AGENDA

1. Session Opening
2. Introducing the Series
3. What is a Virtual Tourism Experience?
4. How to Create a Virtual Tourism Experience
5. Examples of Online Experiences
6. Popular Platforms to Utilize
7. Breakout Discussion
8. Session Closing
SESSION OPENING

Photo courtesy of Andy Pahwa

D’Antilles & D’Ailleurs is an organization based in Martinique (French Department in the Caribbean) that works for the education and promotion of active and democratic participation, in particular of women and young people with fewer opportunities, promoting diversity, equality, inclusion and strengthening the fight against discrimination, by developing:

- Training
- Accompaniment toward mobility and employment
- Raising awareness
- Cooperation

More information on: www.dantillesdailleurs.org
Objective:
To become the first Euro-Caribbean non-profit portal dedicated to young initiatives in the field of responsible tourism.

- Promote the creation of business
- Strengthen the key competences of young people
- 4 Mobilities:
  - Study visit to Martinique
  - Mentor’s training in Greece
  - Responsible Tourism Training in Bulgaria
  - Closing seminar in Brussels
- Forum to provide work and support space for the young project initiators
- Mapping of existing European initiatives/companies/services
- Training module on responsible tourism
- Tutorial on e-commerce
- Mentoring Guide
- INTRODUCING THE SERIES

Photo courtesy of Andy Pahwa
Our Team

Dinete Thomas

- Three years experience in finance, working in Largest Ecommerce travel company in the Middle East
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021

Beth Wright

- 10+ years experience in International Development with projects in Latin America, the Caribbean, Europe, the United States, and Southeast Africa
- Masters in Tourism Administration specialising in Sustainable Destination Management, Spring 2021
- Expertise in community-based tourism, sustainability, enterprise development, and environmental conservation

Jess Wilson

- Experience in tourism development projects in the Pacific Islands, Central Asia and the Americas
- Masters in Tourism Administration specialising in Sustainable Destination Management, Fall 2020
- Expertise in community tourism, emerging destinations and COVID-19 responses

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**Session 1:** Adapt Your Tourism Business Marketing in a COVID-19 World

**Friday, Nov 27**

**Session 2:** Discover New Opportunities in Virtual Tourism Experiences

**Wednesday, Dec 2**

**Session 3:** Generate Resilience & Government Support for Your Tourism Business

**Wednesday, Dec 9**

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**RESPONSIBLE TOURISM**

A 3-part interactive webinar series designed to support entrepreneurs and small tourism businesses responsibly navigate the new COVID-19 reality.
WHAT IS A VIRTUAL TOURISM EXPERIENCE?

- Virtual tourism experiences allow people to visit travel destinations around the world without leaving their homes.

- Use video, music, narration and text to create engaging online content.

- Google searches for the term “virtual tour” increased seven times—from 1,300 in February to almost 10,000 in March, when governments around the world began locking down countries and cities due to Covid-19.

Source: Forbes
Poll #1

Have you participated in a virtual tourism experience?

HOW TO CREATE A VIRTUAL TOURISM EXPERIENCE

Photo credit: Andy Pahwa
HOW TO CREATE ENGAGING ONLINE VIDEO CONTENT

- Tell your story with your own voice
- Adapt an existing tour/experience
- Get familiar with zoom and other streaming devices
- Determine if you will give the virtual tour live or share a pre-made video
- Keep it specific
- Be ready for the plan to change, filming is an evolving process
- Embrace resource limitations, authentic videos are created with all types of cameras

WHAT TO FILM?

- Someone performing a task, for example someone cooking or taking a street art walking tour
- Scenery/landscapes
- An interview with a historian or tour guide
- A monologue, for example film or record yourself telling a story
- B roll - Supplemental footage
  Example: a shot of just the hands of a person being interviewed
BEHIND THE SCENES

VIRTUAL TOUR IDEAS

- Cooking demonstrations
- Walking or leisure biking tours
- Street art tours
- Interview a popular/famous chef or bartender
- Nature hikes
- Animal viewing
- Sunrise/sunset viewing
- Museum walk through
- Music events

- Cultural handcraft demonstration
- Interview/discussion with a historian or community elder
- Language lessons
- Surfing or sailing tours
- Mountain biking, skateboarding, or horseback riding tours
- Bungee jumping/skydiving
- Snorkeling/scuba diving
- and more!
Composition

**Rule of Thirds** - An image should be imagined as divided into nine equal parts by two equally spaced horizontal lines and two equally spaced vertical lines. Important compositional elements should be placed along these lines or their intersections.

FILMING TIPS

Lighting

**Side**

**Front**

**Back**
**Interviews**

- Use natural lighting
- Put subject in front of an interesting background
- Interviewer should sit just to the right or left of the camera
- If your subject is to the left of the frame, have them looking towards the right and vice-versa
- Conduct the interview somewhere quiet, and during the middle of the day so light stays consistent

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**Webcam Footage**

- Sit in front of a window
- Locate lens on your computer and keep it at eye-level
- Find interesting but not overly-cluttered background
- Wear colors that pop out from the background
Recording Sound

- Locate the microphone on the device
- Keep microphone close to subject
- Do test recordings
- Minimize background noise and wind
- Plosives - distorted sound, that results when an air from the mouth goes into the microphone. Example: “P-pops”

FILMING TIPS

VIDEO AND STREAMING RESOURCES

- Zoom
- Youtube
- CloudPano
- Google Street Views
- 360’ photos/videos (Airpano)
- Gaming (Play New Zealand)
- Twitch
POPULAR PLATFORMS

Airbnb Online Experiences

- Step by step support
- Utilizes Zoom
- Great starting point if you already host with Airbnb
- Built in payment structure
- www.airbnb.com/d/onlinehost
POPULAR PLATFORMS

EF/Go Ahead Tours
Online Escapes

- Step by step support
- Live streaming with Zoom
- Built in payment structure
- Great partner to connect with if you are interested in educational experiences for students
- www.goaheadtours.com/online-escapes

POPULAR PLATFORMS

Atlas Obscura
Experiences

- Step by step support
- Live streaming
- Built in payment structure
- https://www.atlasobscura.com/experiences
EXAMPLES OF VIRTUAL TOURISM EXPERIENCES

Photo by M. Andy. Author.
VIRTUAL TOUR: New Orleans Garden District

https://www.youtube.com/watch?v=kAlpTt-ydw&ab_channel=FreeToursbyFoot

VIRTUAL TOUR: Churchill, Canada - Polar Bear Capital of the World

https://www.google.com/maps/about/behind-the-scenes.streetview.trks/churchill-canada/
VIRTUAL TOUR: Culinary tours with Devour Tours

https://devourtours.com/tours/tour/pasta-cooking-class-online-experience/

Poll #2

Which of the given examples would you participate in?
Discussion Questions

1. What would you do for a virtual tourism experience?
2. What challenges would you face to create this virtual experience?
3. How can you overcome these challenges?
Discussion Recap

1. What is one challenge that was discussed in your group?
2. What solutions were discussed?

THANK YOU!
Session Three: Generate Resilience & Government Support for Your Tourism Business

- Working with local destination management organizations and travel associations
- Educating your local and national government on tourism enterprise challenges
- Exploring community-based resourcing

Questions or comments? Contact Us!

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