

DIGITAL ENTREPRENEURSHIP TRAINING FOR WOMEN IN TOURISM:

HOW TO MAKE IT REALLY WORK

By Professor Catheryn Khoo, Torrens University Australia



Blue Mountains
International Hotel
Management School



The Background

Women entrepreneurs in Latin America

- Provide tourism employment for their communities
- Few women sustain their businesses into maturity
- Struggle with unprofitability
- Have lower growth expectations than women in other regions
- Social and cultural norms are constraints to women's ventures
- Lack of technology competency





The Background

Women & Technology

- Women entrepreneurs generally lag behind in terms of digital entrepreneurship, brand development & online marketing
- Women experience a greater sense of vulnerability relating to online sexual harassment
- Business technology training are often assumed to be gender neutral
- Design of marketing materials for technology training do not speak to women
- Gender composition of trainers, program content as well as the knowledge delivery are gender-biased.



The Lesson

For us in TVET

Women's access to and adoption of digital platforms cannot be assumed to happen naturally



The Project

Empowering women in tourism through entrepreneurial digital competencies

Provide technology training for women entrepreneurs through a **gendered approach** in the design of promotional materials and training delivery.

The project will deliver workshops to women tourism entrepreneurs in Ecuador and Mexico, focusing on **practical** knowledge points including setting up, promoting and managing their businesses on sharing economy and social media platforms.

Two Questions

Lessons for TVET

01. How will you address the needs of people of different genders in the design and management of our programme/course?

02. How will you know if you have considered all genders adequately?



An Important Issue

Lessons for TVET

Power, knowledge and theory are inextricably linked

Eurocentrism, Westernisation, Homogenisation of Knowledge



Our Features



01

Engage Locals as Experts

- Female business organisations
- Female Mexican and Ecuadorian educators

02

Shift Power to Participants

- Interviews with them prior to design

03

Reflexive

- Always questioning ourselves

The Interviews

1. What do you think about the existing digital and technology competency training and support available to you?
2. What did it cover?
3. Is there any topic/area that you are interested in but was not covered in those training?
4. What are your expectations of a digital competency training?
What does it need to cover? How should be it formatted? If you close your eyes and imagined this training session, what do you hear? What do you see? What do you feel?
5. What are the other trainings you would like to receive in order to grow your business or achieve your business goal?
6. What are the other trainings you would like to receive in order to grow your business or achieve your business goal?



The Interviews

“I have heard about virtual stores, so I would like to learn how to do that, to be able to sell a product or service from virtual stores.”

I didn't study much; I don't dedicate much to this technology. I am more focused on crafts, but I would like to see through this technology is being used to spread my goods, my arts. I would like to use the pages and other means to publish our work.



The Interviews

If I told you about my husband. It makes me want to cry... because I remember him telling me: "if you want, take your mattress and go somewhere else" and I left my young children to [get training and] follow my dream. The men when they saw that we [the women in the community] were joining those women who trained us, they called us bitches. (Juana)

I often feel questioned because I travel a lot. And then I don't know, I feel that when a man travel (...) well he is fine, because he is the businessman. But when a mother travels, well she is the bad one because how can she be so bad and leaves her children to go traveling? (Catalina)

Take a man for example, a man can excuse himself and forget parental responsibilities or household responsibilities until the weekend if possible. Not women. We have to carry with our children, with all our chores wherever we go (Kenya).



The Interviews

"I have to keep looking after him (grandchild)... Once, [there was] a terrific workshop and I longed to go but I could no longer continue it. It's always about the schedule and yes, it has happened to me."

"If I had studied it would be different, I only got through 6th grade and that was years ago".

"I'm afraid of touching the computer, I'm afraid of going online, I don't know how to do it."

"I think it [the training] could be in a place where, first, these tools are available, and not very far from our homes (...) Yes, they should be in places close to us, that they are not too far away so we can go".



The Interviews

"When the trainers go away, [Woman Organisation] members don't know how to continue dealing with the new technologies. Because of the lack of manuals or resources after the training, they stop using the technologies. Often there is no follow up or evaluation of the training, nor monitoring after the training."

"I'm always asking help to create a Facebook profile, WhatsApp account and e-mail, I mean I can't handle it and it's my children or my daughter-in-law who are teaching me."

"Now my daughter-in-law takes care of the digital tasks."





A Hands-on Workshop

Those without digital presence

In locations close to them

Catered to their needs: travel, childcare, device

Post workshop support

MARKETING DIGITAL EN TURISMO PARA MUJERES EMPREENDEDORAS

Un taller práctico de un día

10 de Febrero o 11 de Febrero 2020
9.00am a 5.30pm

Tecnologico S/N, UPA, Ponciano Arriaga
78437 Soledad de Graciano Sanchez,
SLP Mexico

Contacto: Marisol Alonso Vazquez
malonsov4@gmail.com



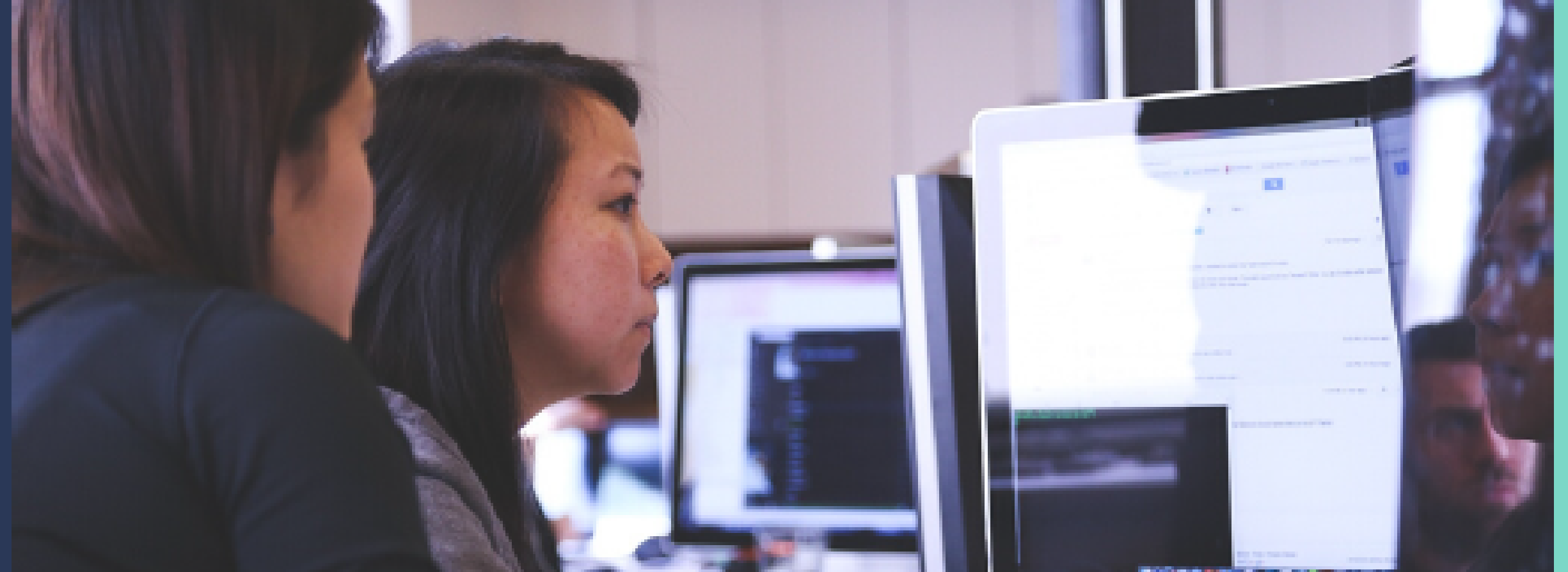
Al final del curso, habría obtenido:

- Un taller práctico completo de marketing digital de un día en el que implementará al menos;
- Un componente de su estrategia de marketing digital;
- Una inscripción gratuita para que una persona de apoyo asista al taller con usted;
- Catering completo de coffee break y almuerzo para usted y su persona de apoyo;
- Su costo de viaje y / o alojamiento está subsidiado por el valor de USD100 ;
- Acceso a una red de apoyo de mujeres con ideas afines en turismo y hospitalidad;
- Soporte post taller para marketing digital de su negocio;
- Un certificado de finalización del curso.

- ✓ A full one-day hands-on digital marketing workshop so you leave the workshop with at least one component of your digital marketing strategy implemented
- ✓ A free registration for an additional Support Person to attend the workshop with you
- ✓ Full catering of morning tea, lunch and afternoon tea for you/and your Support Person
- ✓ Your travel and/or accommodation cost subsidised to the value of USD100
- ✓ Access to a support network of like-minded women in tourism and hospitality
- ✓ A certificate of course completion

The Communication

- Female-friendly
- Empowering
- Culturally-sensitive



AGENDA DEL TALLER

- Introducción
- ¿Qué es el turismo (y la hospitalidad) y cómo co-crear las experiencias turísticas?
- Desarrollando la propuesta única de venta
- Identificando a los socios
- Desarrollo de nuevos productos, marcas de productos y extensiones de productos.
- Configuración de la plataforma de marketing digital más adecuada
- Uso de fotos y videos
- Medición del éxito del marketing digital
- Show & Tell (una sesión de intercambio de estrategias de marketing digital implementadas por los asistentes)
- Influencers virtuales y opiniones en línea
- invitación a grupo y concurso virtual

Some Statistics

About the Participants

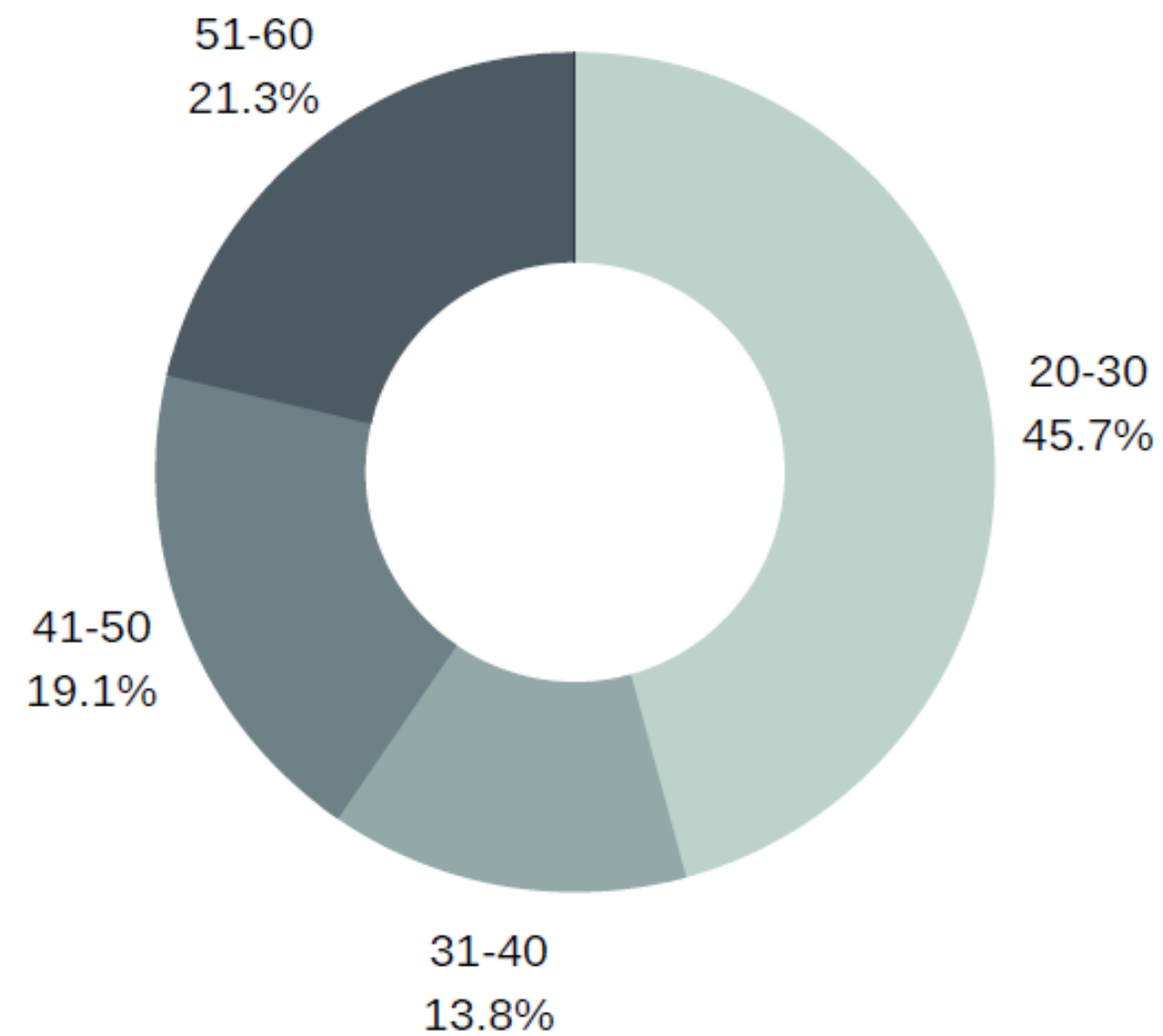


Fig. 1 Participant profile by age

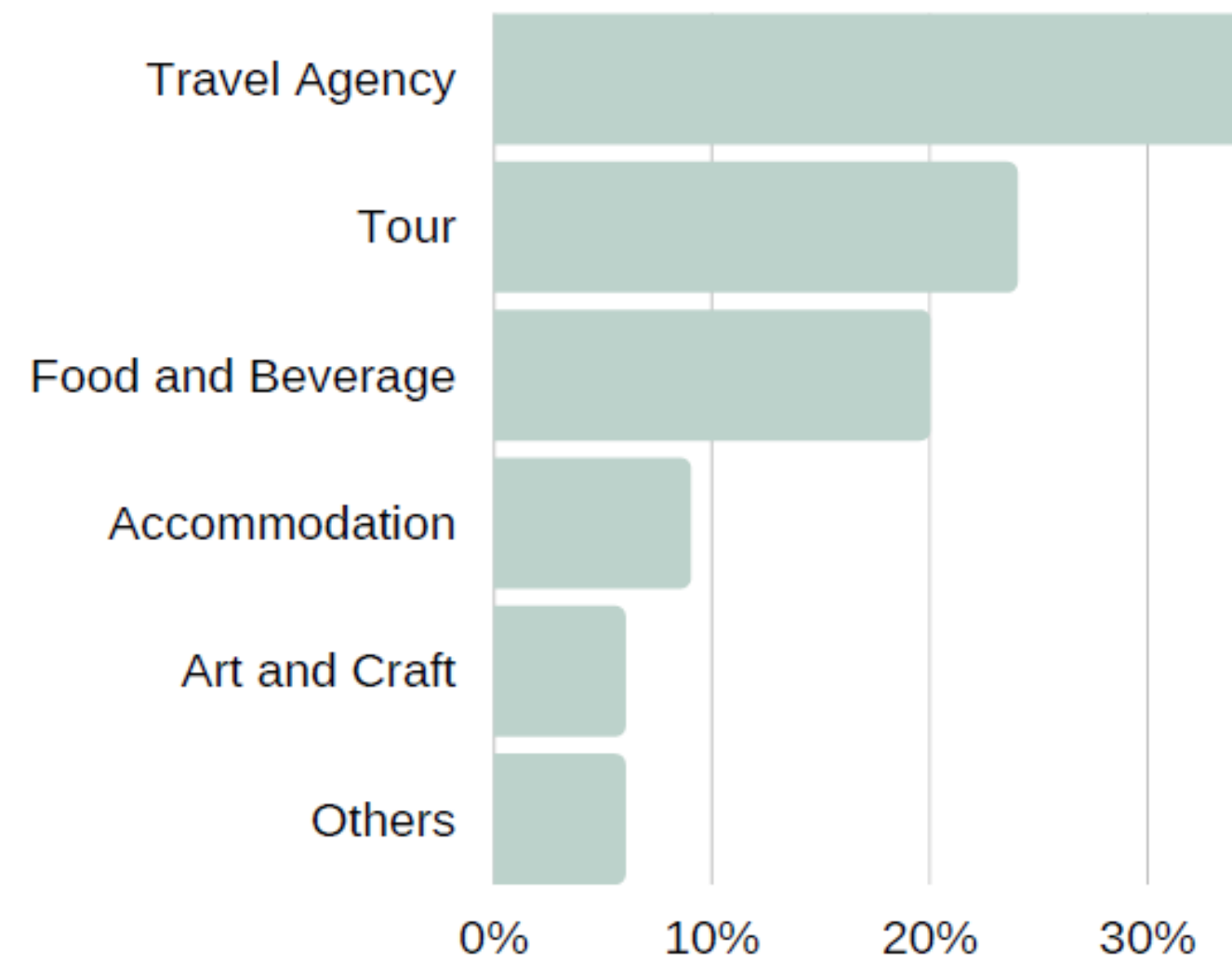


Fig. 2 Business type



Some Statistics

About the Participants

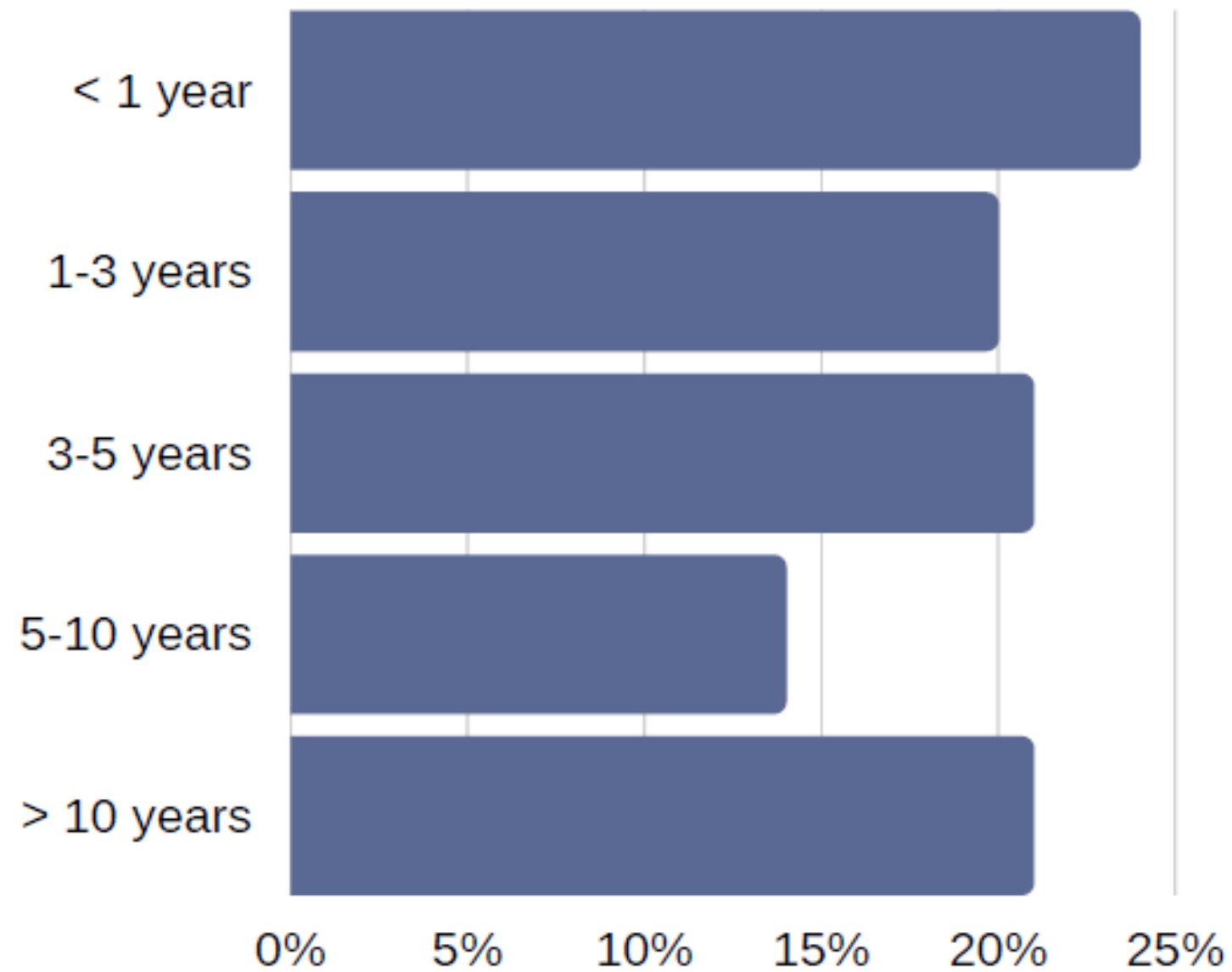


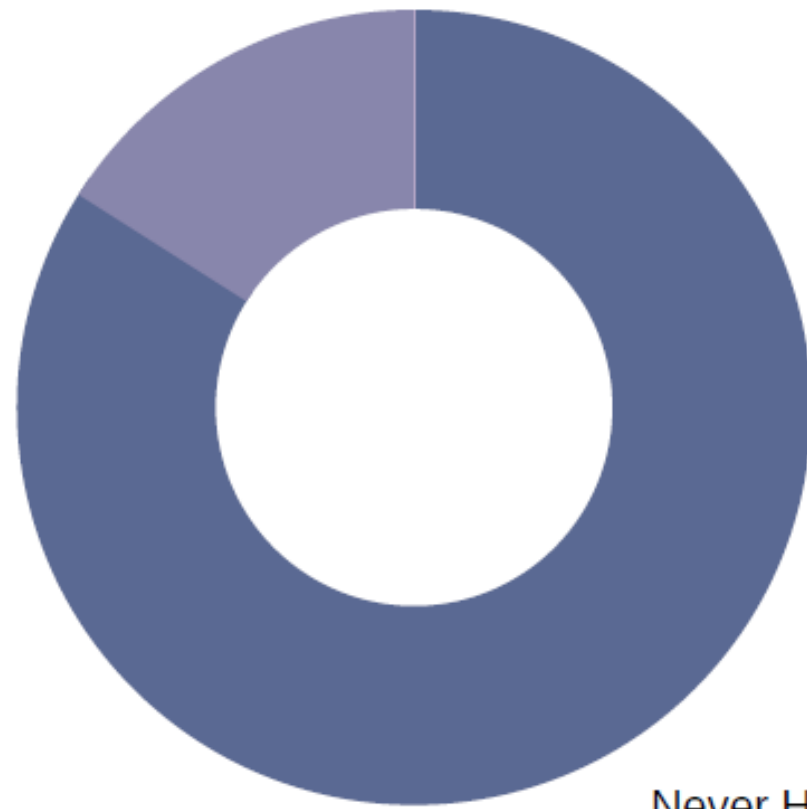
Fig. 3 Years in business



Some Statistics

About the Participants

Had Digital Marketing Training
16%



Never Had Digital Marketing Training
84%

Fig. 4 Experience with digital marketing training

TOPICS THAT WERE COVERED
ON THESE PREVIOUS
COURSES WERE RELATED TO
BASICS OF SOCIAL MEDIA
BUT NOT TOURISM RELATED.



The Modules

Based on Participants' Interviews

- Networking and Ice-breaking
- What is Tourism (and Hospitality) and How to Co-Create the Tourism Experiences
- Developing Your Unique Selling Proposition
- Identifying Your Partners
- New Product Development, Product Branding & Product Extensions
- Setting Up the Most Appropriate Digital Marketing Platform
- Using Photos and Videos
- Show & Tell (A sharing session of implemented digital marketing strategies by attendees)
- Virtual Influencers and Online Reviews
- Virtual Group Invitation and Support Competition



The Content

Based on Participants' Interviews

La herramienta más
simple y poderosa que se
puede encontrar es gratis
... ¡y fácil!

- Google Mi negocio
- ¿Porque es esto importante?
controlar la apariencia de su
cuando las personas buscan
en Google.

OK, hagamos eso ahora mismo

- Agregue o reclame su ficha c

The most simple and
powerful tool to be found
is free...and easy!

- Google My Business listing
- Why is this important?
 - You can control the way your brand
appears when people search for your
business on Google
- Ok, let's do that now
 - [Add or claim your business listing](#)



Network Challenge

- Sé parte de redes empresariales de mujeres: es importante alentar a otras mujeres.
- ¿Qué redes empresariales de mujeres conoces?
- Conéctate y síguelas en redes
- Envíanos una captura de pantalla de la red de la que formas parte.

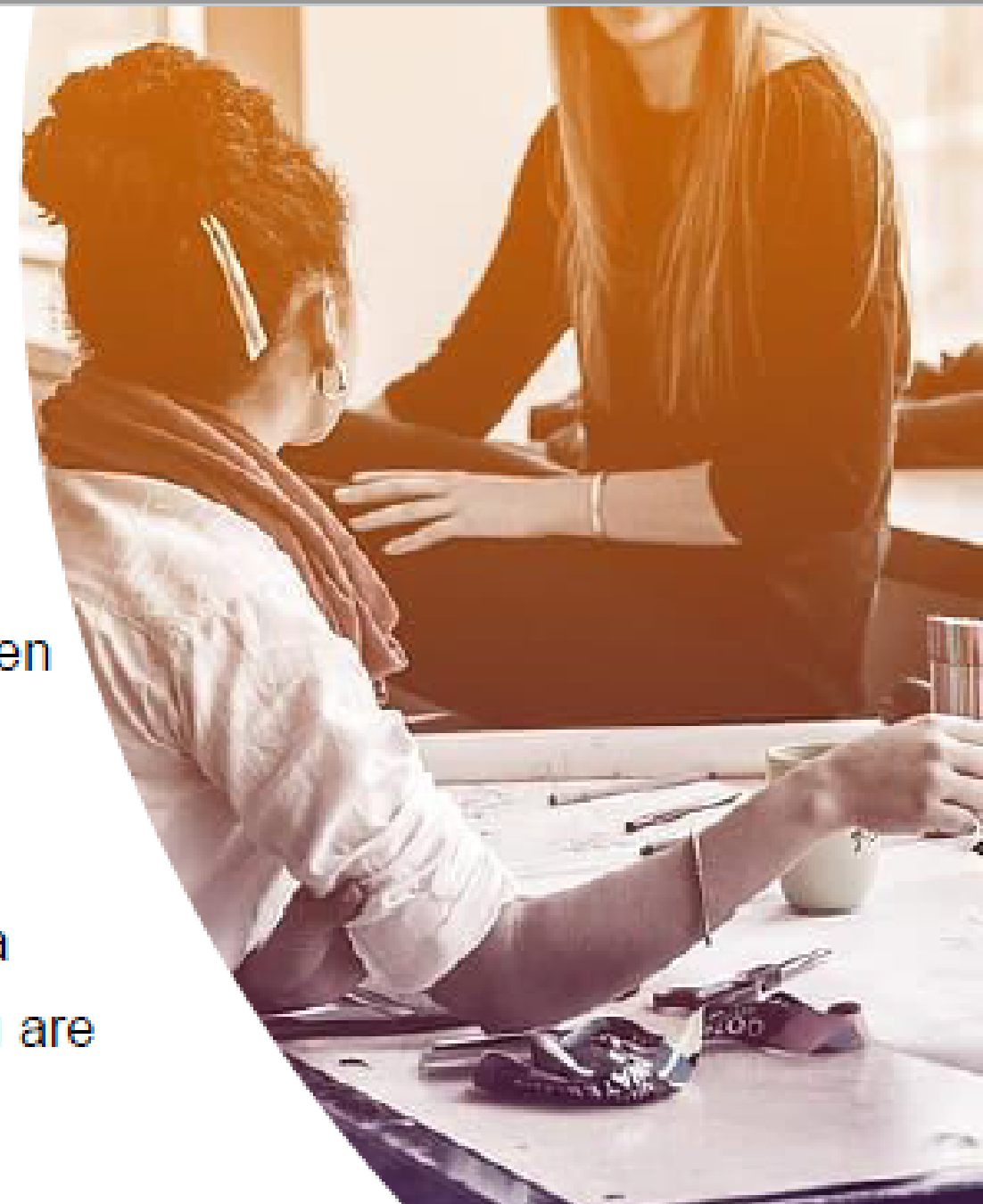
Network Challenge

Be part of women business network: encouragement and support from other women are important

1. What women business networks do you already know of?
2. Connect and follow them on social media
3. Send us a screenshot of the network you are part of

The Content

Based on Participants' Interviews





The Evaluation

Post Workshop

TOP 3 MOST USEFUL TOPICS/ACTIVITIES



CO-CREATING UNIQUE TOURISM EXPERIENCE



SPEED NETWORKING



CREATING YOUR UNIQUE STORY

99%

Would recommend the workshop to others

84%

Felt empowered after taking the workshop

Common Sense

but not Common Practice



Well-designed Courses and Programmes

From design to communication and delivery



Gender Digital Divide Get Clued Up

What are the barriers for females using digital technology in education, employment and entrepreneurship?



Address Real Needs Find out & Listen

Really ensure training address what people need

Get Connected With Me

Contact Information



drcatherynkhoo



drcatheryn@gmail.com





THANK YOU

Professor Catheryn Khoo, Torrens University Australia



Blue Mountains
International Hotel
Management School