

DIGITAL READINESS INDEX

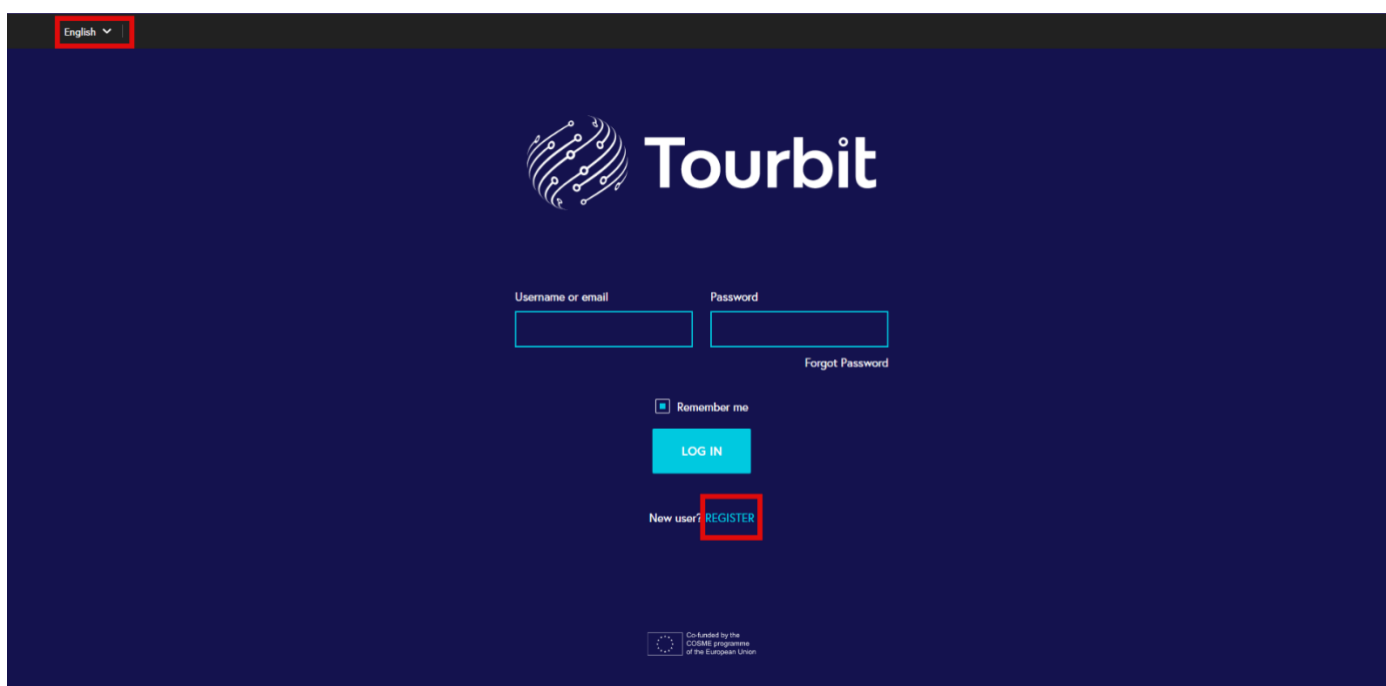
User guide

An abstract graphic consisting of several curved, parallel lines that sweep across the page from the bottom left towards the top right. Interspersed along these lines are circular nodes of varying sizes, some of which are connected to the lines, creating a network-like or circuit-like appearance. The lines and nodes are rendered in a light blue color against the dark blue background.

Tourbit DRI

Welcome to the Tourbit Digital Readiness Index (DRI)!

Before you can begin answering the questionnaire you need to register on the Tourbit DRI tool. You can then access your answers and finish the questionnaire at any time. You can set your preferred language at any time in the top left dropdown menu.



Introduction to DRI questionnaire

All questions for both the last year and the estimation are **compulsory** and must be answered to successfully complete the questionnaire.

When you reach **100% at the top bar** a pop-up window appears where you can choose to **finish the questionnaire** (you will be unable to change any data after that point) or you can **continue editing the data**. If choosing the second option, you can finish at any time by pressing the **Complete questionnaire button** which will become visible on the right side of the screen next to any question.

If you have difficulties understanding specific questions, please do not hesitate to contact us at dri.tourbit@arctur.si.

Entry page and navigation

English ▾ | Andraž Orehar | Logout

What is the DRI about and who is it made for?
The DRI is an online self-assessment tool provided by the Tourbit project. It is specifically made for tourism businesses to evaluate their current digitalisation status and future projection of their digital transformation.

How does the DRI work?
The tool consists in an online questionnaire including questions related to different technologies and areas of digitalisation. To complete the questionnaire and receive a report via e-mail about your digitalisation status and projection, all questions need to be answered. Most questions require a two-fold answer, the first part relating to your digitalisation status in the respective area for the previous year and the second part on your estimation for the end of the current year.
Before you can start answering the questions, you are required to fill in the below information.
Filling the whole questionnaire takes you about 25 minutes.
For additional instructions please download the "User guide", available upon finalising the first step.

Why is it important to know where you stand in digitalisation as tourism business?
Digitalisation has the potential to boost innovation, to generate economic and environmental efficiencies and increase productivity. At the same time, it brings unprecedented opportunities for tourism SMEs such as the development of new products and services, processes, access to new markets and an improved customer experience.


What is Tourbit project about?
Tourbit is a project co-funded by the COSME Programme of the European Commission with the aim to foster digitalisation of European tourism SMEs. It is composed of a partnership of 8 organisations from Spain, Portugal, France, Iceland, Slovenia, Finland, and Belgium. The project started in January 2022 and lasts 30 months. It supports tourism businesses through knowledge generation, capacity building, mentorship, and direct financial support. For more information about Tourbit visit: <https://tourbit.eu/>


Ready to start your digitalisation journey?

Account details	Status
ANDRAŽ OREHAR (ANDRAZ.OREHAR@ARCTUR.SI)	/

Company position*
marketing manager

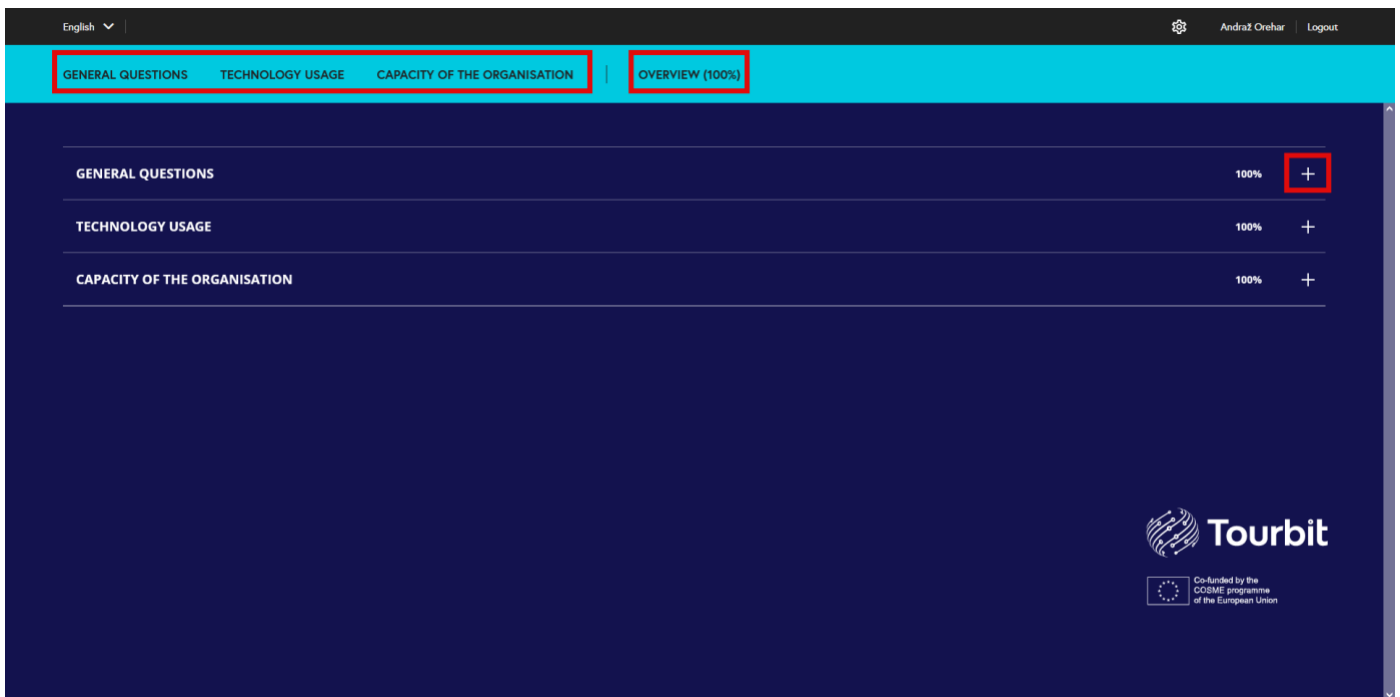
SAVE CLOSE

 **Tourbit**

 Co-funded by the
COSME programme
of the European Union

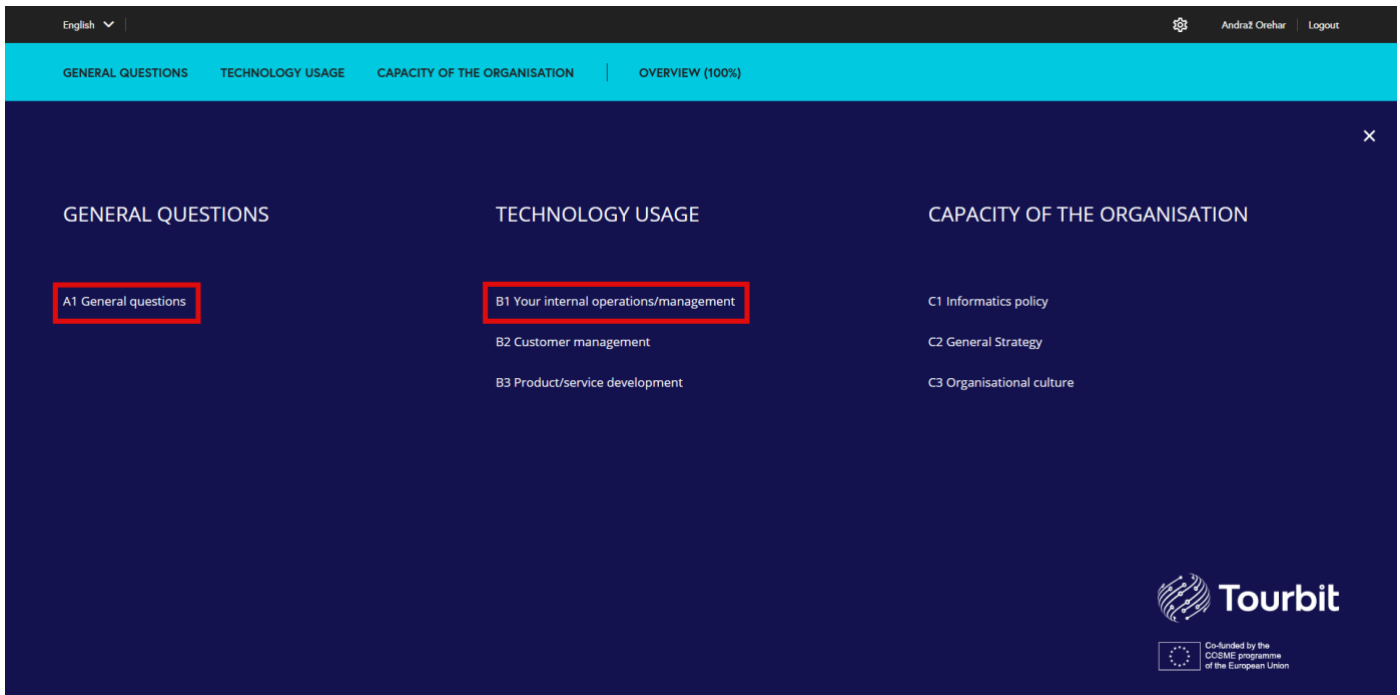
This is the entry page. Here you are welcomed by an introduction to DRI and you are required to enter your position in the company/organisation as a mean of verification. If you do not see the input box, please scroll down. After you enter your company position you can save the data by pressing "Save" button. You can return to this page at any time by pressing the gear icon in the top right corner next to your name.

After that you are moved to the overview section.



Here is the option to press on any of the main groups (General Questions, Technology Usage, Capacity of the organisation) and a menu shows up with more detailed chapters. You can always return to this page by pressing "Overview" in the top bar. Please mind that the top bar will be white at the start and will gradually fill up, showing the percentage of questions answered. By pressing the plus button, a more detailed overview of answered questions can be seen for each group.

Pressing **the group names** in the menu in the white/blue bar at the top, opens the whole **navigation dashboard**. Any question chapters can be accessed from there.



You are moved to specific questions by pressing the chapter.

The questions are structured in the following way:

- Main **groups** are marked by capital letter: A, B, C.
- Each group has one or more **chapters** marked as: A1, B1, B2, etc.

Pressing the **Overview button** at the top bar opens the overview page where the **progress of the questionnaire** can be checked anytime by pressing the plus button.

English ▾ | Settings | Andraž Orehar | Logout

GENERAL QUESTIONS | TECHNOLOGY USAGE | CAPACITY OF THE ORGANISATION | OVERVIEW (100%)

GENERAL QUESTIONS 100% +

TECHNOLOGY USAGE 100% +

CAPACITY OF THE ORGANISATION 100% -


C1 Informatics policy 3/3

C2 General Strategy 7/7

C3 Organisational culture 7/7

Categories complete 3/3

Question sets complete 17/17



Co-funded by the COSME programme of the European Union

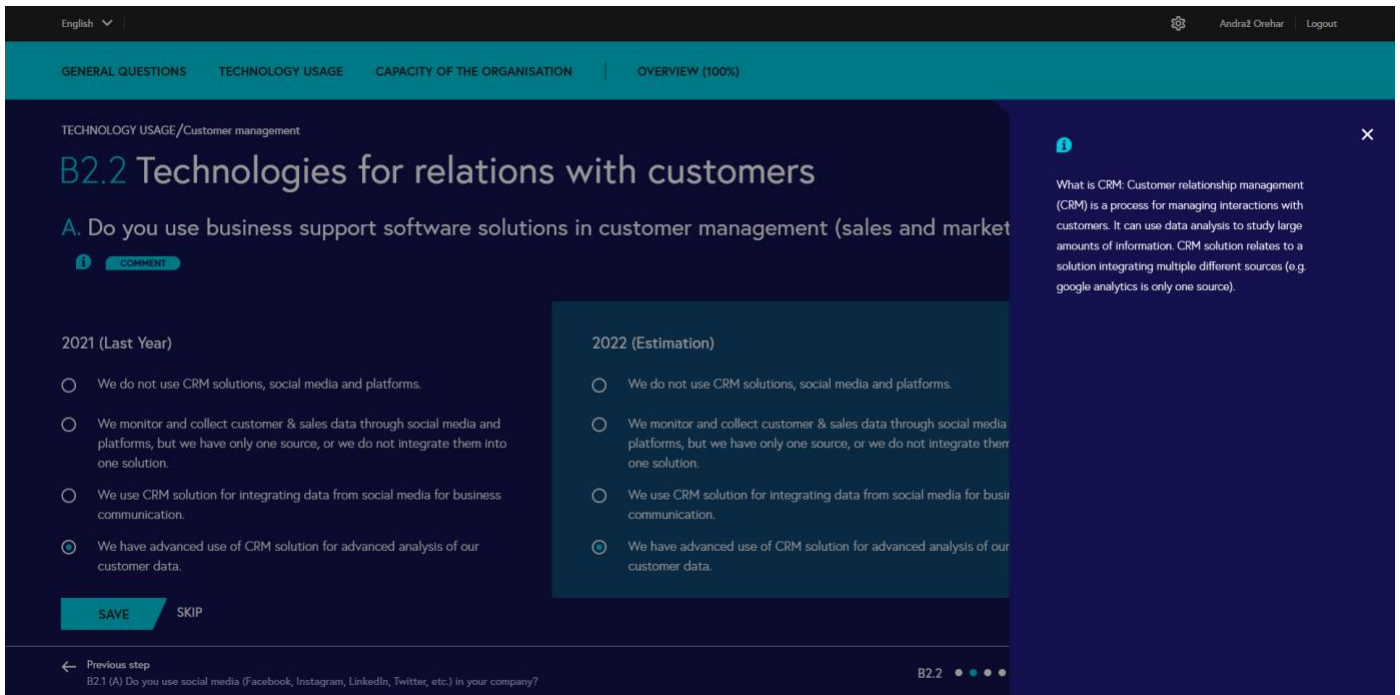
Features of DRI:

There are many features in DRI to help you in answering the questionnaire.

The screenshot displays the DRI questionnaire interface. At the top, there is a navigation bar with 'English' and 'Hrvoje Ratkajec | Logout'. Below this is a menu with 'GENERAL QUESTIONS', 'TECHNOLOGY USAGE', 'CAPACITY OF THE ORGANISATION', and 'OVERVIEW (99%)'. The main content area is titled 'TECHNOLOGY USAGE/ Customer management' and 'B2.2 Technologies for relations with customers'. The question is 'A. Do you use business support software solutions in customer management (sales and marketing, CRM)?' with an info icon. Below the question are two columns for '2021 (Last Year)' and '2022 (Estimation)', each with four radio button options. At the bottom, there are 'SAVE' and 'SKIP' buttons, a 'Previous step' button, and a progress indicator for 'B2.2'. The Tourbit logo and 'Co-funded by the COSME programme of the European Union' are also visible.

Info button

Each question has a small information icon (**blue “i”**). When clicking on it, a **detailed explanation** of the question appears which can help you in providing the answer. Multiple questions can have the same information.



English

GENERAL QUESTIONS | TECHNOLOGY USAGE | CAPACITY OF THE ORGANISATION | OVERVIEW (100%)

TECHNOLOGY USAGE/ Customer management

B2.2 Technologies for relations with customers

A. Do you use business support software solutions in customer management (sales and market)

COMMENT

2021 (Last Year)

- We do not use CRM solutions, social media and platforms.
- We monitor and collect customer & sales data through social media and platforms, but we have only one source, or we do not integrate them into one solution.
- We use CRM solution for integrating data from social media for business communication.
- We have advanced use of CRM solution for advanced analysis of our customer data.

2022 (Estimation)

- We do not use CRM solutions, social media and platforms.
- We monitor and collect customer & sales data through social media platforms, but we have only one source, or we do not integrate them into one solution.
- We use CRM solution for integrating data from social media for business communication.
- We have advanced use of CRM solution for advanced analysis of our customer data.

SAVE SKIP

← Previous step
B2.1 (A) Do you use social media (Facebook, Instagram, LinkedIn, Twitter, etc.) in your company?

B2.2

What is CRM: Customer relationship management (CRM) is a process for managing interactions with customers. It can use data analysis to study large amounts of information. CRM solution relates to a solution integrating multiple different sources (e.g. google analytics is only one source).

Answer input

Most of the questions ask the answer for **the last (completed) year** and **your estimation for the current year**. The report cannot be generated without answering both parts.

Year dropdown

In the beginning, only one year is available but when you will answer the questionnaire for the second time, an additional year will be available in the dropdown menu, and you will be able to move between answers for different years. The results are saved separately for each year.

Save and skip buttons

The **"Save" button saves the entered data** and moves to the next questions. The **"Skip" button** allows moving through the questionnaire **without saving**. Please, be mindful that if you enter data and then press skip, the data will not be saved! However, in the end, all of the questions need to be answered.

Bottom bar

In the bottom bar you have the option to return to the previous questions and move quickly through the questions in one chapter by pressing on the circles.

If you have any questions, please contact us anytime at dri.tourbit@arctur.si.

Thank you for using DRI!