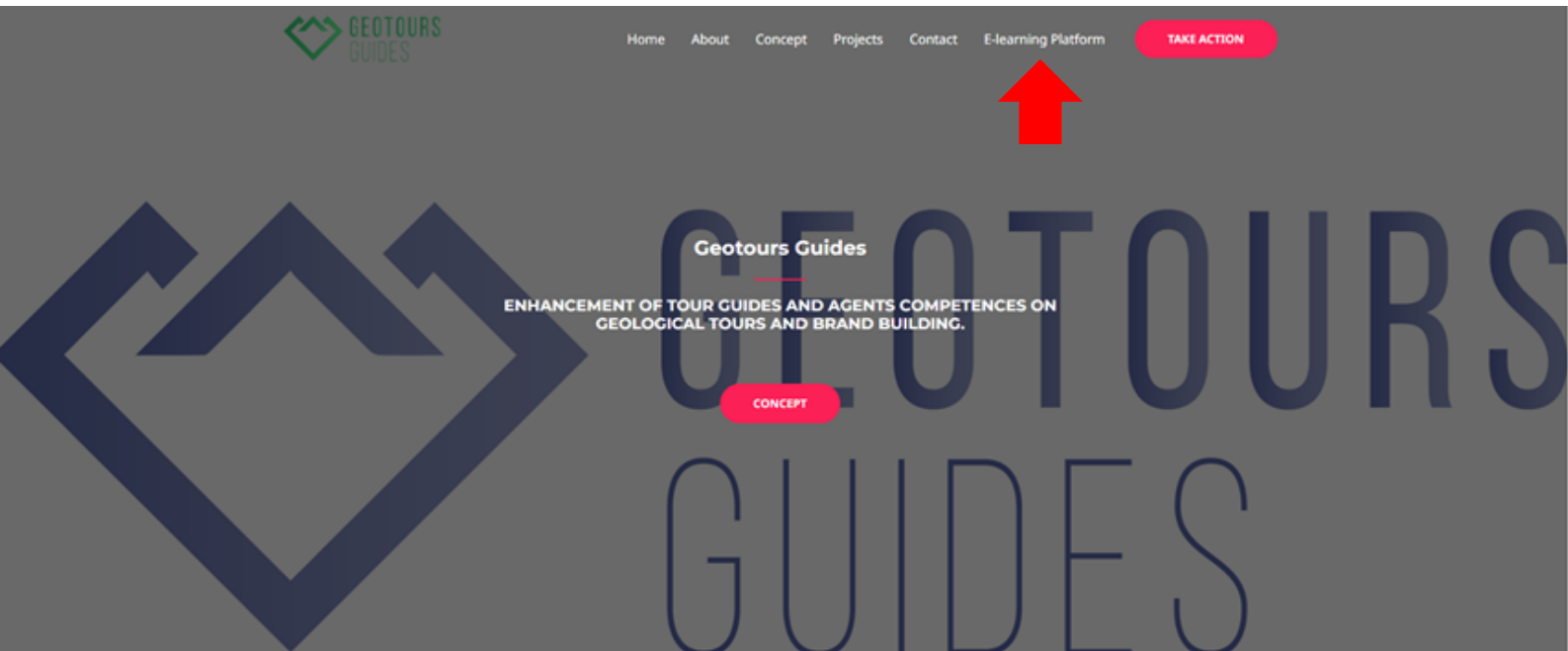
The learning course is available in a form of an e-learning platform, where students can access the study materials at any time, study at their own pace and have the opportunity to test their knowledge through a short quiz that revises the content of individual modules.



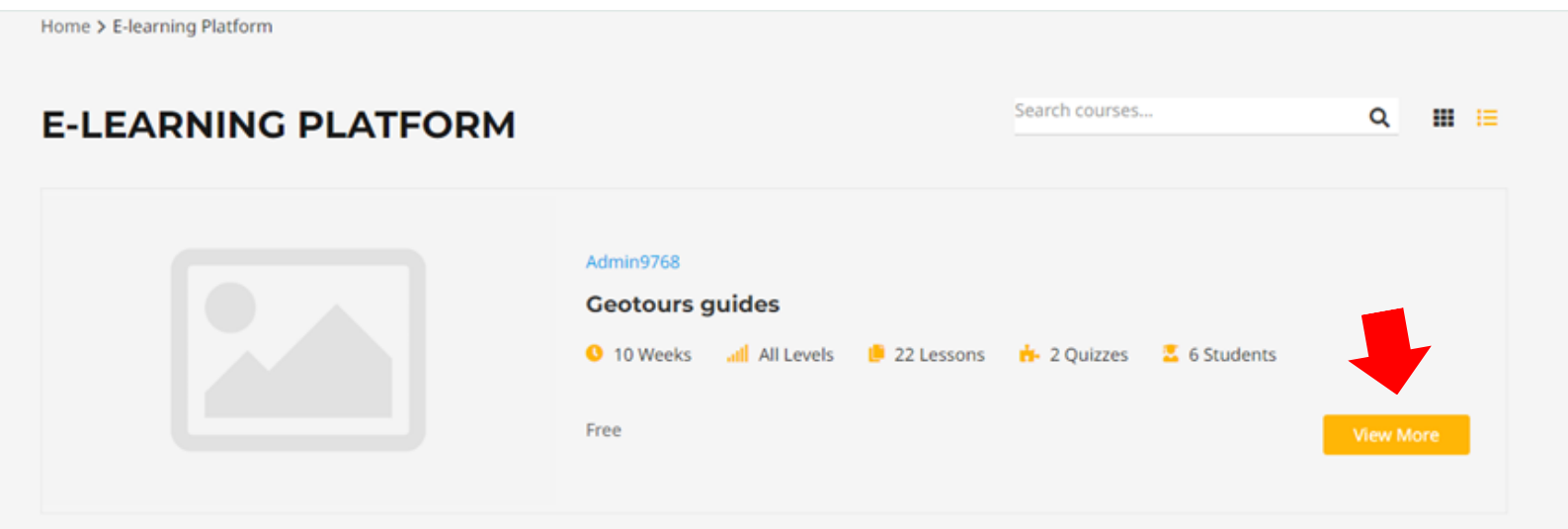
E-learning platform can be accessed through the website  
<https://www.geotours-guides.com/>

# How to use the platform?

## STEP 1 : Click on the E-Learning Platform



## STEP 2 : Click on View More



# How to use the platform?

## STEP 3 : Click on Start now

Home > E-learning Platform > Geotours guides

Instructor  
Admin9768

Category  
Uncategorized

### GEOTOURS GUIDES

🕒 10 Weeks   📊 All Levels   📖 22 Lessons   🏆 2 Quizzes   👤 6 Students

Requirements

Features

Target audiences



Free

Start Now

## STEP 4 : Sign up – create your user account

### Sign up

Email address \*

Username \*

Password \*

Confirm Password \*

Already had an account? [Sign in.](#)

Note to administrator

Place Order

### Your order



Geotours guides

\$0.00

Subtotal

\$0.00

Total

\$0.00

## STEP 5 : Click on Place order


By completing your purchase you agree to those [Term Conditions.](#)




# How to use the platform?

## STEP 6 : Courses, Lessons, Quizzes and Questions are available

Home > E-learning Platform > Geotours guides



Instructor  
Admin9768



Category  
Uncategorized

### GEOTOURS GUIDES

10 Weeks
 All Levels
 22 Lessons
 2 Quizzes
 6 Students

Overview
Curriculum
Instructor
FAQs

#### Section 1

- Ecology

Preview
✓
- The importance of Geology

✓
- Geotourism


Preview
✓
- Eco-friendly tourists

✓
- Geology

Preview
✓
- Quiz 1

10 questions
45 minutes
✓

SHOW MORE SECTIONS



Continue

You started on: 18 March 2024

Course will end: 27 May 2024

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Lessons completed: 0/22

Quizzes finished: 0/2

Course progress: 0%

The e-learning platform is a free tool to learn about geology, geotourism in connection to marketing and activities to involve the learners into geological tours.

The purpose of this novel training course for tourist guides, tourist guide students and tourist agencies is to strengthen and extend geological their competences in addition to their basic training in the field of geotourism and branding to make transition from theory to practice.



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**GEO-TOURS GUIDES: ENHANCEMENT OF TOUR GUIDES AND AGENTS'  
COMPETENCES ON GEOLOGICAL TOURS AND BRAND BUILDING KA220-VET-  
C61E72C8 - Cooperation partnerships in vocational education and training**