

# 3<sup>rd</sup> International Conference on Tourism Management and Tourism Related Issues

*BARCELONA, SPAIN, OCTOBER 3-4, 2013*

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*Independent eLearning offers  
in Tourism and Hospitality.  
Looking for quality indicators*

*(Maurizio De Rose – Elena Marchiori – Nadzeya  
Kalbaska – Lorenzo Cantoni)*

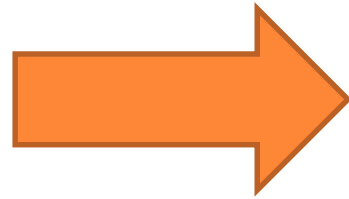
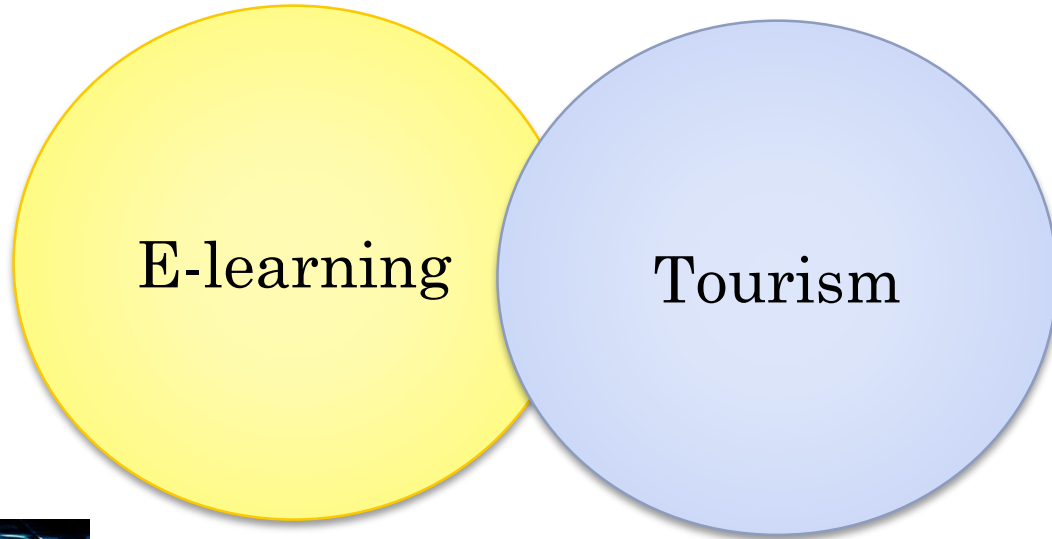




- Issue and framing
- Goal
- Research's Question
- Research design and methodology
- Results
- Conclusion and Future Work



## Issue e framing



*For the support of  
promotion strategies and  
management of tourism  
product/services*



***Tourism Training***



- *allow to reach a greater audience*
- *keep people updated*
- *reduce costs*
- *lifelong-learning / lifewide-learning*



## Goal of the Research



Analyze the **online independent courses** in the **tourism/hospitality** sector, with the purpose to individualize **their composition** and possible **quality indicators**.

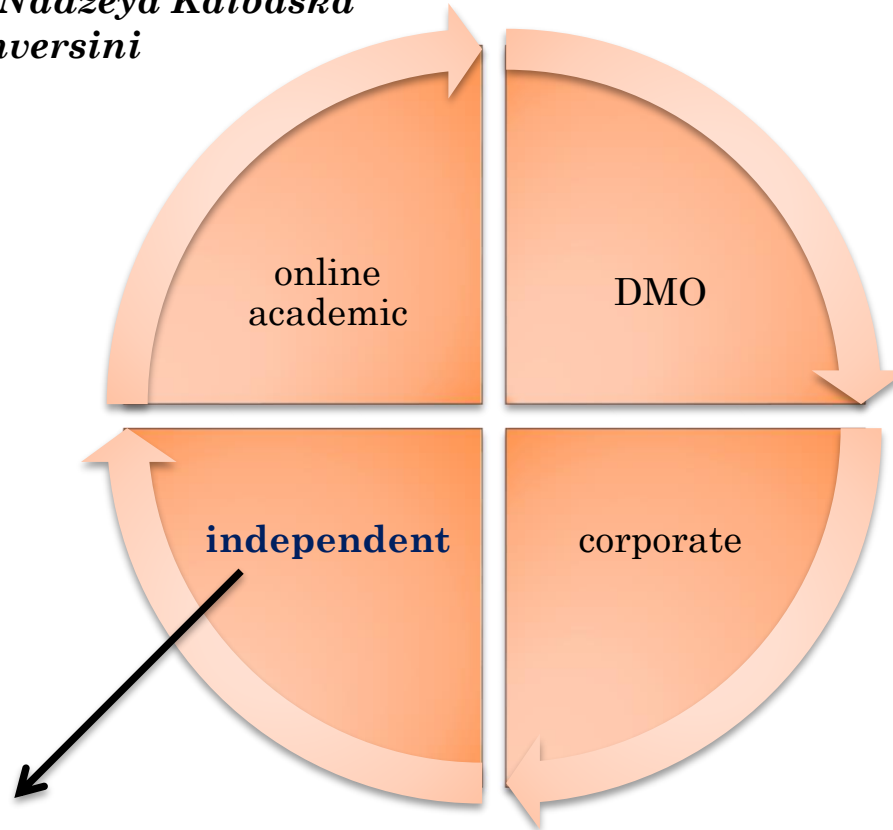


an approach to the **quality**, typical of e-learning 2.0, that considers the user generated contents (UGC) produced in the various social network.



# What do we mean by independent courses?

*\*E-learning in tourism and hospitality: A map*  
*Lorenzo Cantoni, Nadzeya Kalbaska*  
*and Alessandro Inversini*  
*(2009)*



- They have not been analyzed in detail
- In the other categories the Quality Indicators are produced by the same organization
- The learners don't have enough indicators/parameters for choice courses



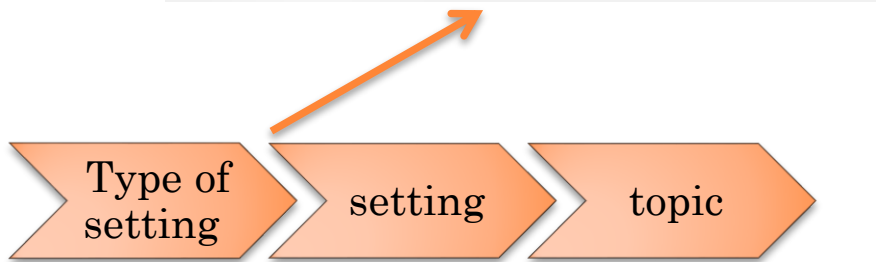
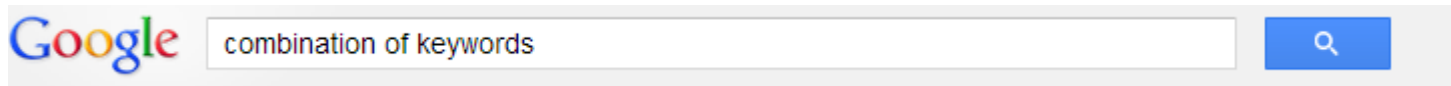
# Research Questions?



- 1. What is the composition of the independent courses?**
- 2. Can we find indicators in social networks?**



# Research design and methodology



eLearning  
Online  
Distance  
Blended learning

Course  
Program  
Training

Hospitality  
Tourism  
Travel  
Catering  
.....  
.....

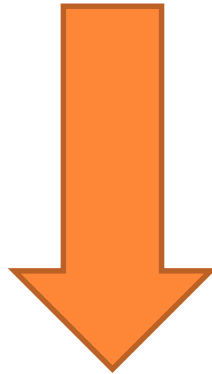


**Courses and Providers  
mostly positioned!**

*22 providers*  
*314 courses*



# Results



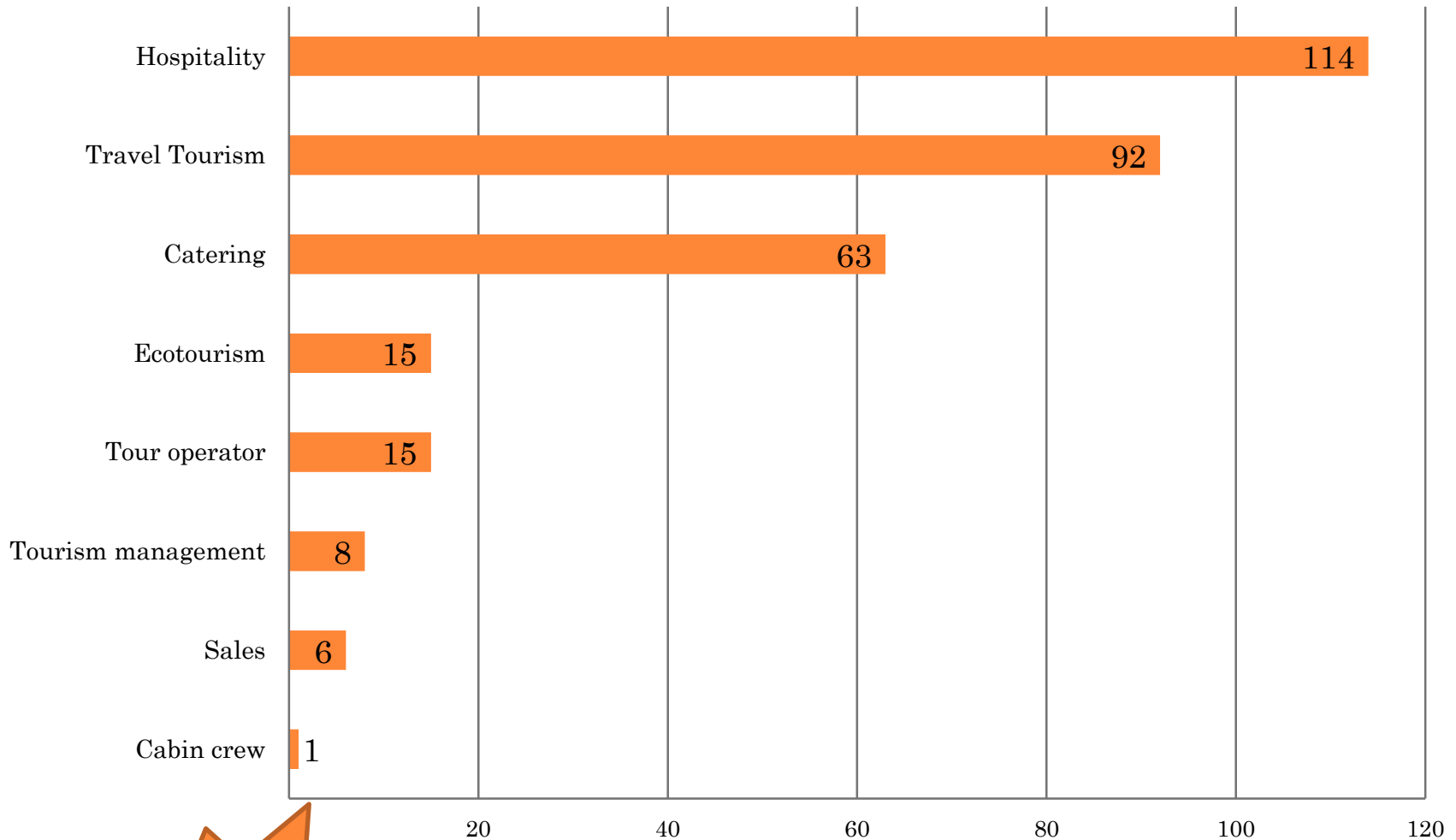
**1° question:**

**What is the composition of the independent courses?**





# Categories Courses

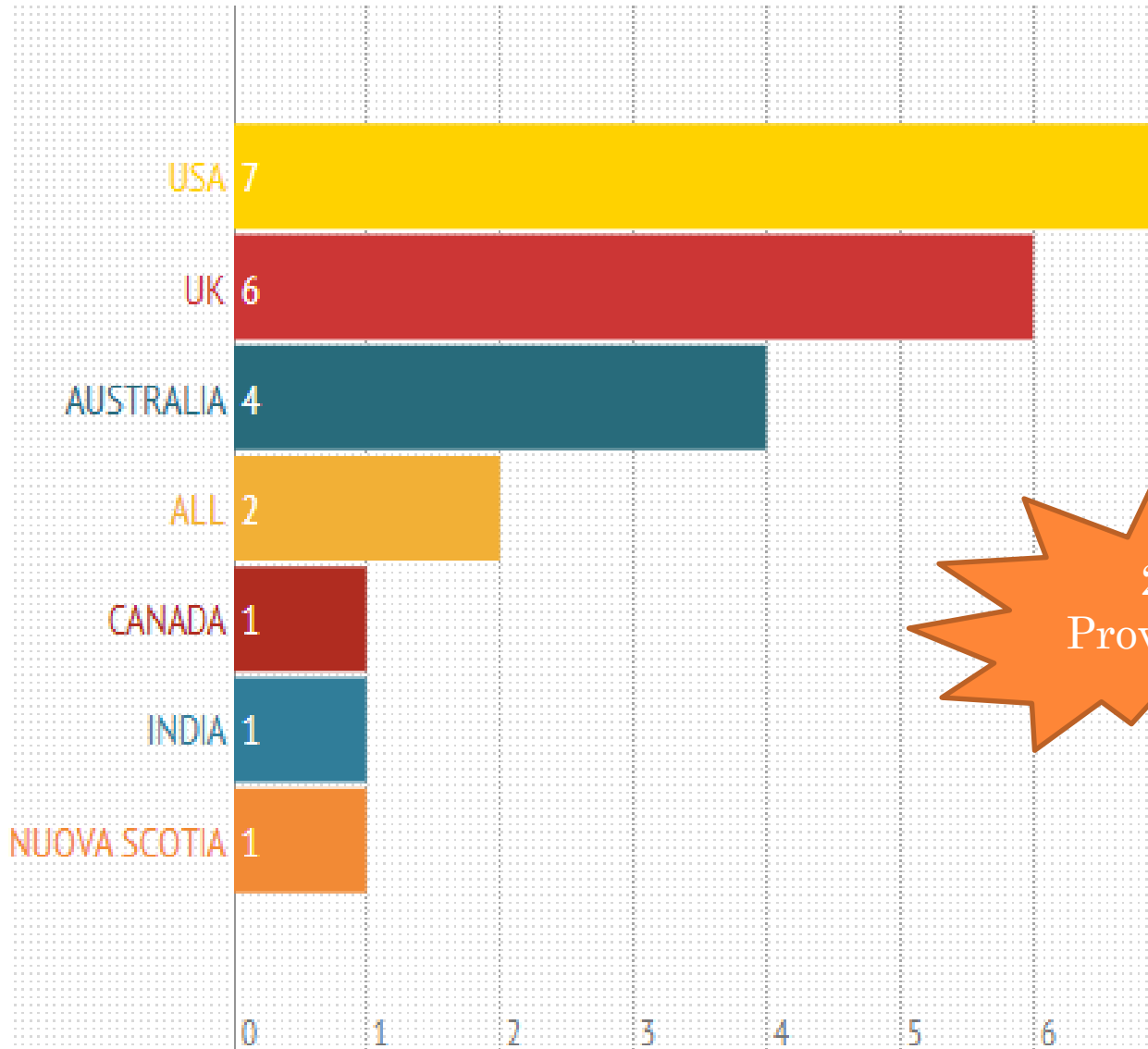


314  
Courses



# Geographical origin (providers)

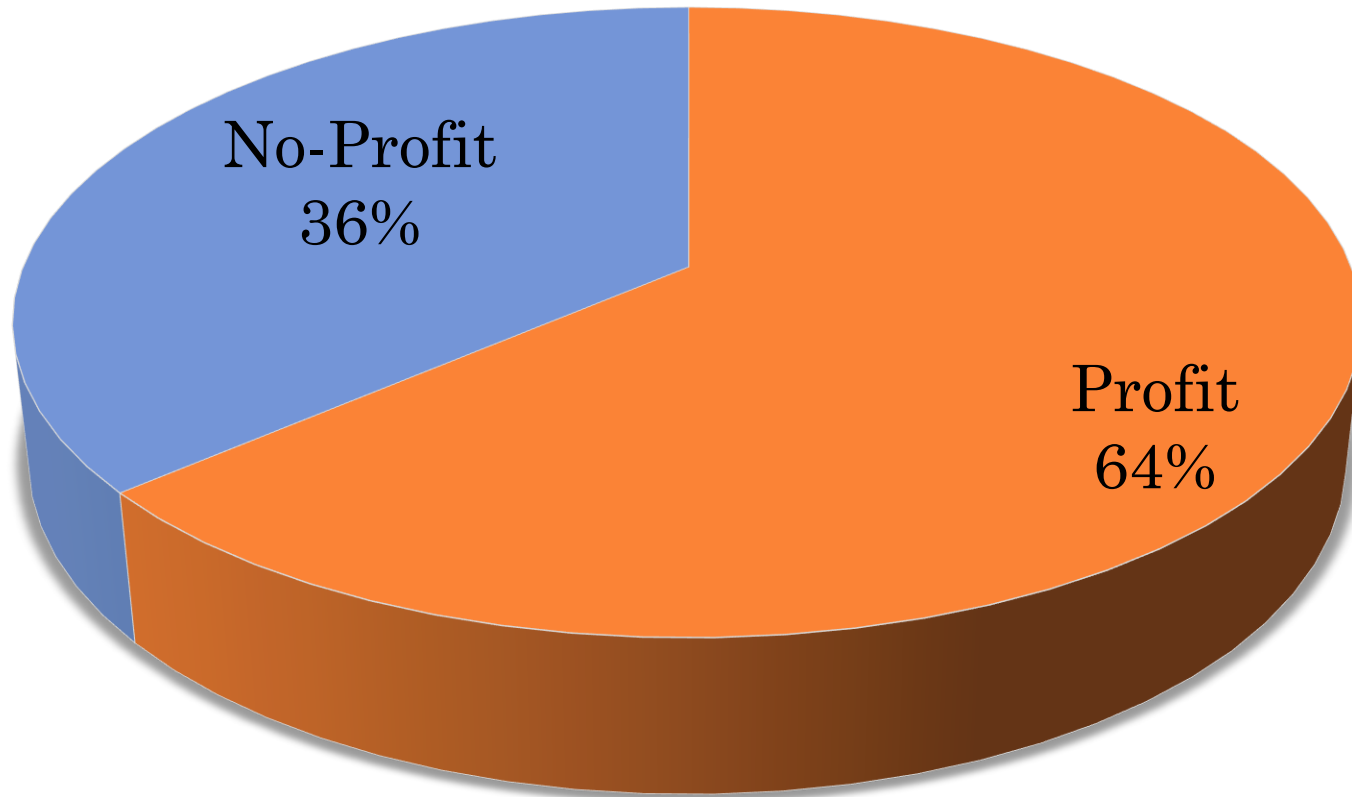
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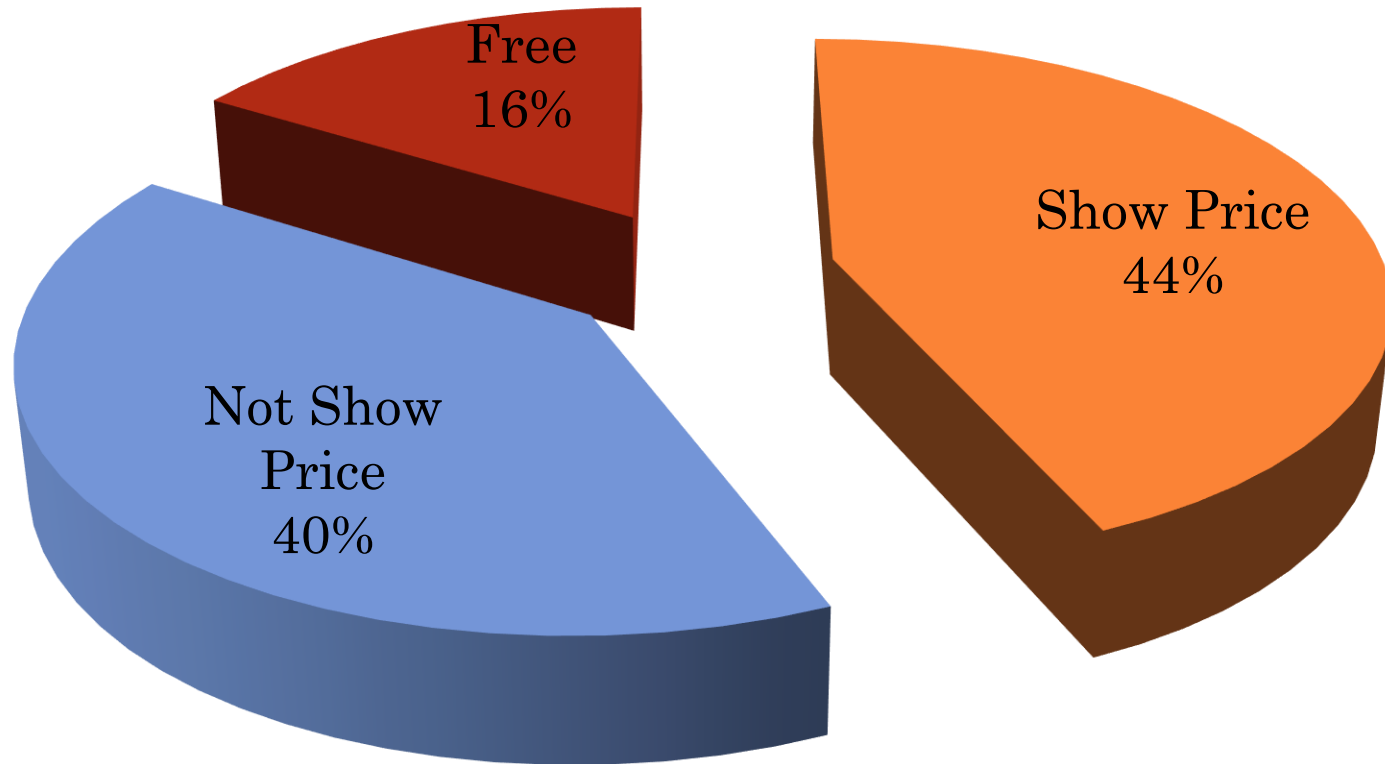
22  
Providers



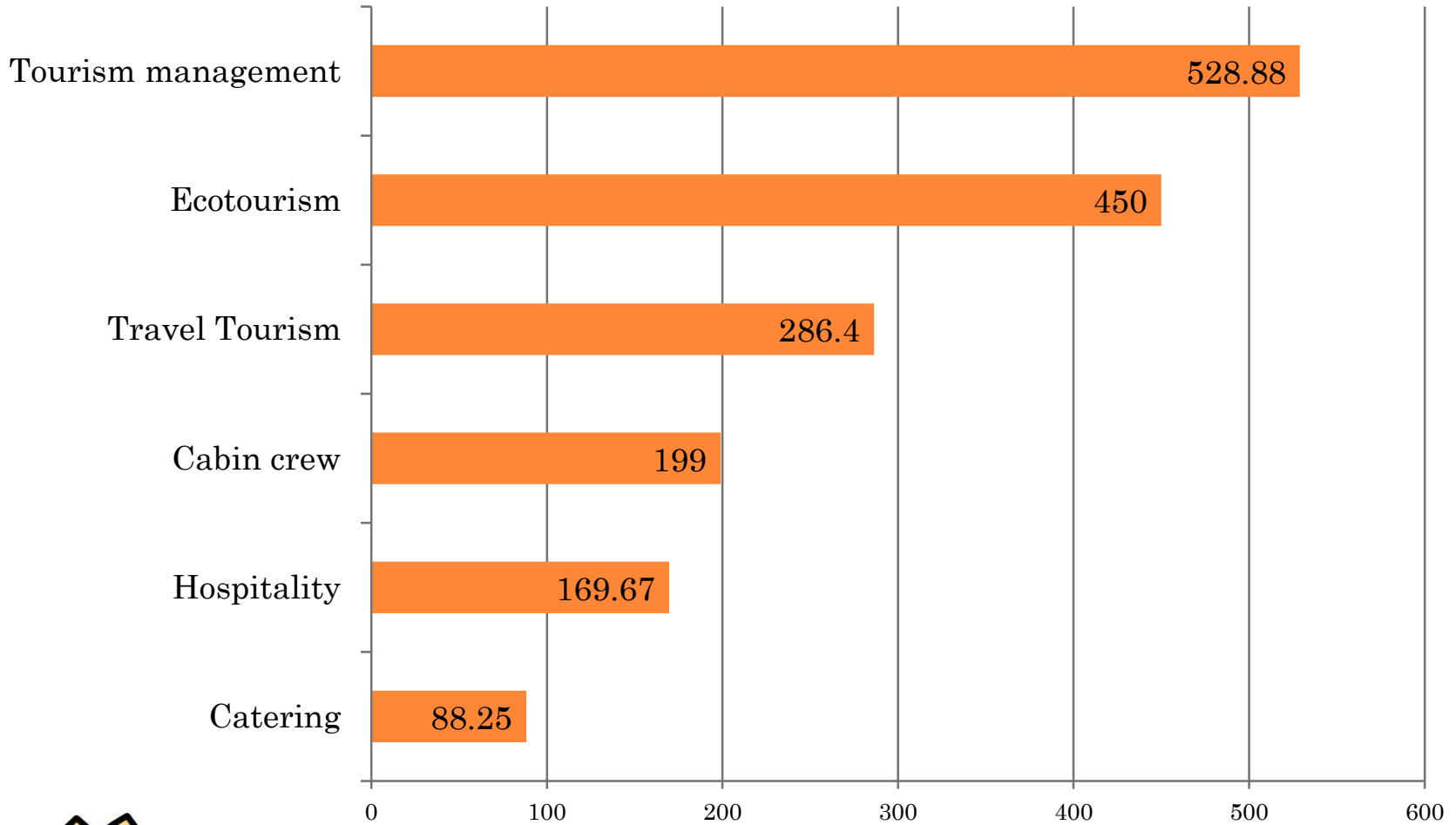
# Tipology Providers



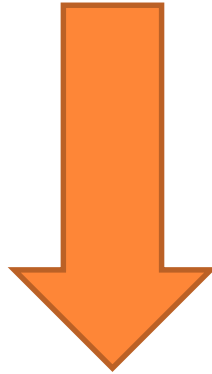
## Indication of the price on web-site



# Average Price - Courses



# Results

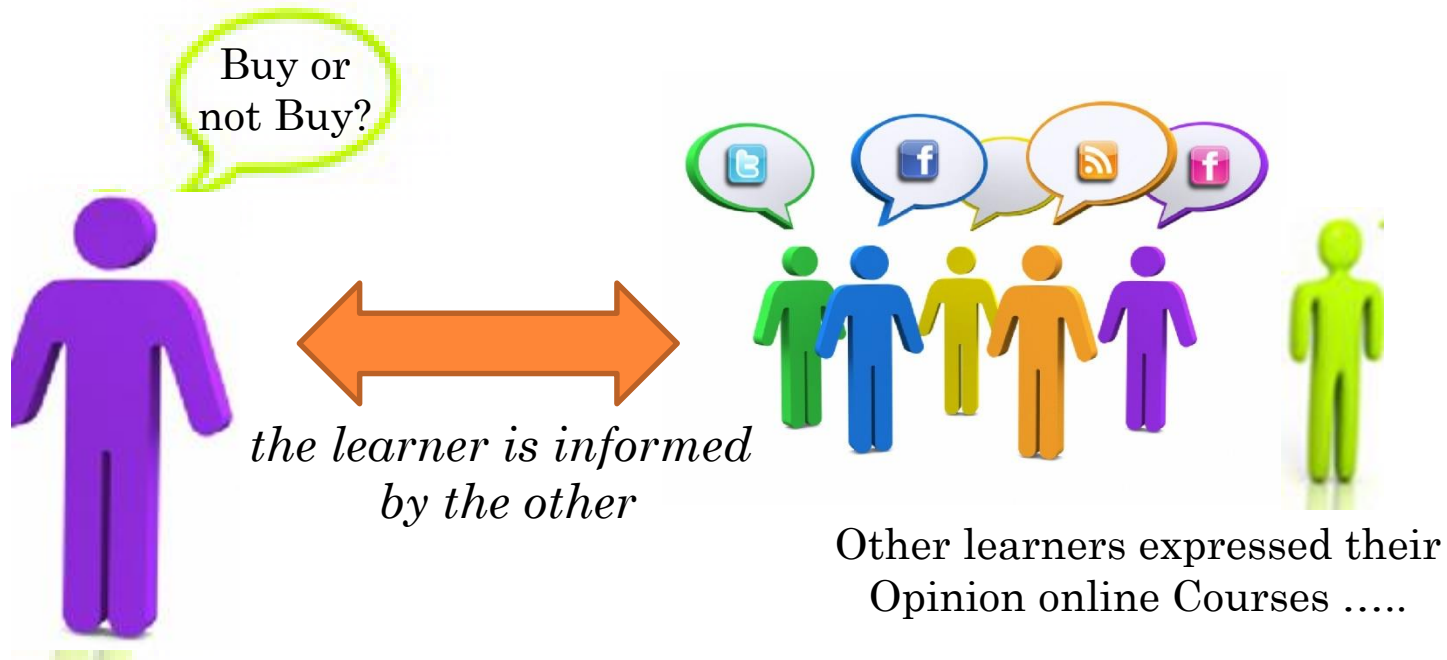


**2° question:**

**Can we find indicators in social networks?**



# Our framework .....



## an approach to quality .....



- 
- Is valued from the same learners.
  - Through the opinions, comments etc .....
  - Come from the communication, interaction and real learners participation.
- 

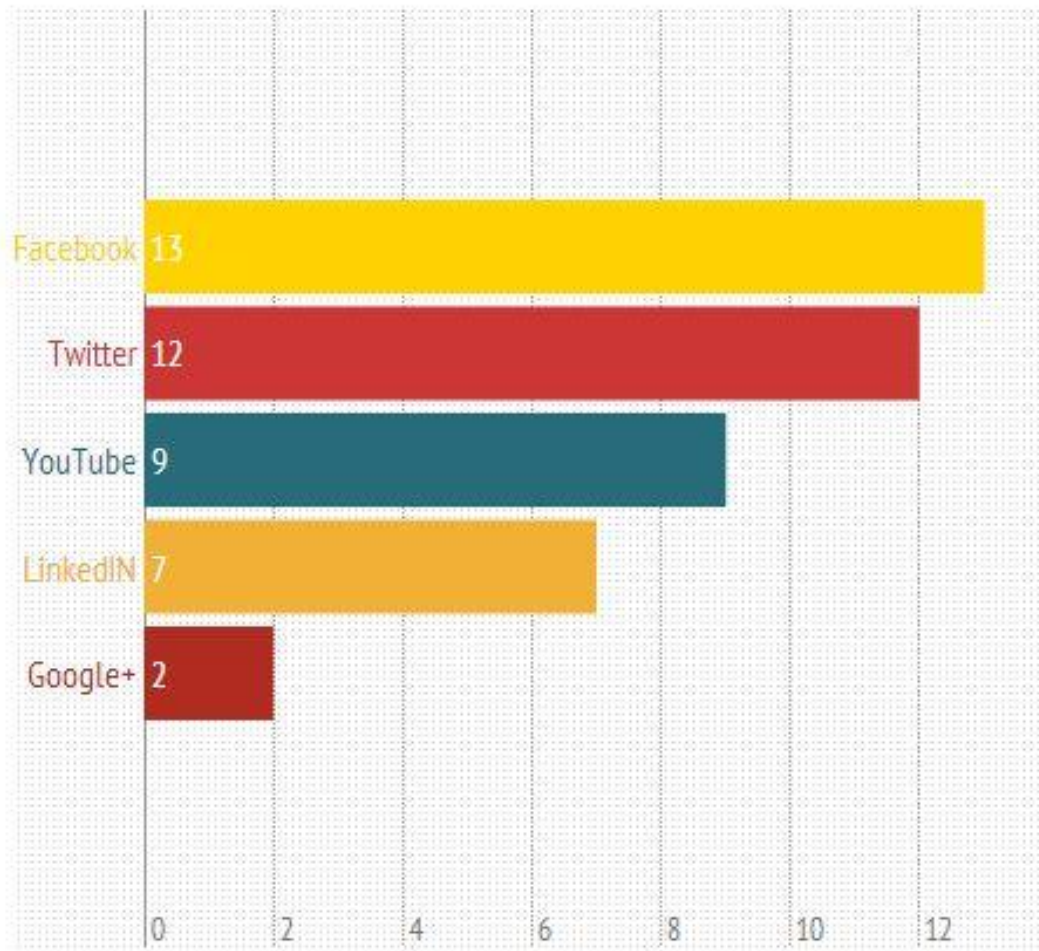
- 
- Meeting criteria
  - Meeting or exceeding users expectations





## Social Media coverage (of 22 providers)

### Social coverage providers



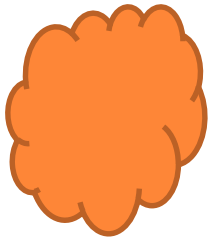
**2 providers have all the profiles of social network**  
**8 providers don't have any profiles of social network**





## Results of the analysis (quantitative) on facebook!

Name	Categories	N_Like	N_Video	N_Foto	Fresh
coeliac	<a href="#">cat</a>	15303	11	154	si
international ecotourism society	<a href="#">ecot</a>	15017	0	185	si
OTEN	<a href="#">hosp/tour man</a>	11591	1	194	si
sustainable travel international	<a href="#">ecot</a>	7974	1	41	no
online courses australia	<a href="#">hosp/tour man</a>	5367	0	28	si
OTT	<a href="#">hosp/tour man/travel tour/sales</a>	4864	1	983	si
mindleaders	<a href="#">hosp</a>	3777	15	63	no
training course professional	<a href="#">hosp</a>	1147	0	1251	no
orla	<a href="#">hosp tour man</a>	543	0	70	no
onlinetraveledu	<a href="#">hosp/tour man/travel tour</a>	352	0	105	no
career quest training center	<a href="#">travel tour</a>	194	0	18	si
etrainu	<a href="#">hosp cat</a>	103	0	10	no
cogentys	<a href="#">hosp</a>	30	0	16	no



*\* Correlation between like and updating profile!*



## Analysis on photos/post!

Id_Result	Id_provider	Foto	Class	like	cond	post	pos	neg
1	1	1	destination	8	1			
2	1	2	destination	2				
3	1	3	happy_event	2				
4	1	4	destination	2				
5	1	5	destination	3	1			
6	1	6	destination	2				
7	1	7	destination	2				
8	1	8	promo_course	2				
9	1	9	promo_course	2				
10	1	10	promo_course	2	1	1	1	
11	2	1	competition_win	124	3	2	2	
12	2	2	team	38	3	2	2	
13	2	3	site	68		3	3	
14	2	4	competition_win	21		3	3	
15	2	5	promo_course	12	1			
16	2	6	team	12		3	3	
17	2	7	promo_course	53				
18	2	8	team	8		2	2	
19	2	9	competition_win	60		15	15	
20	2	10	competition_win	18		1	1	
21	8	1	promo_course	28				
22	8	2	platform	13				
23	8	3	elearning_model	38	11	4	3	
24	8	4	team	9		3	3	
25	8	5	destination	8				
26	8	6	elearning_model	33		3	2	
27	8	7	charity_event	25		3	3	
28	8	8	happy_event	25		2	2	



## **top 3 providers with more positive comments**

**Provider Coeliac – CATERING (people famous, teachers, promo courses)**

**Provider Oten – HOSPITALITY/TOURISM MANAGEMENT (destination,event,book)**

**Provider International Ecotourism Society – ECOTOURISM (tip on education, success story of students, guideLMS)**



## Conclusions and Future Work

- There are several courses / course providers (supply side), which suggests that there is a market for them (demand side)
- Their offers have been mapped
- They are present on social networks, and indicators of appreciation by users can be considered in order to infer the quality of their offers
- Such indicators are anyway difficult to interpret, and there may be room for an ad-hoc – tripadvisor-like – system.





Thank you

