



## How digitalization may help tourism in face the crisis

The pandemic derived from Covid-19 has accelerated the digital transformation in the economy and the society, and led to significant changes across all sectors, notably for the tourism business. This sector is characterized by its dynamic and innovative features and moved quickly to find solutions to face the crisis resorting to the development of digital tourism projects.

A number of initiatives around the globe have announced the investment on projects resorting to the use of artificial intelligence in order to allow service interaction while decreasing the need for human contact, in business such as airports and hotels. In the hotel sector, some technological tools have been implemented to facilitate the experience of the traveller, while keeping the social distancing, such as online check-in and check-out services and the implementation of the virtual concierge.

Technology in tourism may also be used to improve the traveller experience, notably

by allowing for the implementation of autonomous tourist buses, virtual reality, augmented reality among other examples. Virtual tours have alleviated some of the financial losses of museums and other tourist spots, ensuring a way for people to get to know new places without having to leave home or go to crowded places.

Digital marketing also appears as a great solution showing, at these times, that it has never been so important. The traveller's journey of buying, in times of digital transformation, is mapped by Google. According to report published by google, on average, the traveller watches 5 videos online, makes 34 searches and goes through 380 sites during the two months of trip planning. Among all these accesses, 87% happen through mobile devices. We are all attentive to the actions of our favourite brands in the digital world. Therefore, keeping your audience informed during the pandemic is fundamental to generate sales at the time of tourism recovery.

## We live in the era of content experience

Digital Marketing has long ceased to be a market trend to become an indispensable investment for growth and sustainability for companies. In this sense, emerging on 2010, the concept of content marketing, where the main focus was to create relevant and valuable content, attracting, involving and generating value for people in order to create a positive perception of the brand and thus generate more sales.

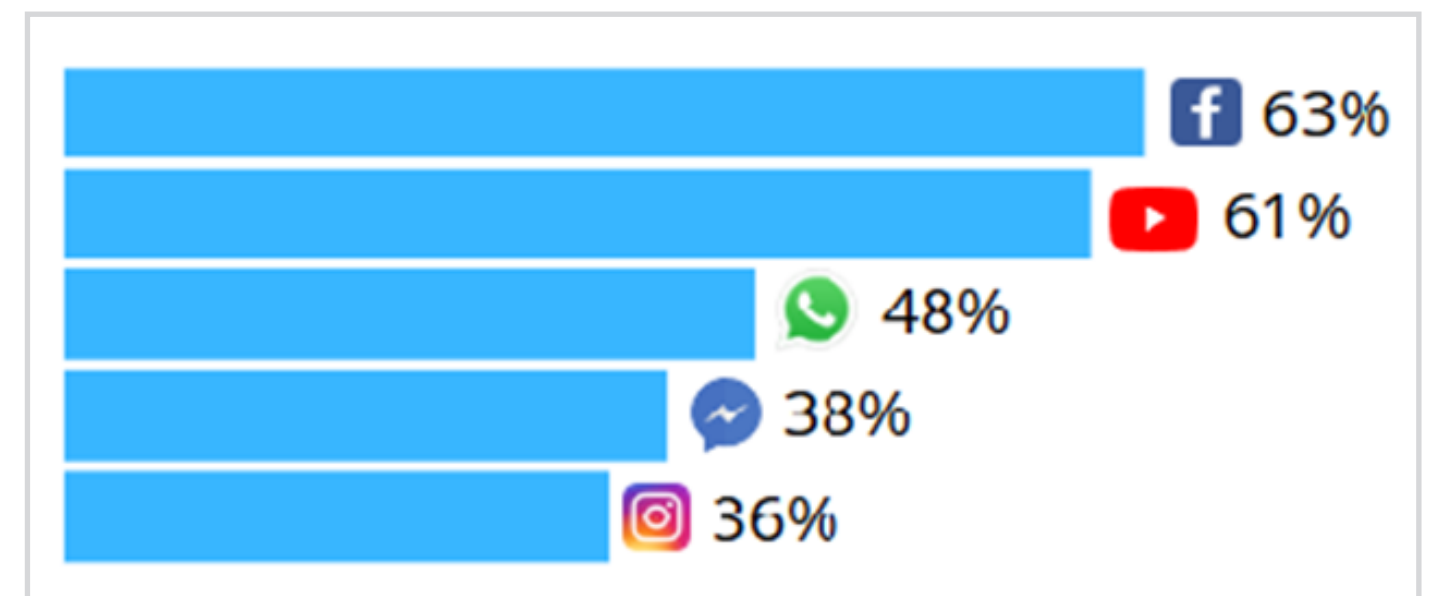
The evolution of content marketing results from the experience of content, a broad concept that encompasses the way its audience engages, consumes and responds to its product or service. Quality experiences focus on reaching the consumer with relevant subjects and unique formats in a way that one identifies with what has been shared.

It is important to mention the great potential of the content experience on social networks, since not only the numbers of users are huge but also their involvement with the networks is increasingly growing and broad. According to Statista Global Consumer Survey, on average, global Internet users spend about 144 minutes a day browsing the social networks.

The power of social networks is such that the number of global users is expected to reach about 3.43 billion active social network users, monthly, by 2023, that is about a third of the Earth's entire population.

With all this reach, social networks are proving to be a fertile ground for digital marketing focused on content experience, generating visibility and business for companies.

Figure 1—Worldwide activity of social network users



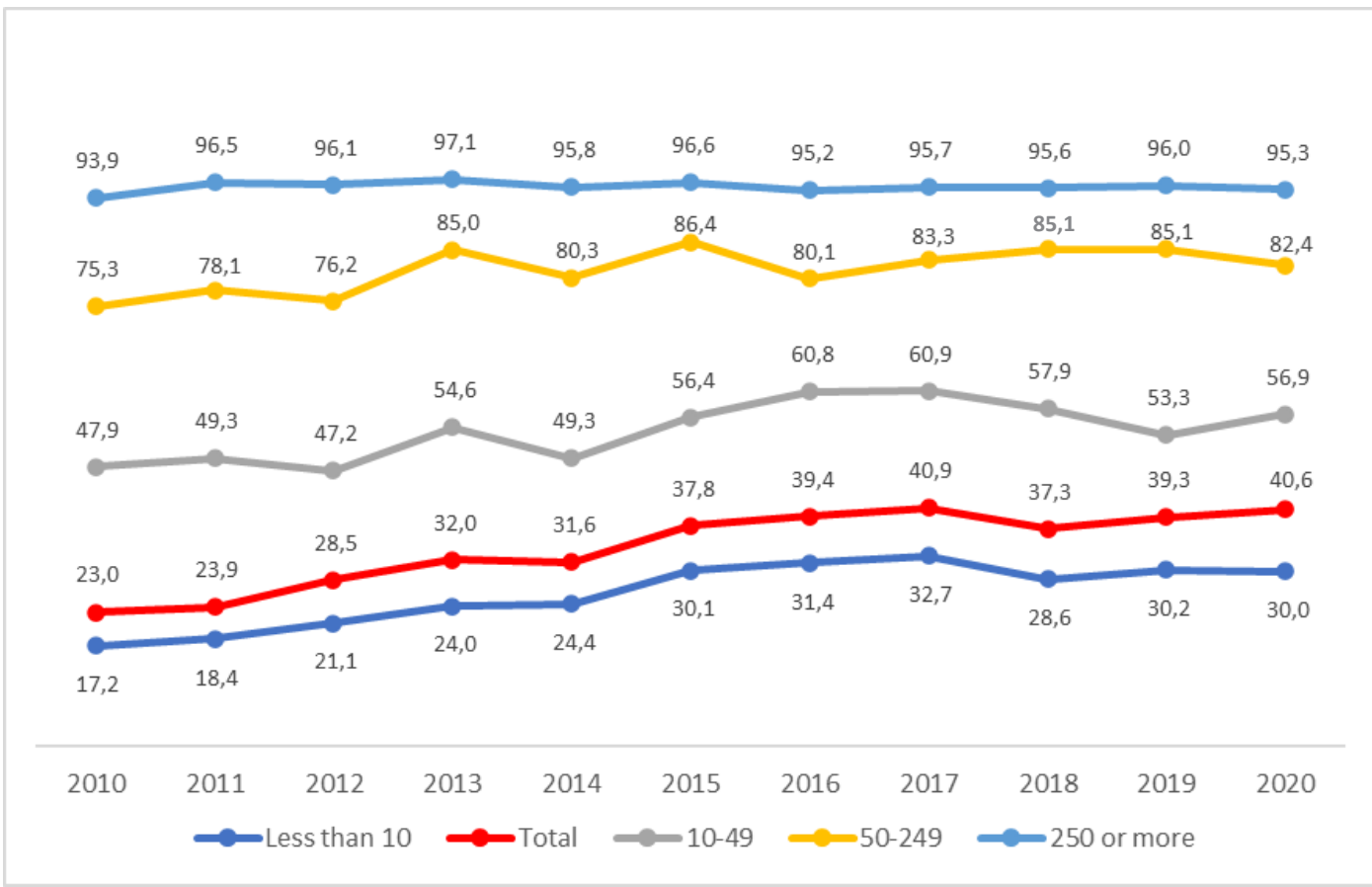
Source: Statista Global Consumer Survey (February 2020)

# Did you know?

The Pordata - Contemporary Portugal Database, discloses annually the **percentage of companies (micro, small, medium and large) with presence on the Internet**. Online Presence is a term that refers to the tools that act as representations of a firm in the digital environment. With more and more means to access the Internet, ranging from traditional computers to smartphones, businesses of all kinds may take great advantage when working on it. Facing the digital world, this is an essential condition for companies to ensure their sustainability, in addition to being a channel for disseminating your product/service, attracting customers, conducting business and making sales.

The total percentage of companies with webpage in Portugal, has evolved a lot in the last 10 years, going from 23% in 2010 to 40.6% in 2020, but it is still small and worrying percentage, considering all the benefits that the digital presence on the Internet may bring. Medium sized companies (50 - 249 employees) and large companies (more than 250 employees) showed the best positive evolution, compared to 2020, the total of companies with website was respectively 82.4% and 95.6%. On the other hand, for the same year, micro companies (less than 10 employees) had only 30% of internet presence, staying below the country's average which was 40,6%. The small companies present a result above the country's average, with more than half 56,9 companies with website for the year 2020.

Figure 1 - Percentage of companies, according to dimension, e with internet presence



Source: Pordata

# In the next few days...

The Observatory aims to contribute to the development of competences and retention of talent in Aveiro, identifying training needs and developing a knowledge base for qualification programs that respond to the challenges of the business fabric of Aveiro.

In this sense, the dissemination of information to society is of extreme importance so that the territory of Aveiro can prepare itself for digitalization. An opportunity to discuss the present and the future of the work.



The Observatory aims to contribute to the changes in the labour market that come from digitalization, make new professions appear and the need for new competences also emerge. Thus, the Observatory launched the 1st edition of the *Professionis* Yearbook, a tool for the dissemination of the professional area of the future, in table calendar format.

The Yearbook presents 52 professional areas of the future and identifies key competences for each profession according to the ESCO - taxonomy of European qualifications, competences and professions. In addition to having been distributed at the results presentation session conducted by the Labour Observatory during Techweek 2020 on 16 October, copies have already been mailed to the companies and entities that have accompanied and collaborated in the research work of the Observatory, to whom we renew our thanks. Wait!

Every week the Observatory is fostering the debate about these new professions by placing new content on their social networks, thus launching an invitation for the business community to participate in this debate every week, leaf by leaf the yearbook, and comment by comment in the online media.

To learn more about the Aveiro Labour Observatory: <http://observatoriodoemprego.web.ua.pt/>

To learn more about the Urban Innovative Actions: <https://www.uia-initiative.eu/en/uia-cities/aveiro>

To learn more about the project: <https://www.aveirotechcity.pt/pt/atividades/observatorio-do-emprego>

Would you like to receive more information? Register and receive the newsletters: [observatoriodoemprego@ua.pt](mailto:observatoriodoemprego@ua.pt)

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