



Learning Objectives

The eMarketing Platform will meet the following learning objectives, per module:

Thinking Alternative Experiences

This set of materials will foster cyclists understanding on how to think and plan new and alternative experiences with a positive impact on local communities and businesses. The cyclotourists will be able share experiences describing how to move from a dreaming to a planning phase.

ILO 1: describe the characteristics of an alternative experience

ILO 2: compare different experience and understand their alternative factors

ILO 3: illustrate an alternative experience

Experience Planning

This set of materials will help travelers to share experience-planning tips. This will describe the whole journey planning from dream, desire, plan and book.

ILO 1: list the steps for planning an experience

ILO 2: identify the most relevant planning issues within a given experience

ILO 3: prioritize planning issues for a given experience

Orientation

This set of materials will help travelers to develop skills in map reading and cardinal directions - tools, strategies and skills to achieve new itineraries and paths. Travelers will share both technological and practical insights about this topic.

ILO 1: understand principle of orientation

ILO 2: outline the main critical issues related with orientation while on the road

ILO 3: choose suitable technologies to foster orientation

Networking

This set of materials will help travelers to develop a new skills and tools for travel co-creation among travelers to share experience and help new path discovery.

ILO 1: describe the importance of networking with other travelers

ILO 2: discuss the importance of others' recommendations

ILO 3: decide whether or not to trust the recommendations of other travellers