



Kaunas Science and
Technology Park



CONFEDERAÇÃO DO
TURISMO DE PORTUGAL



Digital Marketing
Competencies Development
for Silver Tourism Expert

TECHNICAL GUIDE FOR LEARNERS



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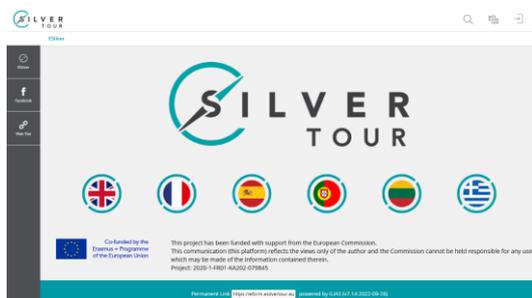
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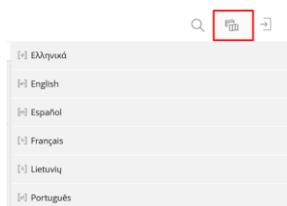
1 Begin

URL: eform.esilvertour.eu

1.1 Home



1.1.1 Change language of platform



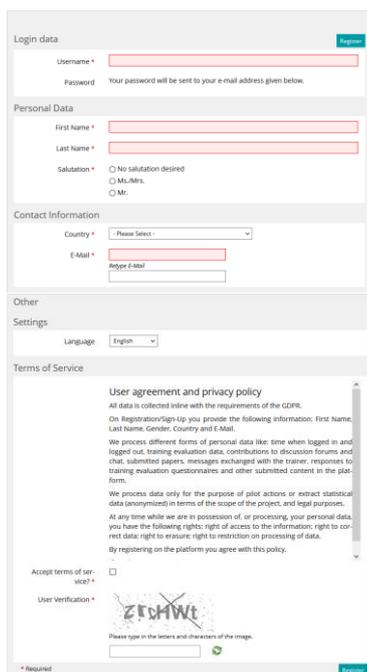
1.1.2 Login in the platform



1.2 Login



1.2.1 New Account Registration



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

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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 enter a new password for the user account. In case you are unable to assign a password to your user account using this form, contact your course administration or send an e-mail to eform@esilvertour.eu.

Password Assistance

Username *

E-Mail *

* Required

[Login Public Area](#)

1.2.4 Forgot your username?

Please enter an e-mail address and submit the form. Will be send an e-mail to that address. The e-mail contains all user names which have registered this e-mail address. Choose a suitable username and use the password service to retrieve a new password. If you do not retrieve any e-mail by this service please contact your course admin or eform@esilvertour.eu.

E-Mail *

* Required

[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/confirmReg.php?client_id=esilvertour&rh=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

Welcome!

To access use the following data:

https://eform.esilvertour.eu/login.php?client_id=esilvertour

Login: teste

Password: oubYaubt0

To get your password, please use the function « Forgot password? » at the login screen to request a new password for this account.

1.3.3 Account created by “administrator”

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.

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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](#).

Accept terms of service? Accept No Accept

Do not accept terms of service? Yes Accept No Accept

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

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

Do "Save and Continue".

1.3.3.2 Change password

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.

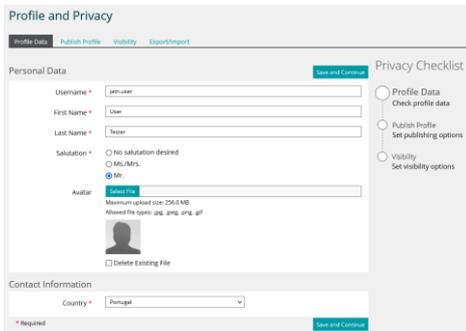
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2 Platform

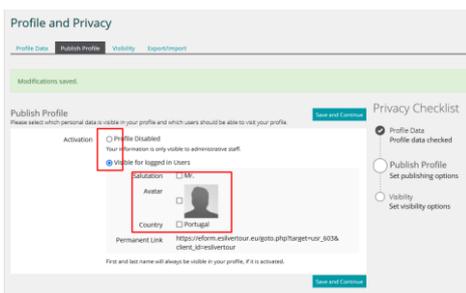
2.1 Profile and Settings



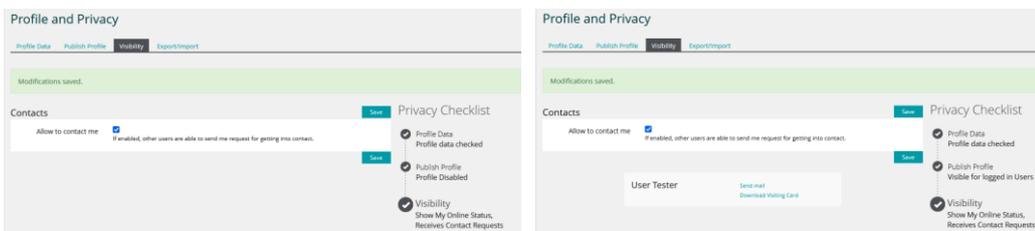
2.1.1 Profile and Privacy



It allows the inclusion/editing of personal information.



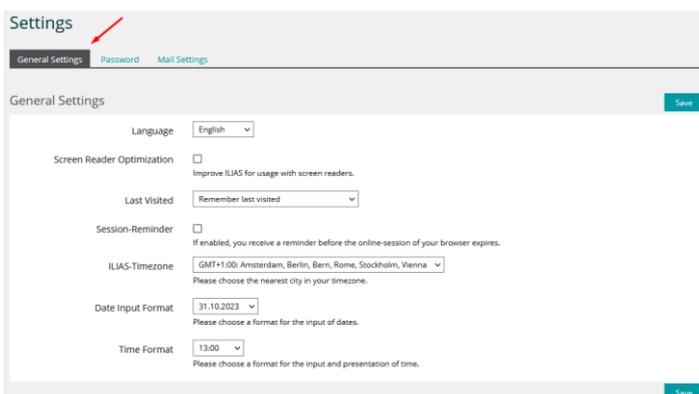
Set whether your profile is visible to other users, and select which information is visible.



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

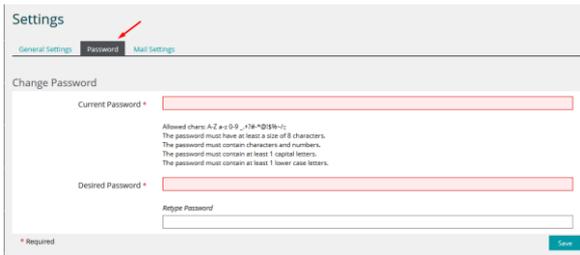
2.2 Settings

2.2.1 General Settings



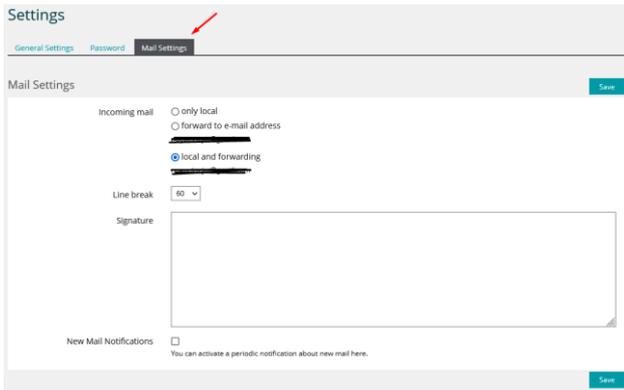
Here you can choose the language, time zone, etc.

2.2.2 Password



Here you can change the password.

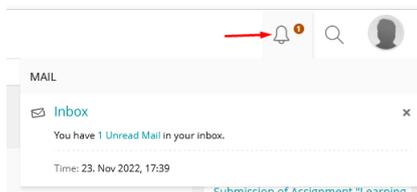
2.2.3 Mail Settings



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

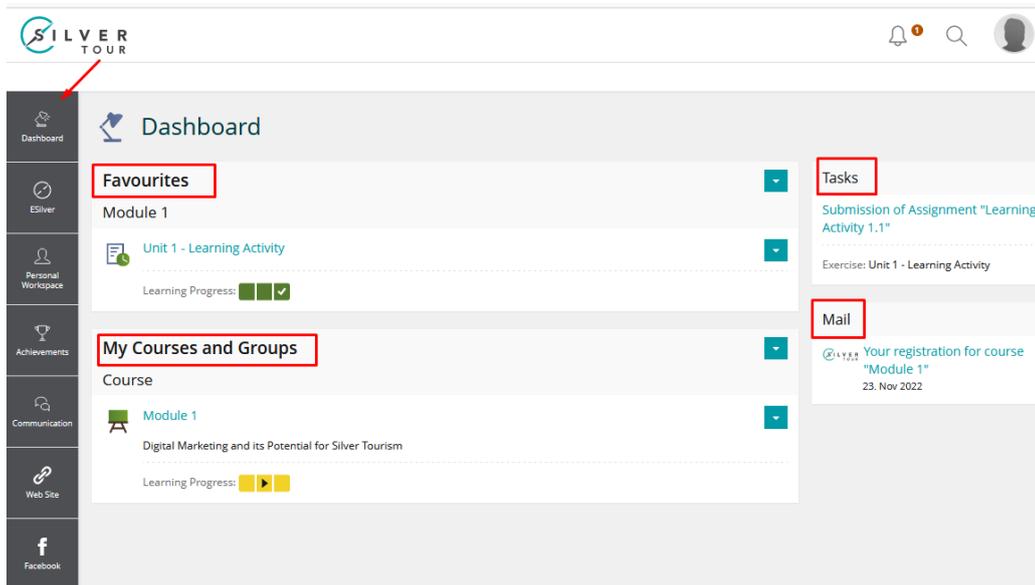
2.3 "Tools"

2.3.1 Notifications



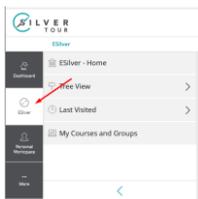
If you receive notifications, such as new emails or new activities they will be listed at the top.

2.3.2 Dashboard

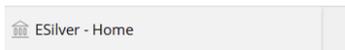


It is like a working area of a PC where you can add and manage shortcuts to the resources available on the platform.

2.3.3 ESilver

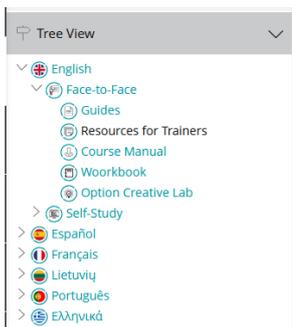


2.3.3.1 ESilver - Home



Go to the homepage.

2.3.3.2 Tree View



Browse the content hierarchically.

2.3.3.3 Last Visited

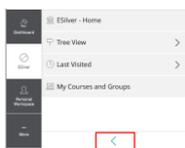


List of last viewed contents.



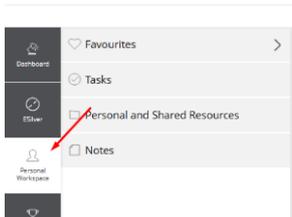
Go to the list of courses you're doing.

2.3.3.4 Close

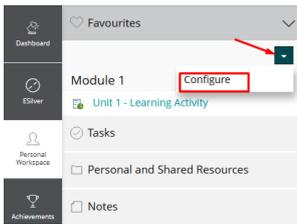


Closes the "menu".

2.3.4 Personal Workspace

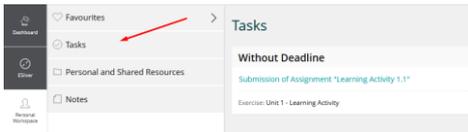


2.3.4.1 Favourites



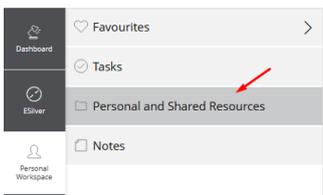
List of links to resources and pages within the platform.

2.3.4.2 Tasks

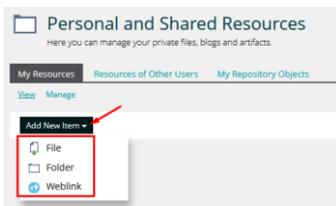


List of started and/or completed tasks.

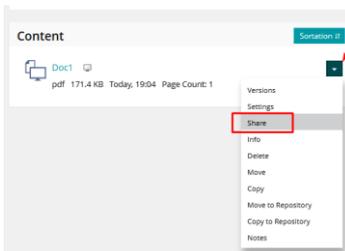
2.3.4.3 Personal and Shared Resources



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

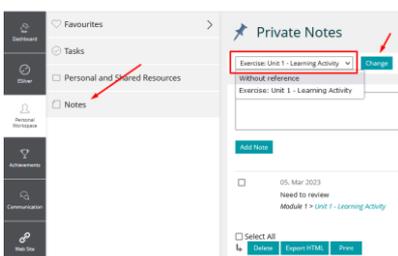


You can create weblinks, folders, and upload files (you can enter one or more files simultaneously).



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

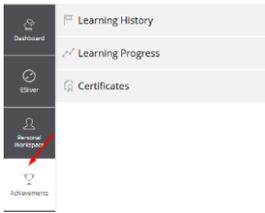
2.3.4.4 Private Notes



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

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2.3.5 Achievements

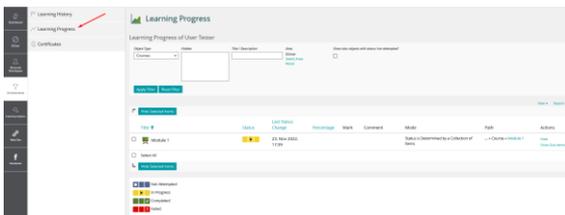


2.3.5.1 Learning History



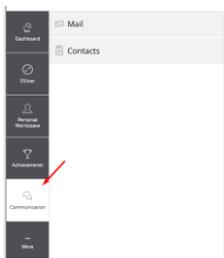
The historic of what you have done on the platform.

2.3.5.2 Learning Progress

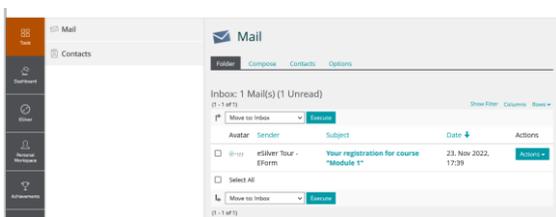


Here you can see the learning progress of the resources you are using into the platform.

2.3.6 Communication

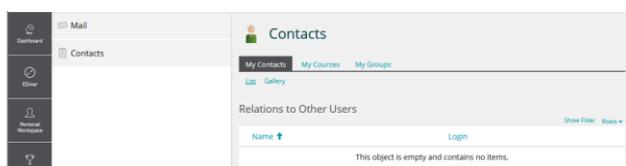


2.3.6.1 Mail



The platform provides a mail system for communication between users.

2.3.6.2 Contacts



Here you can create a list of contacts.

3 ESilver content



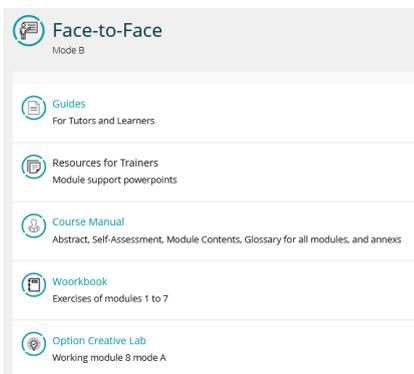
The contents of the course/modules are available in: English, French, Spanish, Portuguese, Lithuanian and Greek.

3.1 Begin



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

3.2 Face-to-Face (Option B)

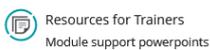


3.2.1 Guides



Guides for Tutors and Learners

3.2.2 Resources for Trainers



Module support PowerPoints for Trainers

3.2.3 Course Manual



Course Manual Mode B

3.2.4 Workbook



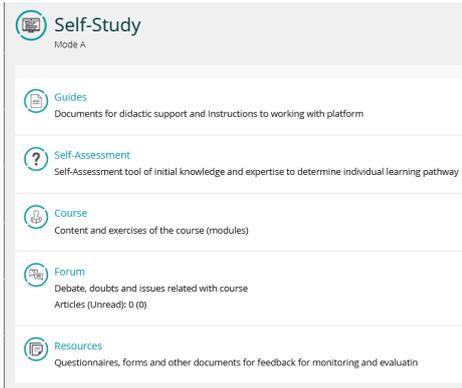
Exercises of modules 1 to 7

3.2.5 Option Creative Lab



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

3.3 Self-Study (Option A)

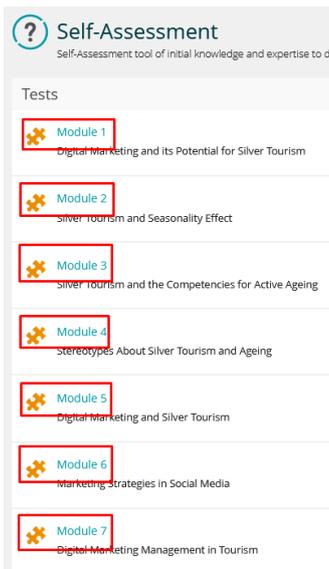


3.3.1 Guides



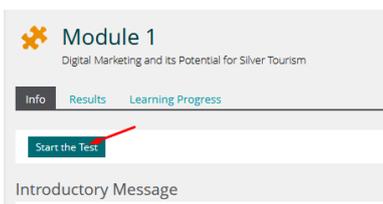
Documents for didactic support and Instructions to working with platform

3.3.2 Self-Assessment



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

3.3.2.1 Start



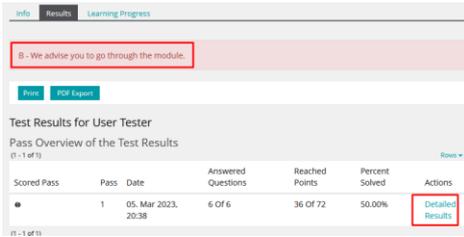
3.3.2.2 Questions



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

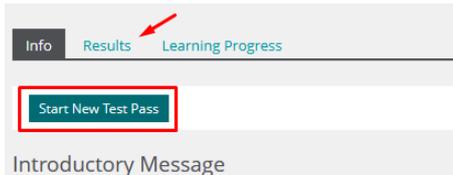
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3.3.2.3 Results



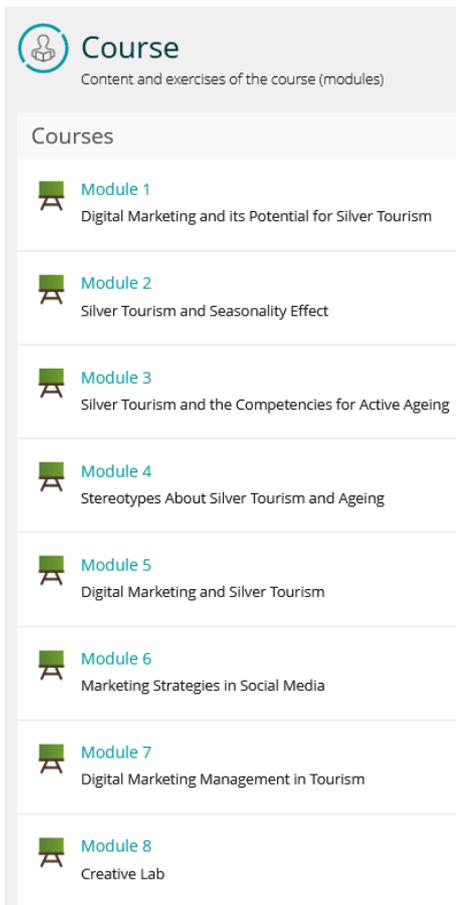
You can see detailed information of you answers on "Detailed Results".

3.3.2.4 Repeat



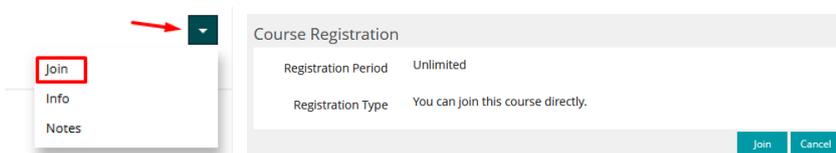
Later you can see the results or do a new test.

3.3.3 Course



Content and exercises of the course (modules).

3.3.3.1 Module



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

3.3.3.2 Content

 **Module Description**
Learning Progress: 

Description of the module content.

 **Unit 1 - Role of tourism in active ageing**
Learning Progress: 

Learning content of the module.

 **Unit 1 - Learning Activity**
Preconditions that need to be fulfilled

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 fulfilled

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

 **References**

References and Bibliography.

 **Glossary**

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

3.3.3.3 Preconditions

Preconditions that need to be fulfilled to access this object: [Show](#)

 **Unit 1 - Learning Activity**
Preconditions that need to be fulfilled to access this object: [Hide](#)

You have to fulfill all of the following preconditions:

-  **Unit 1 - Role of tourism in active ageing**
Required Precondition: Visiting All Pages
Learning Progress: 

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

Learning Progress: 

Not started.

Learning Progress: 

In Progress.

Learning Progress: 

Done.

3.3.3.5 Activities / Exercises

See the instructions for the task.

Some exercises have more than one activity

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
Digital Marketing and its Potential for Silver Tourism

Content Info Learning Progress Unsubscribe from Course

Personal Learning Progress: Module 1

Mode: Status is Determined by a Collection of items

Status: ■ ■ In Progress

Title	Status	Last Status Change	Percentage	Mark	Comment	Mode
Best Practices - Practical Examples of Digital Marketing/Success Stories	■ ■	23. Nov 2022, 17:39	0%			Visiting All Pages
Integrative Learning Activity	■ ■	23. Nov 2022, 17:45				Tutors Monitor and Set Status
Module Description	■ ■ ■	23. Nov 2022, 17:39				Visited
Module 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

Threads Info Statistics

New Thread Mark All as Read

Debate, doubts and issues related with course.

3.3.4.1 New Thread/Topic

New Thread

Your Name: jhm.user

Thread:

Posting:

Add attachment: Maximum upload size: 256.0 MB. Maximum number of simultaneously uploadable files: 20.

Notification: Help me when a direct answer has been given to this posting. Notification about any posting in this thread or forum can be enabled in the upper right Actions menu.

* Required

Create Save as Draft Cancel

3.3.4.2 Reply/Edit Thread

Add Posting By Reply By Date Latest postings at the bottom of

Reply

Edit
Mark as unread
Print
Delete

Actions

Enable Notification for this Forum
Enable Notification for this Thread
Notes

3.3.5 Resources

Resources
Questionnaires, form

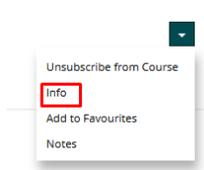
Questionnaires, forms and other documents for feedback for monitoring and evaluation.

4 Actions



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

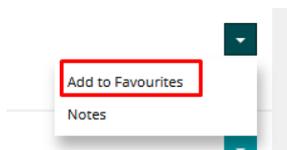
4.1 Info



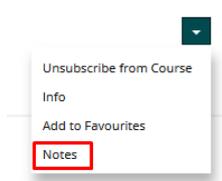
Displays information about the element (the information shown depends on the type of element).

4.2 Add to Favourites

Add the object to your Dashboard- Favourites.

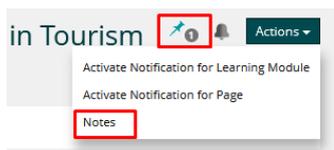


4.3 Notes



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



4.4 Join



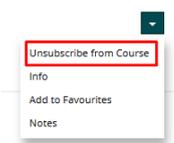
To access the course / module you will have to choose the action "Join".

4.4.1 Confirm the join



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

4.5 Unsubscribe



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

4.6 Close the "menu".

