TRAVELLING DIGITALIZATION

DAILY REPORT – DAY 2

Saturday, 2ⁿᵈ March 2024

The day went according to the program. After breakfast at 10:00, the activities started at the mayor's hall with analyzing Digital Tools: Participants engaged in critical analysis of digital tools transforming the travel industry. They examined the functionalities, usability, and effectiveness of various platforms, fostering a nuanced understanding of their applicability in different contexts.

After the first coffee break, we had a Strategic Planning: Discussions emphasized strategic planning as a cornerstone of successful digitalization projects. Participants analyzed case studies and explored frameworks to assess project feasibility, scalability, and alignment with organizational objectives, fostering strategic thinking skills.

After that, we had a workshop called Industry Trends and Innovations: Presentations on industry trends and innovations provided participants with insights into emerging technologies shaping the future of travel. Analyzing case studies of disruptive innovations encouraged participants to think critically about adapting to change and seizing new opportunities.

After lunch, we had a hands-on Workshops: Practical workshops enabled participants to apply theoretical concepts in simulated scenarios. Through interactive exercises, participants developed practical skills such as using online booking platforms, interpreting user data, and optimizing digital marketing strategies.

After that, we had User Experience Design: Workshops on user experience design focused on understanding the needs and preferences of travelers. Participants engaged in design exercises to create intuitive interfaces, emphasizing the importance of user-centered design principles.

After dinner, we had the Romanian cultural night where we learned about their culture, food , language, and customs and we used this chance for more discussions.