









Digital Marketing Competencies Development for Silver Tourism Expert

# **TECHNICAL GUIDE FOR LEARNERS**



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SILVER TOUR



## 1 Begin

URL: eform.esilvertour.eu

#### 1.1 Home



# **1.1.1 Change language of platform**

	Q ∎ →
[+] Ελληνικά	
[+-] English	
[11] Español	
[1] Français	
[1] Lietuvių	
[#] Português	

# **1.1.2 Login in the platform**



# 1.2 Login

Username *	
Password *	
equired	Logi

### 1.2.1 New Account Registration

Login data	Region
Username •	
Password	Your password will be sent to your e-mail address given below.
Personal Data	
First Name *	
Last Name *	
Salutation *	○ No salutation desired ○ Ms./Mrs. ○ Mr.
Contact Information	
Country *	• Please Select · V
E-Mail*	Retype E-Mai
Other	
Settings	
Language	Erglish v
Terms of Service	
	User agreement and privacy policy
	All data is collected inline with the requirements of the GDPR.
	On Registration/Sign-Up you provide the following information: First Name, Last Name, Gender, Country and E-Mail,
	We process different forms of personal data like: time when logged in and logged out, training evaluation data, contributions to discussion forums and chat, submitted papers, messages exchanged with the trainer, responses to training evaluation questionnaires and other submitted content in the plat- form.
	We process data only for the purpose of pilot actions or extract statistical data (anonymized) in terms of the scope of the project, and legal purposes.
	At any time while we are in possession of, or processing, your personal data, you have the following rights: right of access to the information; right to cor- rect data; right to erasure; right to restriction on processing of data.
	By registering on the platform you agree with this policy.
Accept terms of ser- vice? *	
User Verification *	FIGHWE
	0

The platform send an automatic confirmation e-mail you need to confirm your registration by clicking in the confirmation link.



#### 1.2.2 Public Area

Go to the home page.

#### **1.2.3 Forgot your password?**

Enter a username and the associated e-mail address in the fields shown below Will be send a message to that e-mail address. The message contains an address for a web page where you can net as mean parsiend? for the user account, in care you are unable to assign a parsword to your user account using this form, contact your course administration or send an e-mail to efform@edivertuar.eu.					
Password Assista	ance				
Username *					
E-Mail *					
* Required	Submit				
	Login Public Area				

#### 1.2.4 Forgot your username?

Please enter an e-mail a user names which have to retrieve a new passw eform@esilvertour.eu,	ddress and submit the form. Will be send an e-mail to that address. The e-mail contains a registered this e-mail address. Choose a suitable username and use the password service ord. If you do not retrieve any e-mail by this service please contact your course admin or the service please contact of the service please contact your course admin or the service please contact of the service please contact your course admin or the service please contact of the service please contact your course admin or the service please contact of the service please contact your course admin or the service please contact of the service please contact your course admin or the service please contact of the service please contact of
E-Mail *	
* Required	Submit
	Login Public Area

# **1.2.5 Terms of Service**

User agreement and privacy policy

All data is collected inline with the requirements of the GDPR.

On Registration/Sign-Up you provide the following information: First Name, Last Name, Gender, Country and E-Mail.

We process different forms of personal data like: time when logged in and logged out, training evaluation data, contributions to discussion forums and chat, submitted papers, messages exchanged with the trainer, responses to training evaluation questionnaires and other submitted content in the platform.

We process data only for the purpose of pilot actions or extract statistical data (anonymized) in terms of the scope of the project, and legal purposes.

At any time while we are in possession of, or processing, your personal data, you have the following rights: right of access to the information; right to correct data; right to erasure; right to restriction on processing of data. By registering on the platform you agree with this policy.

If you have any questions you can contact us.

Login Public Area

### 1.3 First Login

### 1.3.1 Confirmation Link

```
to activate your account and confirm ownership of this e-mail address, click the link below:

https://eform.esilvertour.eu/confirm.Reg.php?client_ld=esilvertoursh=43:

The link will only be good for 30 Minutes, after that you will have to try again from the beginning.

If this e-mail means nothing to you, then it is possible that somebody else has entered your e-mail address either deliberately or accidentally, so please ignore this e-mail.
```



After registration you receive an email with a link to validate email and activate the account.

### 1.3.2 Your access data



# 1.3.3 Account created by "administrator"



If the account is created by the administrator at the first login you must accept the "Terms of Service".



# **1.3.3.1 User information**

Profile and Priva	ICV.	
Profile Data Publish Profile	Visibility Export/Import	
Your profile is incomplete. P	lease fill in all required data.	
Personal Data	Seve and Continue	Privacy Checklist
Username * First Name * Last Name * Salutation * Avatar	No salutation desired Mn2.Mrs. Mn2.Mrs. Mn2.  Externor splaad size 256.0 MB Alowsef fit syste: gas, gas, gaf Defree Existing File	Profile Data     Check profile data     Check profile data     Pablish Profile     Set publishing options     Visbility     Set visibility options
Contact Information		
Country *	- Please Select - v	
* Required	Save and Continue	

You may have to fill in profile information if the administrator has not done so.

Profile and Priva	су		
Profile Data Publish Profile	Visibility Export/Import		
Publish Profile Please select which personal data i	s visible in your profile and which users should be able to visit your profile.	Save and Continue	Privacy Checklist
Activation	Profile Disabled Your information is only visible to administrative staff.		<ul> <li>Profile Data</li> <li>Profile data checked</li> </ul>
	<ul> <li>Visible for logged in Users</li> <li>First and last name will always be visible in your profile, if it is activated.</li> </ul>		Publish Profile Profile Disabled
		Save and Continue	Visibility Set visibility options

## Do "Save and Continue".

#### 1.3.3.2 Change password

Settings				
General Settings Password Mail Se	sttings			
You have to change your password be	fore you can start using ILIAS services.			
Change Password				
Current Password *				
Desired Password *	Allowed data h. J. Jar 20. g. (Me 1999). v ( a herapsonari chi, a basi se sensa sense di data sensari. The passonari municasse e tessa sa and numbers. The passonari municassen e tessa ta again tettera. The passonari municassen e tessa ta again tettera.			
	Retype Password			
* Required	Save			

You will need to set a new password.

#### 1.3.4 Dashboard



The first time you login, will be no "links", when you click on "ESilver" you go to the homepage.



# 2 Platform

# 2.1 **Profile and Settings**



# 2.1.1 Profile and Privacy

Profile and Priva	Cy	
Personal Data	Sive and Control	Privacy Checklist
Usemanne * First Namne * Last Namne * Salistation * Avotar	Internet Unter Unter Unter Unter Oracidation desired Oracidation desired Oracidation desired Oracidation desired Oracidation desired Manuform generation game game game game game game game game	Profile Data     Oreck profile data     Oreck profile data     Publish Profile     Set publishing options     Visibility     Set visibility options
Contact Information Country *	Proget v	
<ul> <li>Required</li> </ul>	Save and Continu	

It allows the inclusion/edition of personal information.



Set whether your profile is visible to other users, and select which information is visible.

Profile and Privacy		Profile and Pr	ivacy			
Profile Data Publish Profile Vsubility Export/Import		Profile Data Publish Profile Visibility Export/Import				
Modifications saved.		Modifications saved.				
Contacts	Privacy Checklist	Contacts			Seve Privacy Checklist	
Allow to contact me If enabled, other users are able to send me request for getting into contact.	Profile Data Profile data checked	Allow to contact me If enabled, other users are all		re able to send me request for getting into conta	ect. Profile Data Profile data checked	
	Publish Profile				Save Publish Profile	
	Visibility		User Tester	Send mail Download Visiting Cand	Visibility	iers
	Show My Online Status, Receives Contact Requests				Show My Online Status, Receives Contact Reque	s, iests

See how other users see your profile and if they can contact you.

# 2.2 Settings

# 2.2.1 General Settings

Settings General Settings Password Mail Settings		
General Settings	Save	
Language	English v	
Screen Reader Optimization	Improve ILMAS for usage with screen readers.	
Last Visited	Remember last visited V	
Session-Reminder	Hanahled you receive a reminder before the online-session of your browser expires	
ILIAS-Timezone	CMT+100 Ansterdam, Berlin, Bern, Rome, Stockholm, Vienna v Pieze choise the newest city in your timezone.	
Date Input Format	31.10.2023 v Please choose a format for the input of dates.	
Time Format	1300 - v Please choose a format for the input and presentation of time.	

Here you can choose the language, time zone, etc.



#### 2.2.2 Password

Settings General Settings Password Mail Se	tings
Change Password	
Current Password *	
Desired Password *	Alaward down 27 of 50 - 204-2050-10 He parasond must be tasked as said of downlands. The paraword must be tasked as and in underse. The paraword must be tasked as a said of the tasked as a said t
* Required	Save

Here you can change the password.

#### 2.2.3 Mail Settings

Settings	
General Settings Password Mail 9	ettings
Mail Settings	Save
Incoming mail	only local     orward to e-mail address     orwarding     ocal forwarding
Line break	60 v
Signature	
New Mail Notifications	Vou can activate a periodic nostification about new mail here.

Here you can configure the platform's internal mail options.

#### 2.3 "Tools"

#### 2.3.1 Notifications



If you receive notifications, such as new emails or new activities they will be listed at the top.

# 2.3.2 Dashboard



It is like a working area of a PC where you can add and manage shortcuts to the resources available on the platform.



## 2.3.3 ESilver

<b>S</b> I L	V E R TOUR
	EShver
8	🚊 ESilver - Home
Delficert	P Tree View
O film	() Last Visited
£	🔄 My Courses and Groups
Heriopace	
	<

#### 2.3.3.1 ESilver - Home

前 ESilver - Home

#### Go to the homepage.

#### 2.3.3.2 Tree View



Browse the content hierarchically.

## 2.3.3.3 Last Visited

() Last Visited	$\sim$
🗮 Module 1	
Course	
Self-Study	
① Français	
English	
Unit 1 - Learning Activity	
Unit 1 - Digital Marketing and Its Importance in T	
Module Description	
Course	
Self-Study	

List of last viewed contents.

📧 My Courses and Groups

Go to the list of courses you're doing.

#### 2.3.3.4 Close



Closes the "menu".

### 2.3.4 Personal Workspace





# 2.3.4.1 Favourites



List of links to resources and pages within the platform.

#### 2.3.4.2 Tasks



List of started and/or completed tasks.

### 2.3.4.3 Personal and Shared Resources



Area where you can create your "ePortfolio". Here you can place the various documents that you develop during the course.



You can create weblinks, folders, and upload files (you can enter one or more files simultaneously).



You can share files with the tutor/trainer or with other users.

# 2.3.4.4 Private Notes

Certocard Certocard Cither	Favourites     Tasks     Personal and Stared Resources     Notes	>	Private Notes      Exercise: Unit 1 - Learning Activity      Wobukt reference      Exercise: Unit 1 - Learning Activity
Activements			Add Name OS. Mar 2020 Need to review Adder P Out 1 - Learning Activity Select All Golden E Seguest Mall. Press

List notes, comments and reminders you have made into the resources/content of the platform.



# 2.3.5 Achievements

	C Learning History
Deshboard	✓ Learning Progress
C) ESIwer	G Certificates
Personal Workspace	
Apreventeria	

#### 2.3.5.1 Learning History



The historic of what you have done on the platform.

#### 2.3.5.2 Learning Progress



Here you can see the learning progress of the resources you are using into the platform.

# 2.3.6 Communication



## 2.3.6.1 Mail



The platform provides a mail system for communication between users.

# 2.3.6.2 Contacts

Carlosard Carlosard Co ESiver	Contacts	My Contacts My Courses M Lts Gallery	dy Groups		
ß		Relations to Other Users		Show Filter	Rows -
Workspace		Name 🕇	Login		
Ŷ			This object is empty and contains no items.		

Here you can create a list of contacts.



# 3 ESilver content



The contents of the course/modules are available in: English, French, Spanish, Portuguese, Lithuanian and Greek.

#### 3.1 Begin



You can choose Self-Study (Option A) or Face-to-Face (Option B).

### **3.2 Face-to-Face (Option B)**

Face-to-Face
Guides For Tutors and Learners
Resources for Trainers Module support powerpoints
Course Manual Abstract, Self-Assessment, Module Contents, Glossary for all modules, and annexs
Woorkbook Exercises of modules 1 to 7
Option Creative Lab Working module 8 mode A

#### 3.2.1 Guides

Guides For Tutors and Learners

Guides for Tutors and Learners

#### 3.2.2 Resources for Trainers

Resources for Trainers Module support powerpoints

Module support PowerPoints for Trainers

### 3.2.3 Course Manual

Course Manual Abstract, Self-Assessment, Module Contents, Glossary for all modules, and annexs

#### Course Manual Mode B

#### 3.2.4 Woorkbook

Woorkbook Exercises of modules 1 to 7

Exercises of modules 1 to 7

#### 3.2.5 Option Creative Lab

Option Creative Lab Working module 8 mode A

Link to "Module 8 - Creative Lab" from Self-Study (Option A).



# 3.3 Self-Study (Option A)

(	<b>E</b>	Self-Study Mode A
	₿	Guides Documents for didactic support and Instructions to working with platform
	?	Self-Assessment Self-Assessment tool of initial knowledge and expertise to determine individual learning pathway
	\$	Course Content and exercises of the course (modules)
	<b>P</b>	Forum Debate, doubts and issues related with course Articles (Unread): 0 (0)
	Ø	Resources Questionnaires, forms and other documents for feedback for monitoring and evaluatin

## 3.3.1 Guides



Documents for didactic support and Instructions to working with platform

# 3.3.2 Self-Assessment

Self-Assessment Self-Assessment tool of initial knowledge and expertise to di
Tests
Module 1 Digital Marketing and its Potential for Silver Tourism
Module 2 siver roursm and Seasonality Effect
Module 3 Silver rourism and the Competencies for Active Ageing
Module 4 Stereotypes About Silver Tourism and Ageing
Module 5 Orgital Marketing and Silver Tourism
Module 6 Marketing Strategies in Social Media
Module 7 Digital Marketing Management in Tourism

Self-Assessment tool of initial knowledge and expertise to determine individual learning pathway.

#### 3.3.2.1 Start



Suspend the Test Finish the Test	
← Previous	Next →
Ouestion 2 of 6	

You can: go to the next question; go to the previous question; suspend the test to finish later; finish the test.



#### 3.3.2.3 Results

Info Results	Learning	Progress				
B - We advise you	to go thre	ough the module.	]			
Print PDF Exp	ort					
Test Results fo	r User	Tester				
Pass Overview (1 - 1 of 1)	of the '	fest Results				Rows -
Scored Pass	Pass	Date	Answered Questions	Reached Points	Percent Solved	Actions
•	1	05. Mar 2023, 20:38	6 Of 6	36 Of 72	50.00%	Detailed Results

You can see detailed information of you answers on "Detailed Results".

#### 3.3.2.4 Repeat



Later you can see the results or do a new test.

#### 3.3.3 Course

	Course Content and exercises of the course (modules)
Cou	rses
₩	Module 1 Digital Marketing and its Potential for Silver Tourism
A	Module 2 Silver Tourism and Seasonality Effect
A	Module 3 Silver Tourism and the Competencies for Active Ageing
A	Module 4 Stereotypes About Silver Tourism and Ageing
A	Module 5 Digital Marketing and Silver Tourism
A	Module 6 Marketing Strategies in Social Media
A	Module 7 Digital Marketing Management in Tourism
A	Module 8 Creative Lab

Content and exercises of the course (modules).

#### 3.3.3.1 Module

<b>→</b> .	Course Registration	
Join	Registration Period	Unlimited
Info	Registration Type	You can join this course directly.
Notes		Join Cancel

To access the content of the modules you need to "Join".



#### 3.3.3.2 Content

Module Description

Description of the module content.



Learning content of the module.



Activities to develop in the module.

Useful Links Learning Progress:

Library for additional information.

Summary of key points Learning Progress:

Summary of module key points

Module Self-Assessment Preconditions that need to be

A self-study quiz in order to summarize and test knowledge in the module.

References

References and Bibliography.



Alphabetical list of words relating to all modules subjects/terms, with a brief explanation.

#### 3.3.3.3 Preconditions



The access to the contents is made in order, to access the activities you have to read the manuals/units first, to access the next unit you have to read the previous one.

#### 3.3.3.4 Status / Learning Progress



Done.



## 3.3.3.5 Activities / Exercises



#### See the instructions for the task.

>  Product Name (Mandatory)	
> Product Destination (Mandatory)	

Some exercises have more than one activity

Your Submission		
Assignment Text	Edit Text	
Assignment Unit 2- Learning Activity: Learning Activity 1.2 Schedule • Remaining Working Time: No dead- line specified. Work Instructions T is a large outdoor advertising structure (a) Billing board, typically found in high-traffic ar- eas such as alongside busy roads. Do you understand that this is affiliate mar- keting? (no more than 300 characters)	€ Back Submession Assignment "Learnin Your Text •	ng Activity 1.2" B I ⊻ Paragraph ∨ I IIII IIII 2 8 IIII 2 8 P P
	* Required	Save and Return Save Cancel

If the task is of the type insert text click on "Edit Text", and insert the text.



If the task is a file upload type, click on "Hand In", and upload the files.



Some assignments are only complete/done after trainer evaluation.



# **3.3.3.6 Learning Progress**

Module 1     Oppart landering and as Retensil for Sher Toursen							
Content Info Learning Progress Unsubscribe from Course							
Personal Learning Progress: Module 1							
Mo	de Status is D	letermined by a C	ollection of items				
Stat	us 🚺 🕨 🔤 1	n Progress					
Details							
Title 🕇		Status	Last Status Change	Percentage	Mark	Comment	Mode
Best Practices - Practical Examples of Digital Mark Stories	eting/Success		23. Nov 2022, 17:39	0%			Visiting All Pages
The Integrative Learning Activity			23. Nov 2022, 17:45				Tutors Monitor and Set Status
Module Description		<b>↓</b>	23. Nov 2022, 17:39				Visited
Kodule Self-Assessment			23. Nov 2022, 17:45	0%			Test Must be Passed
Summary of key points			23. Nov 2022, 17:45				Visited

In "Learning Progress" you can see the status of all contents.

### 3.3.4 Forum

Forum Debate, doubts and issues related with course	Actions -
Threads Info Statistics	
New Thread Mark All as Read	

Debate, doubts and issues related with course.

#### 3.3.4.1 New Thread/Topic



### 3.3.4.2 Reply/Edit Thread



## 3.3.5 Resources



Questionnaires, forms and other documents for feedback for monitoring and evaluation.



# 4 Actions

![](_page_17_Picture_3.jpeg)

Some of the actions outlined below apply only to certain types of elements.

### 4.1 Info

![](_page_17_Picture_6.jpeg)

Displays information about the element (the information shown depends on the type of element).

# 4.2 Add to Favourites

Add the object to your Dashboard- Favourites.

![](_page_17_Picture_10.jpeg)

It allows adding notes to your list. Notes can be added to all types of elements including the pages of the learning contents.

# 4.3.1 Page with notes

![](_page_17_Picture_13.jpeg)

## 4.4 Join

![](_page_17_Picture_15.jpeg)

To access the course / module you will have to choose the action "Join".

# 4.4.1 Confirm the join

Info Join			
Course Registration			
Registration Period	Unlimited		
Registration Type	You can join this course directly.		
			Join Cancel

Choose again "Join" to register for the course / module.

![](_page_18_Picture_1.jpeg)

![](_page_18_Picture_2.jpeg)

To leave the course if you have "join" by mistake.

# 4.6 Close the "menu".

![](_page_18_Figure_5.jpeg)