

Digitalization for Small Tourism Businesses: Essential Knowledge for Sustainable Objectives

Small tourism businesses have recognized the importance of digitalization for their sustainability in the industry. However, in order to effectively initiate the digitalization process, they require the following knowledge:

Firstly, knowledge in digital technology is crucial. Small tourism businesses need to understand digital technologies, such as e-commerce and digital marketing, in order to apply them to their business. This requires a revamp in education, with marketing being an essential component. Updating programs and making changes to the teaching staff is necessary to transfer knowledge from entrepreneurs to the classroom.

Secondly, involving the business in practical training is an effective way to acquaint future employees with the tourism sector. Understanding the market structure and where the company fits in it is important, as is considering cultural changes. Knowing processes, management programs for necessary services, stock control and/or services, and having a competent team to manage these needs is crucial.

Lastly, understanding the digital ecosystem of the sector is also essential, including direct sales channels, seizing digital opportunities, knowledge of campaigns, revenue management, etc. Knowledge in social media with a consumer vision, as an external tool, is also important. By acquiring these necessary skills, small tourism businesses can effectively compete in the digital age and sustainably grow in the industry.