**Upskilling Rural**

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| ***Module Title:*** | **Digital Skills Apps and Tools for rural Tourism** | | | | |
| ***Session n. 1*** |  | | | | |
| ***Duration*** | *1h* | | | | |
| ***Delivery method*** | Blended ☒ | Face to face □ | | Online learning □ | Distance learning (Learning Platform) □ |
| Time: | | Time: | Time: |
| Notes on the choice:  \**The trainer will choose the course delivery method taking into account the interested students location, the available teaching space and resources, social situation, etc.* | | | | |
| ***Intended learning outcomes:*** | * Effectively use digital tools and applications to promote and manage rural businesses. * Leverage digital technologies to:   + Attract more visitors,   + Improve customer experience   + Optimize the management of their operations in rural environments. | | | | |
| ***Session Details:*** | **Lesson Item:** | | **Method(s) and instructions for trainers:** | | **Required Resource(s):** |
| **Introduction** | | The tutor will briefly present the topic and objectives of the lesson.  The first activity can be a brainstorming session to discover what students know about digital skills and the application of digital tools in rural tourism.  For the discussion, the tutor will consider the following topic: "What do you understand by digital competencies?" Do you think they have practical applications in professional/business environments? “And in the framework of rural tourism?” This will help us understand the versatility of these concepts.  The tutor will ask the participants the following questions and then:  • (for face-to-face class) Ask them to write their idea on a colored Post-it and paste it on a white poster (the tutor will provide it).  • (online lesson) Each participant will express her point of view and then write her response in the available chat. The tutor, at the end, must briefly summarize all the answers. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 1**:** | | After brainstorming, the tutor will begin the lesson focusing on the main topics:  **The Relevance of Digital Tools in Rural Tourism**  **Digital Tools and Useful Applications**  **Practical Implementation of Digital Tools in Rural Tourism**  Once the topics have been developed, the tutor will pose the following discussion questions, encouraging all students to participate:  - How can digital tools help rural tourism businesses improve the customer experience?  What are some of the challenges faced by rural entrepreneurs that can be tackled thanks to digital tools? | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Activity 2: | | The tutor will also present the students with topics to expand their knowledge, encouraging them to continue learning on their own:   * Conduct a market analysis to identify the specific needs for digital tools in rural tourism in a region. * Research new trends and developments in digital tools for tourism, such as augmented reality or artificial intelligence, and their potential application in rural environments. | | * Internet connection * PC/ Laptop & Video   Conferencing platforms (Zoom, Teams or ClickMeeting) – for online lessons   * Paper, pens, post-it – for face-to-face sessions * Upskilling Rural oline platform (both for online and face-to-face sesions) |
| Post-Activity Discussion | | At the end of the lesson the tutor will discuss with the group their considerations about the lesson, asking:   * What was the most interesting topic for you? Why? * What topic you have not understood completely? * Did you know all the topics explained in this lesson?   Which topic would you like to be explained more in detail? | |  |
| ***Evaluation methods*** | Informal non-formal evaluation | | The tutor will divide the students into 2 groups. Then, the tutor will ask each group for 2 examples of digital tools applicable to a rural tourism business and together they will discuss the advantages, difficulties and drawbacks of their practical application.  The tutor will listen to the arguments and give informal feedback to the participants. | | |
| ***Didactic materials*** | Face to face: power point presentation, paper, pens, post-its, projector, internet connection. | | | | |
| Distance learning: Upskilling Rural online platform / power point presentation | | | | |
| ***Additional notes and tips for trainers***  The tutor should engage participants by introducing participatory tasks and using real-life examples to demonstrate the practical nature of the information. | | | | | |