

## Online Consultation for a Conceptual Framework on Digital Competence

This is an Online consultation for a Conceptual Framework on Digital Competence related to 3 target groups: **Communication and social marketing; Digital Touristic management; Digital Tour Guide through 5 Competence areas.**

**Communications and social marketing:** Communication area, social and digital marketing experts, community managers, Link building (SEO and SEM) or WEB 2.0/3.0 experts.

**Digital Touristic Management:** on-line booking management, touristic contents developers and management, touristic social media (Facebook, Google +, YouTube, Instagram and Twitter for tourism), touristic blog, webs and wikis managers, etc.

**Digital Tour Guide:** Digital Travel Guide, touristic on-line books, Touristic App guide developers and App guides management, Internet city guides data management.

The Online Consultation is divided in 2 parts:

**PART A:** general demographic questions and some general questions about the 3 specific target groups.

**PART B:** statements on specific knowledge, skills and attitudes relating to this particular aspect of Digital Competence.

## **PART A: Demographic Questions**

1. You are:

- Female
- Male

2. What is your age?

- 16-25
- 26-35
- 36-45
- More than 46

3. Main educational/professional background:

- VET School
- ICT
- Tourism (hotel manager , online booking consultant, tour guide...)
- Social media / Communication
- Marketing
- Web/graphic designer
- Vocational training (level 3 or 4)
- Other ( economic sector, branch): .....

4. Please identify which of the following best describes your current occupation:

- Policy-maker (at EU, national, regional, local level)
- Tourism (hotel manager , online booking consultant, tour guide...)
- Researcher
- Teacher / trainer (formal education)
- Trainer / tutor (corporate sector, non-formal)
- Accreditation board representative
- Welfare worker
- Professional development adviser
- IT consultant
- Technology developer
- Representative from industry / entrepreneur
- Other:

5. Overall professional experience

- Less than 5 years
- 6-10 years
- More than 10 years

**Your ideas on Digital Competence**

6. What does it mean to be digitally competent today? Think of any possible context: learning, work, leisure, everyday life and participation in society. Then complete the following sentence: "A digitally competent person is someone who....". Please try to generate as many ideas as possible.

**Now we would like you to consider some specific profiles (target groups)**

Target group	<i>I'm able to give relevant information about this target group</i>	<i>I'm not able to give relevant information about this target group</i>
COMMUNICATION AND SOCIAL MARKETING		
DIGITAL TOURISTIC MANAGEMENT		
DIGITAL TOUR GUIDE		

Digital Competence of a **COMMUNICATION AND SOCIAL MARKETING**

7. Think of a professional of communication and social marketing. What does it mean to be digitally competent at this job?  
Please try to generate as many ideas as possible that were not mentioned before.

**○ I'm not able to give relevant information about this target group**

Digital Competence of a **DIGITAL TOURISTIC MANAGEMENT**

8. Think of a professional of digital tourist management. What does it mean to be digitally competent at this job? Please try to generate as many ideas as possible that were not mentioned before.

**○ I'm not able to give relevant information about this target group**

Digital Competence of a **DIGITAL TOUR GUIDE**

9. Think of a professional of digital tour guide. What does it mean to be digitally competent at this job?  
Please try to generate as many ideas as possible that were not mentioned before.

**O** *I'm not able to give relevant information about this target group*

## PART B: Competence Areas

The **5 Digital Competence areas** can be summarized as follows: Information, Communication, Content-Creation, Safety and Problem- Solving. The competences were identified in a framework created by the DIGICOMP proposal (<http://ipts.jrc.ec.europa.eu/publications/pub.cfm?id=6359>). That framework could be used by curricula and initiative developers who want to develop the digital competence of a specific group, in our case: Communication and social marketing; Digital Touristic management; Digital Tour Guide.

We present each of these competence areas in the following format:

- Label of the digital competence area.
- Description.
- Statements on specific knowledge, skills and attitudes relating to this particular aspect of digital competence.

We ask you to go through each of the competences areas and related statements and to:

a) Indicate for each statement whatever you think the attributes described are needed by most people, by some people, by few people or not needed at all from the 3 target groups.

b) Freely comments about missing relevant competence areas or good practice training material in these competence areas.

**Competence area 1: Information and filtering:** identify, locate, retrieve, store, organize and analyse digital information, judging its relevance and purpose.

<b><u>I expect that an employee:</u></b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
<b><u>Browsing, searching and filtering information</u></b>					
Must be able to <b>organize Information data.</b>					
Must be able to <b>download different information types from Internet.</b>					
Possesses the skills to <b>obtain and process digital information and transform it into knowledge.</b>					
Consults <b>online sources as a matter of routine in all aspects of life.</b>					
Is Must be able to <b>compare and contrast information</b> from diverse sources.					
<b><u>Evaluating information</u></b>					
Must be able to <b>compare and contrast information</b> from diverse sources.					
Must be able to <b>evaluate, information and concepts.</b>					

Posses the skills to <b>critically analyses information.</b>					
<b>Storing and retrieving information</b>					
Must be able to <b>store data, information and concepts.</b>					
Must be able to <b>organize information data.</b>					
Possesses the skills to <b>manipulate and store information and content for easier retrieval.</b>					

**Competence area 2: Communication and digital interaction:** Communicate in digital environments, share resources through online tools, link with others and collaborate through digital tools, interact with and participate in communities and networks, cross-cultural awareness.

<b>I expect that an employee:</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
<b>Interacting through technologies</b>					
Knows the <b>functionality of several communication software packages.</b>					
Must be able to <b>evaluate his/her audience and can tailor communication according to audience.</b>					
<b>Sharing information and content</b>					
Must be judge <b>the value of the resource to be shared and the target audience</b> to share it with.					
Knows how to <b>use social media to promote results of their work.</b>					
<b>Engaging in online citizenship</b>					
Must be able to <b>access a number of relevant networks and communities for different purposes.</b>					
<b>Collaborating through digital channels</b>					
Must be to use <b>the collaborative features of software packages and web-based collaborative services.</b>					
Has an understanding <b>of different roles needed in diverse forms of online collaboration.</b>					
<b>Netiquette</b>					
Must be able to <b>ban/ report abuse and threats.</b>					
Has developed <b>strategies for handling cyber bullying and for discovering inappropriate behavior.</b>					

Possesses the knowledge to consider ethical principles of use and publication of information.					
<b>Managing digital identity</b>					
Has the ability to protect him/herself and others from online threats to their identity.					

**Competence area 3: Creation and design:** Create and edit new content (from word processing to images and video); integrate and re-elaborate previous knowledge and content; produce creative expressions, media outputs and programming; deal with and apply intellectual property rights and licenses.

<u>I expect that an employee:</u>	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<b>Developing content</b>					
Knows which software/application fits better the kind of content to be created.					
Must be able to edit the content in order to enhance the final output.					
<b>Integrating and re-elaborating</b>					
Possesses the knowledge about different databases and resources that can be remixed and re-used.					
Must be able to create knowledge representations ( e.g. mind maps, diagrams) using digital media.					
Must be able to remix different existing content into something new.					
<b>Copyright and licenses</b>					
Must be able to use appropriate licenses for authoring and sharing contents.					
Possesses the knowledge to licence own digital production.					
<b>Programming</b>					
Knows how software works.					
Must be able to code and programme digital devices.					
Must be able to change basic setting.					
Knows about the architectural principles behind technologies.					

**Competence area 4: Safety :** Personal protection, data protection, digital identity protection, security measures, safe and sustainable use.

<b>I expect that an employee:</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
<b><u>Protecting devices</u></b>					
Must be able to <b>understand the risk of identity theft and to mitigate it.</b>					
Knows the <b>several risks associated with the use of technologies.</b>					
<b><u>Protecting personal data</u></b>					
Must be to <b>understand how his/her digital footprint can be seen by others.</b>					
Must be able to <b>act prudently</b> regarding privacy issues.					
Possesses the <b>knowledge to create, share, protect and monitor</b> his/ her <b>identity and footprints.</b>					
<b><u>Protecting health</u></b>					
Knows <b>the effect of prolonged use of technologies.</b>					
Must be able to know the <b>addictive aspect</b> of technologies.					
<b><u>Protecting the environment</u></b>					
Must be able to <b>take the measures to save energy.</b>					
Possesses the skills to <b>use the digital equipment in an efficient cost and time mode.</b>					
Must be able to <b>make electronic devices last longer by recycling parts of it.</b>					

**Competence area 5: Problem solving and digital gaps:** Identify digital needs and resources, make informed decisions on most appropriate digital tools according to the purpose or need, solve conceptual problems through digital means, creatively use technologies, solve technical problems, update own and other's.

<b>I expect that an employee:</b>	<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly agree</b>
<b><u>Solving technical problems</u></b>					
Must be able to <b>know how a computer or digital device is built.</b>					
Must be able to <b>find help for problem- solving</b> and trouble shooting.					
Possesses the skills to <b>solve a technical problem or to decide what to do when technology does not function.</b>					

<b>Identifying needs and technological responses</b>					
Must be able to <b>understand the potential and limitations</b> of a digital devices and resources.					
Must be able to <b>do a critical evaluation about the most popular digital technology</b> .					
Possesses the skills to <b>choose the most appropriate technologies according to the problem</b> .					
<b>Innovating and creatively using technology</b>					
Must be able to <b>explore the market, the web and his/her online network when searching for solutions</b> .					
Must be capable of <b>exploiting technologies potentials in order to represent and solve problems</b> .					
Must be able to <b>create his/ her own network of experts</b> to recur for <b>helping</b> .					
<b>Identifying digital competence gaps</b>					
Must be able to learn and <b>integrate the new technologies that emerge</b> .					
Possesses the skills to <b>update knowledge about the availability of digital tools</b> .					
Can support <b>others in monitoring or diagnosing and transfer knowledge</b> .					

**Do you miss some relevant competence areas related to the 3 target group that must be reflected on this Online Consultation?**

**Do you have good practices training material relevant to this digital competence areas that you like to share with us?**

**Links:**

**References:**

**Websites:**

Online platform: