Master in Planning and
Management of Tourism Systems

Identity Definition

Nicola Cortesi

IDENTITY DEFINITION

Building a community is like building a company. You need to take many decisions, starting from the definition of its identity

IDENTITY DEFINITION

How can you create a community that people love and trust?

IDENTITY DEFINITION

"People don't buy what you do, they buy why you do it"

What you do simply proves what you believe

IDENTITY DEFINITION

"Why" means "what's your purpose, what's your belief? Why your community or brand exists? Why do you get up in the morning? Why should anyone care?"

IDENTITY DEFINITION

You can sell a touristic destination and tell that the price is low, or you can tell that it's only there, in that place, where people are reborn and find true rest

IDENTITY DEFINITION

TED talk of Simon Sinek:

https://www.youtube.com/watch?v=qp0HIF3SfI4

IDENTITY DEFINITION

The key to the success of a community is to build it around "why", so people will connect to your community also emotionally

IDENTITY DEFINITION

When you build a community that people love, they feel grateful and involved, they'll always speak well of you

IDENTITY DEFINITION

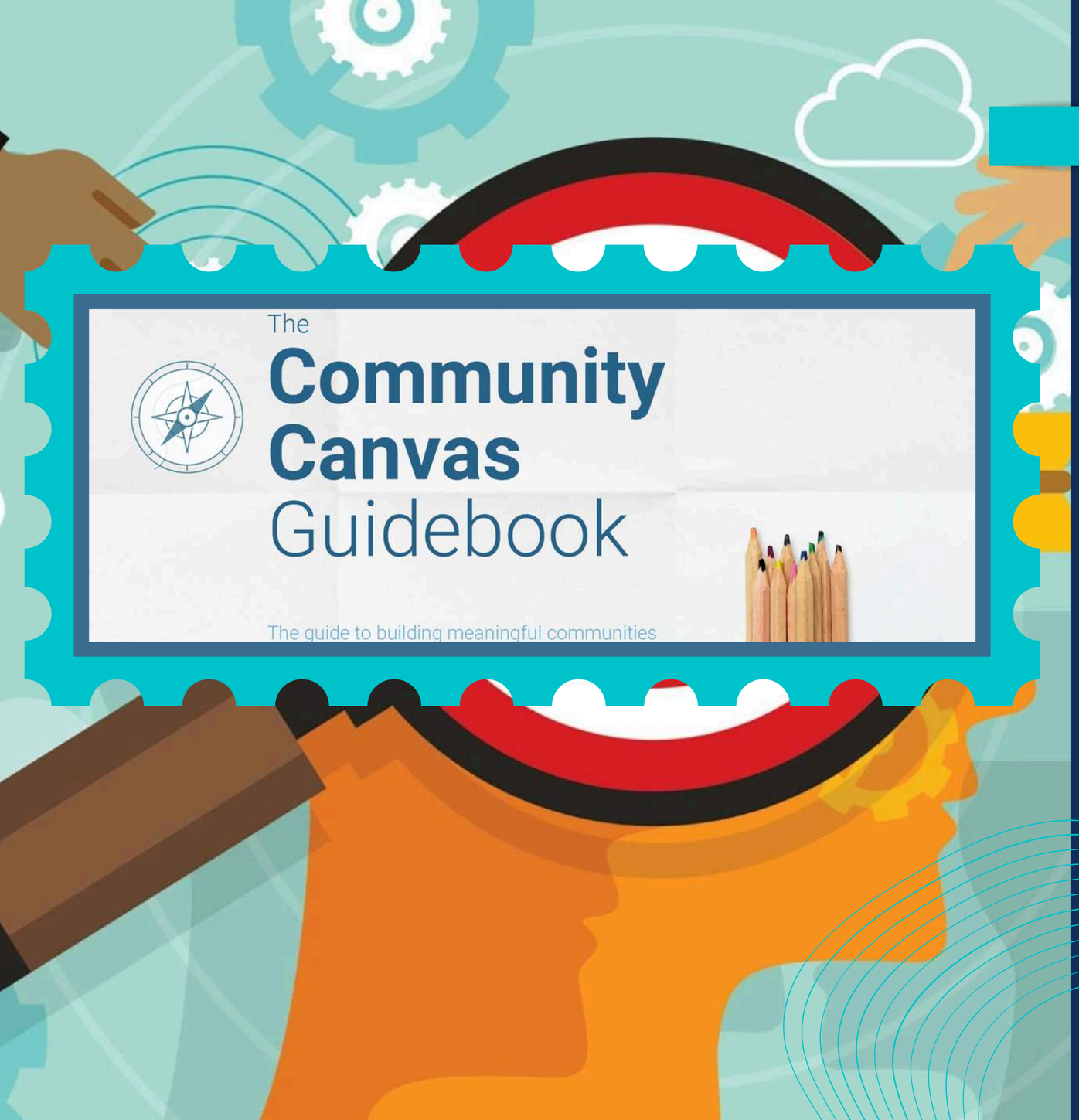
That's why online communities are gratuit and share quality contents: to obtain the respect of their members, to generate trust and early adopters

EARLY ADOPTERS

Early adopters (or super users or fans) are community members who loves everything of your community, including its weaknesses!

EARLY ADOPTERS

"People don't care what you say, they care what your early adopters say"

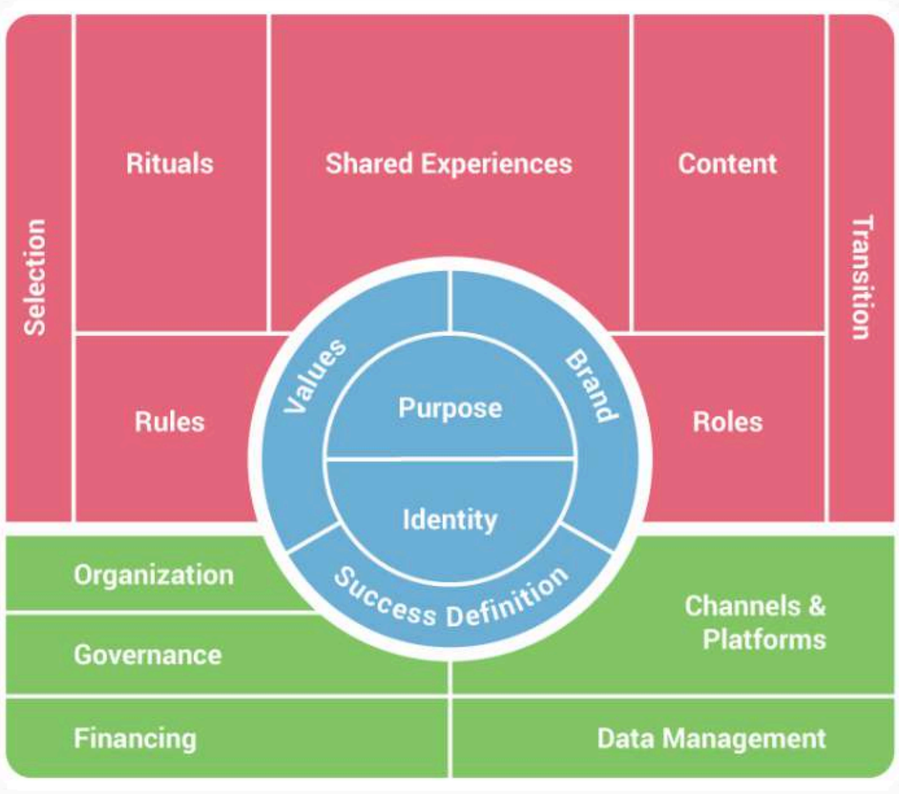


REFERENCE GUIDE

The reference guide for building communities is available in the Moodle space and also at:

https://community-canvas.org/

The Community Canvas



The Community Canvas has

3 Sections

Identity, Experience, Structure

which in turn are divided into

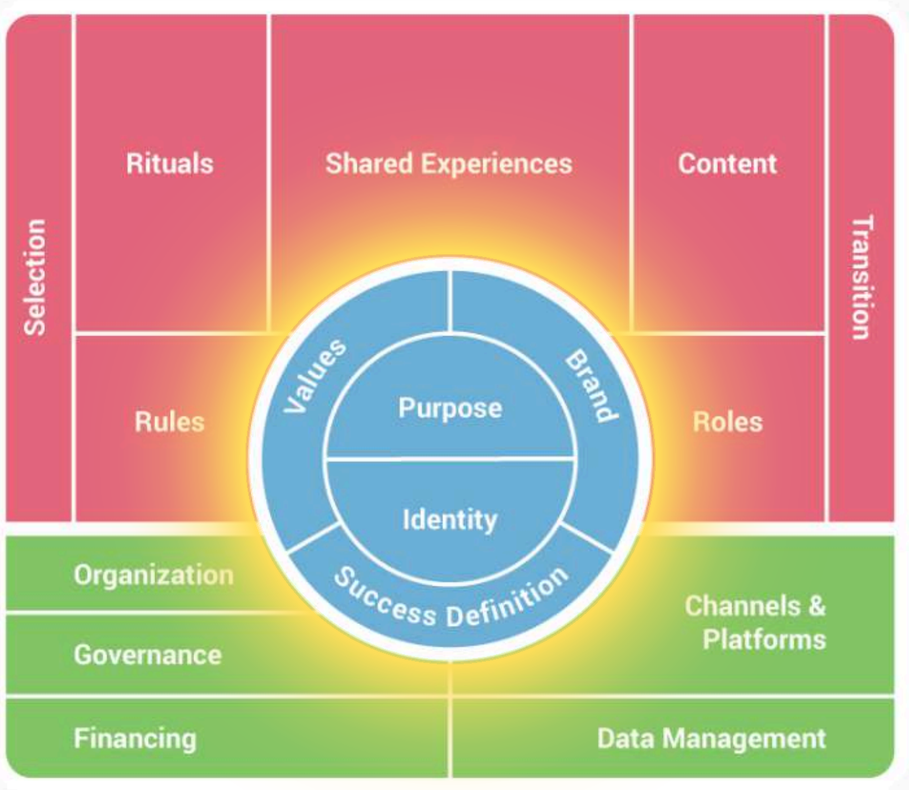
17 Themes

https://community-canvas.org/

GUIDE

The guidebook is divided in 3 sections

The Community Canvas



The Community Canvas has

3 Sections

Identity, Experience, Structure

which in turn are divided into

17 Themes

https://community-canvas.org/

GUIDE

The first one is about the identity of the community

IDENTITY DEFINITION

1. Goals/Purpose:

   Why does your community exist? Why does the community do what it does?

2. Value proposition:

   How does your community do what it does? Why would anyone choose to become a member of your community instead of a similar one? What's the difference with similar communities?

3. Target:

   Who is the community for and what different roles can members play? Do your members belong to a specific country or region? Do they speak english?

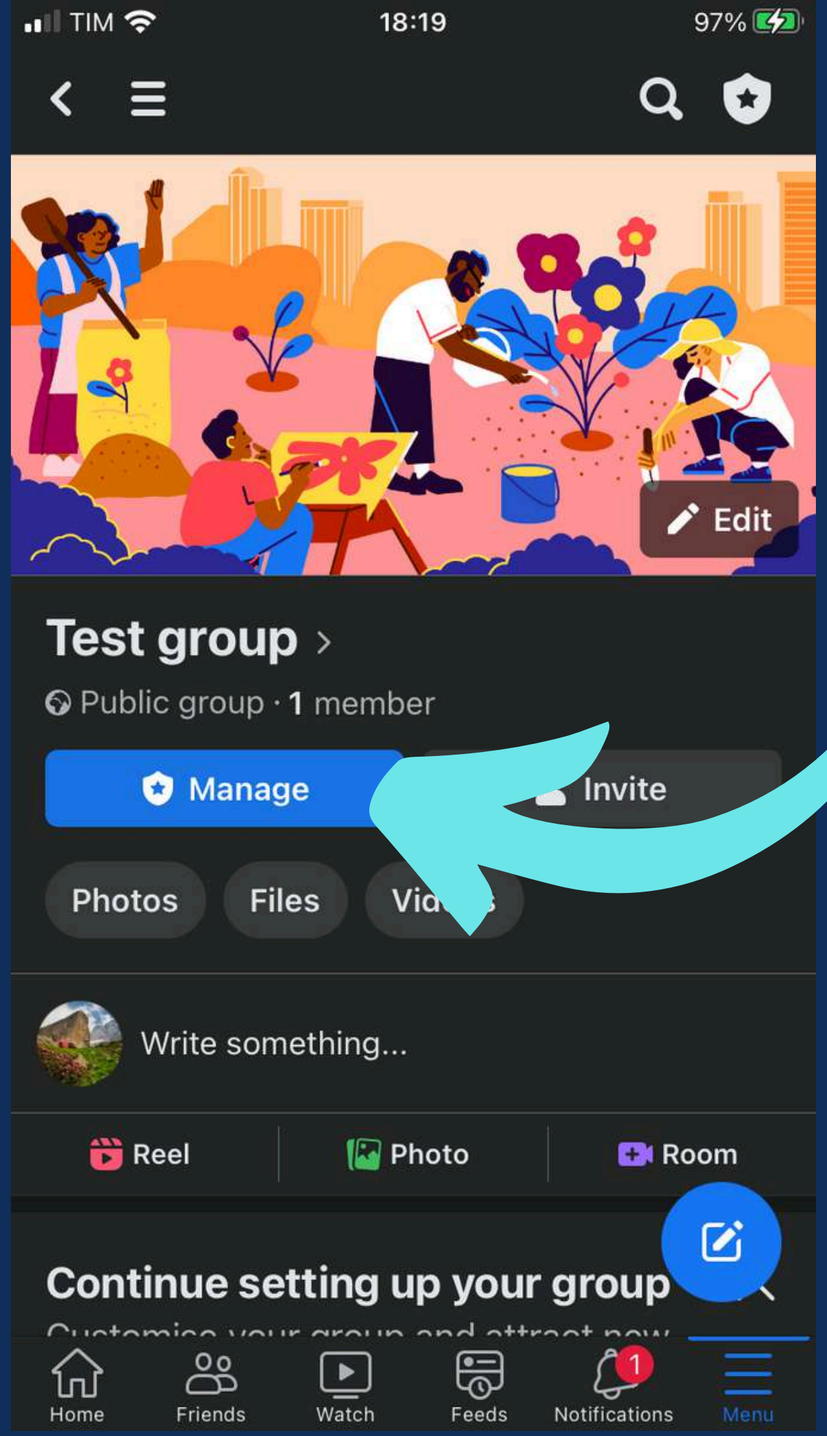
4. Values/principles:

   Which are the 2-3 most important principles of your community?

5. Payoff ("motto"):

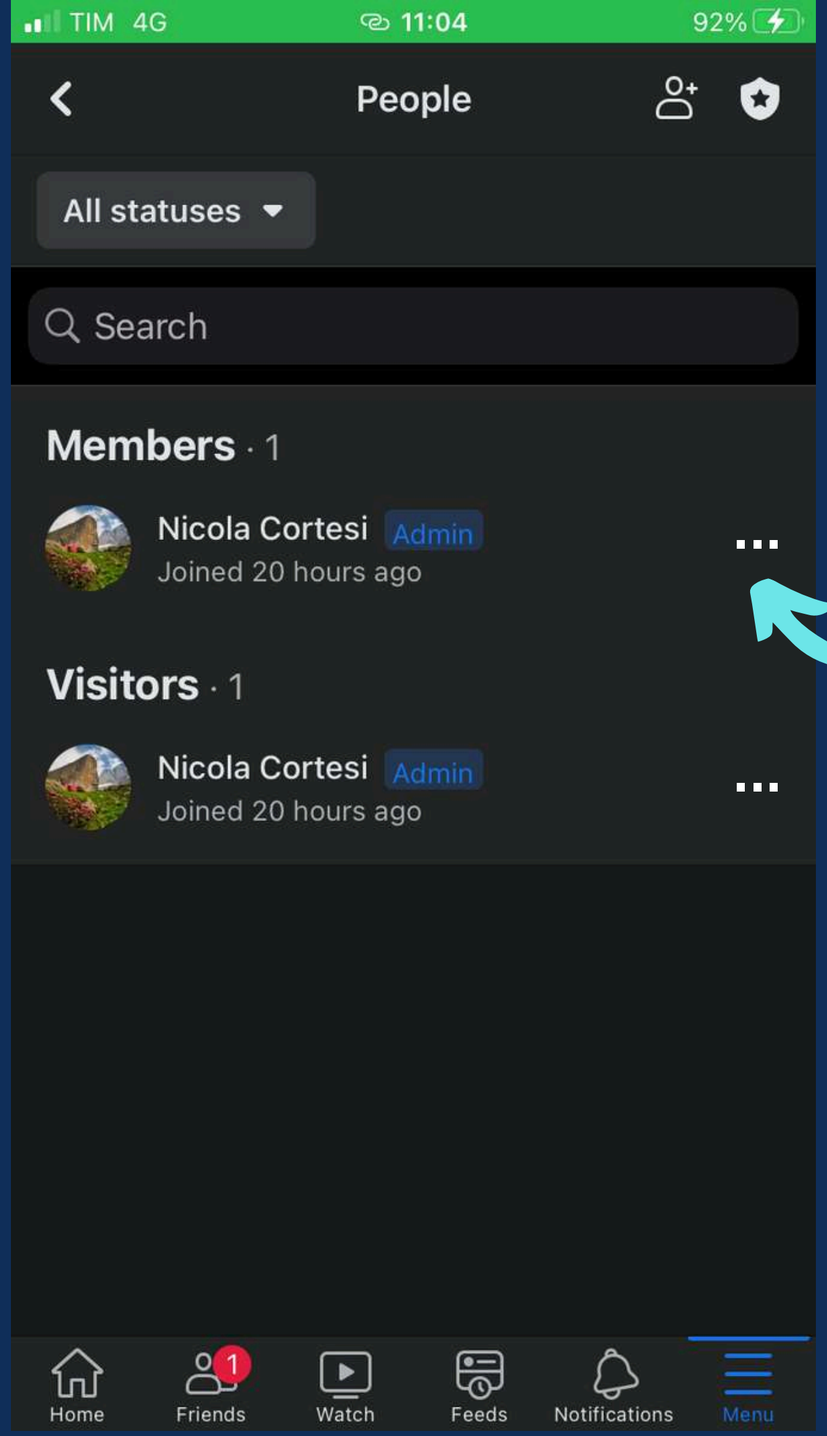
   A short sentence associated to the name of the community/brand.

   E.g: Apple: Think different. Nike: Just do it. FedEx: The World on Time



ADD GROUP ADMIN

In order to add a new group administrator, go to Manage -> See All Tools -> People and select the member(s) of the group you want to 'promote' to admin, so first your two companions must join the group

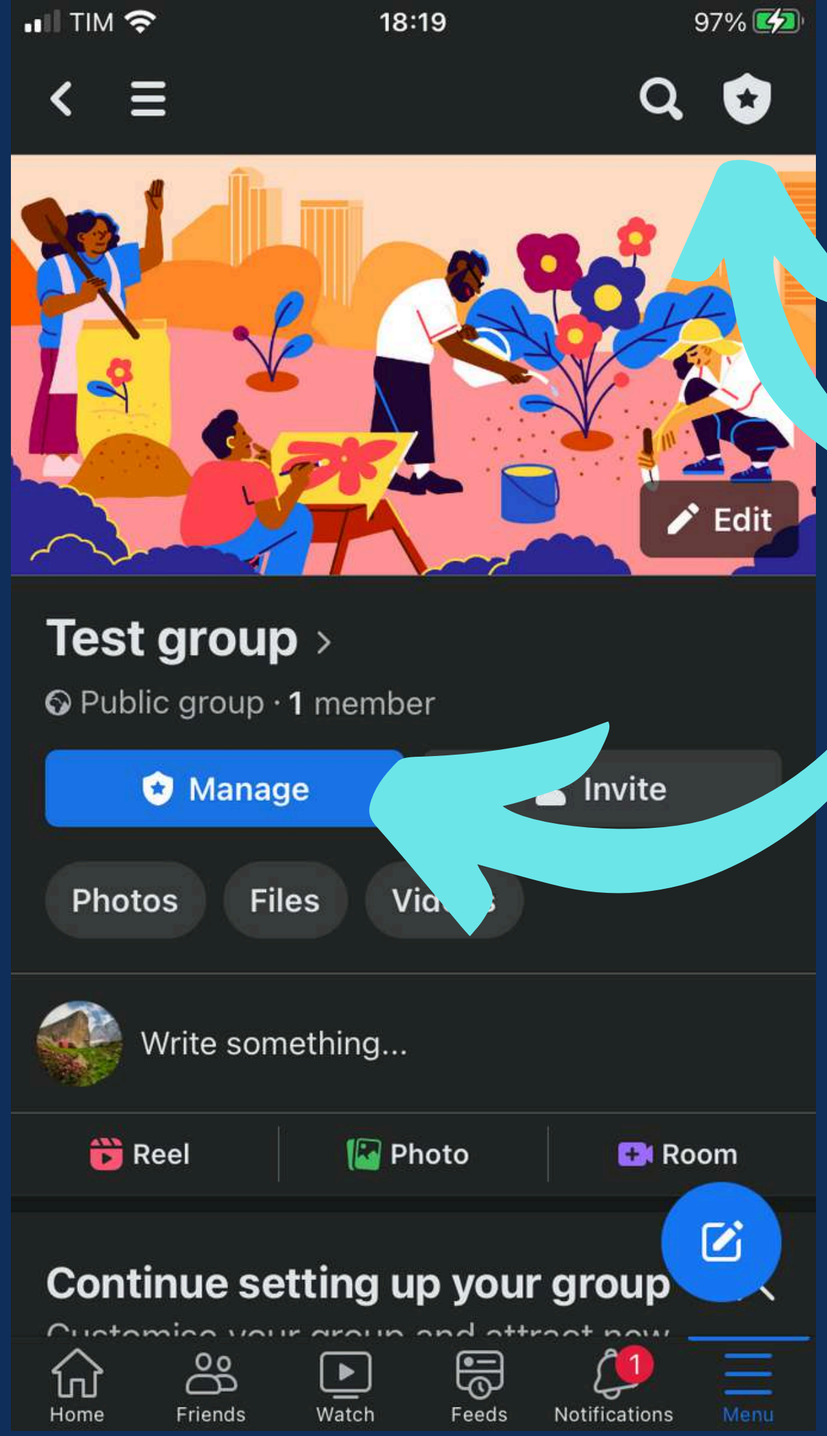


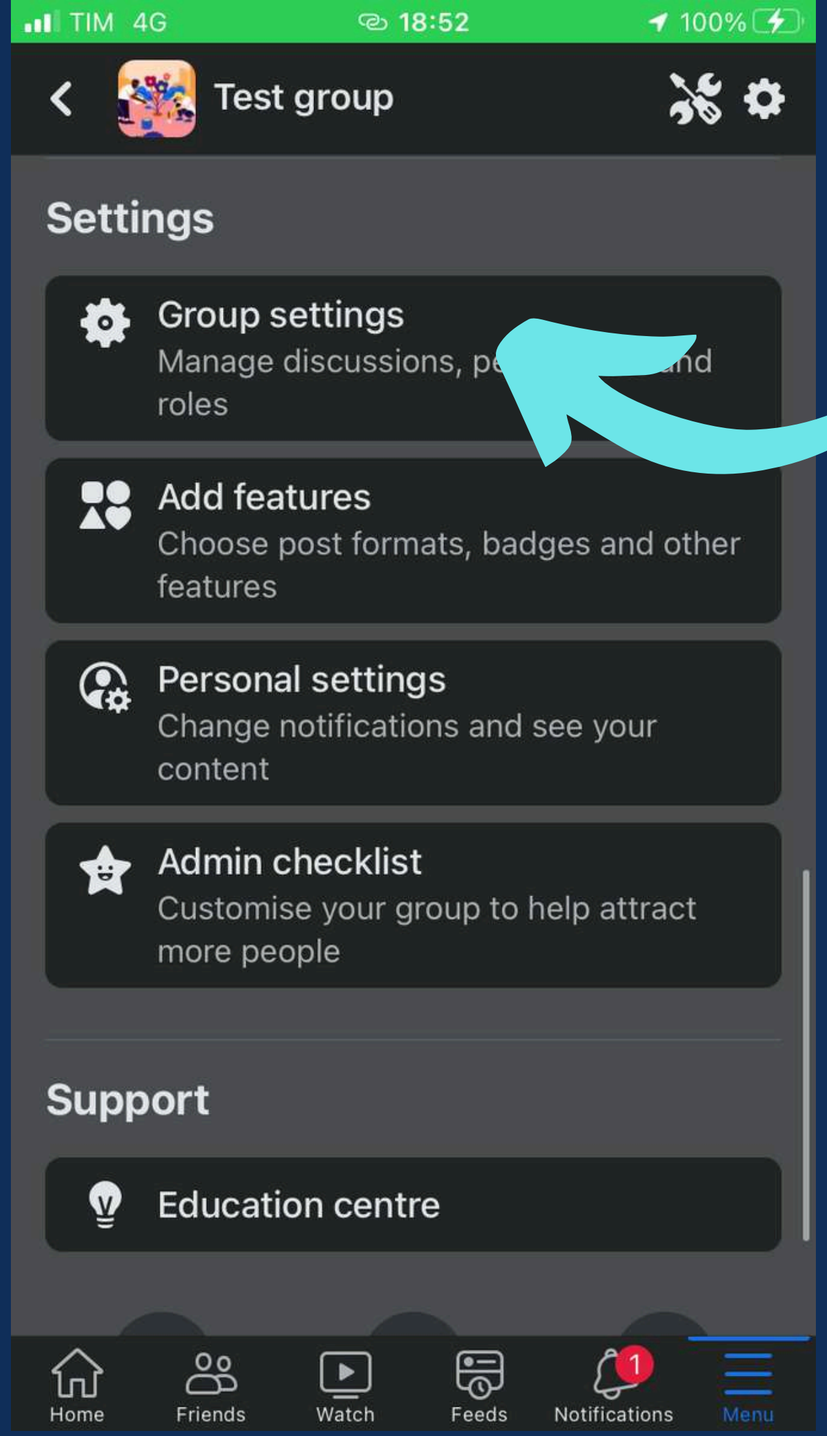
ADD GROUP ADMIN

Then, click on the three dots to the right of her/his name (...) and choose the "Add as admin" option from the menu that will open

COVER IMAGE

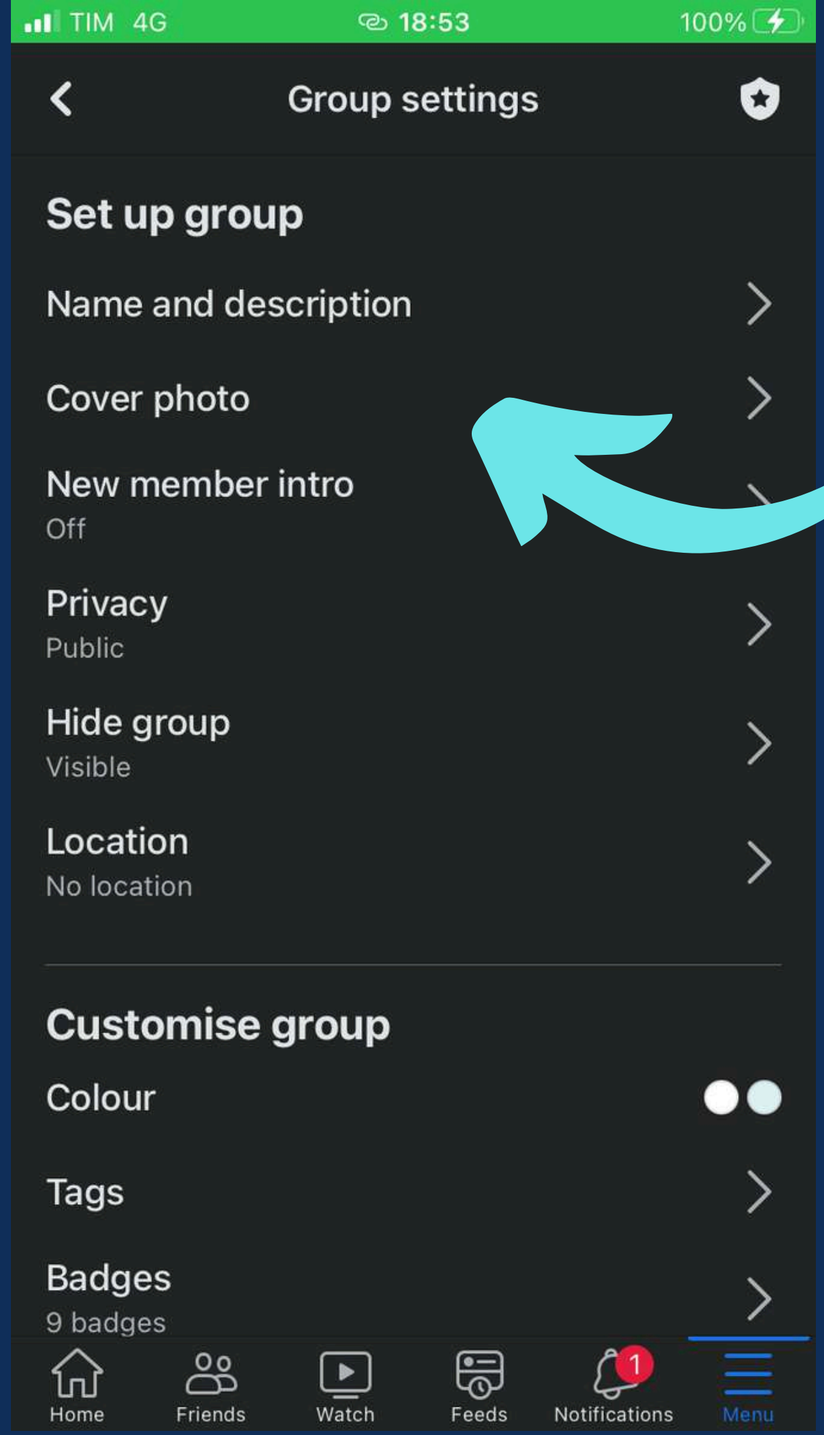
From the Manage -> Group Settings menu, you can set the cover image of the group





COVER IMAGE

Scroll down until the “Group settings” menu appears

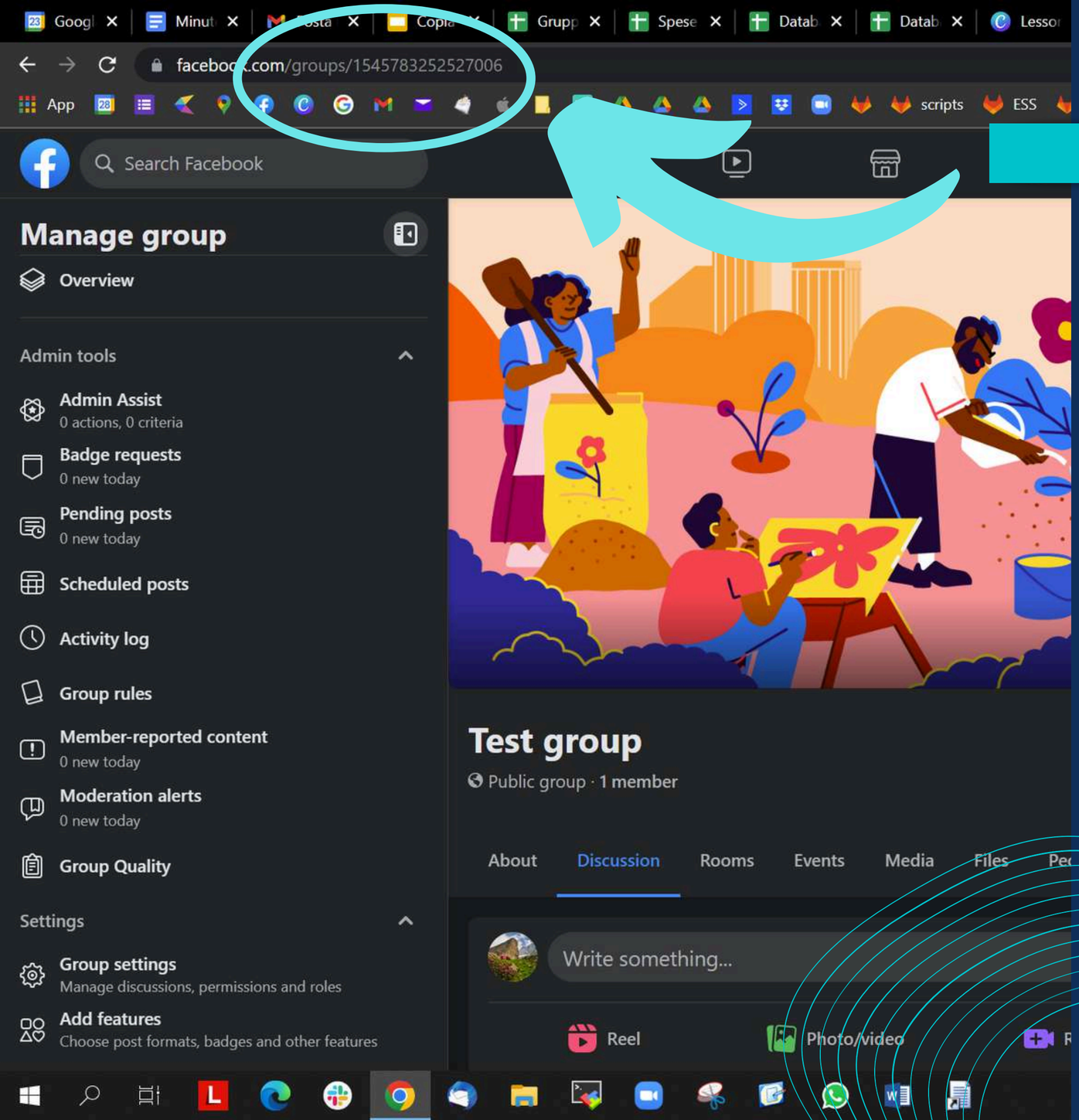


COVER IMAGE

Scroll down until the “Group settings” menu appears

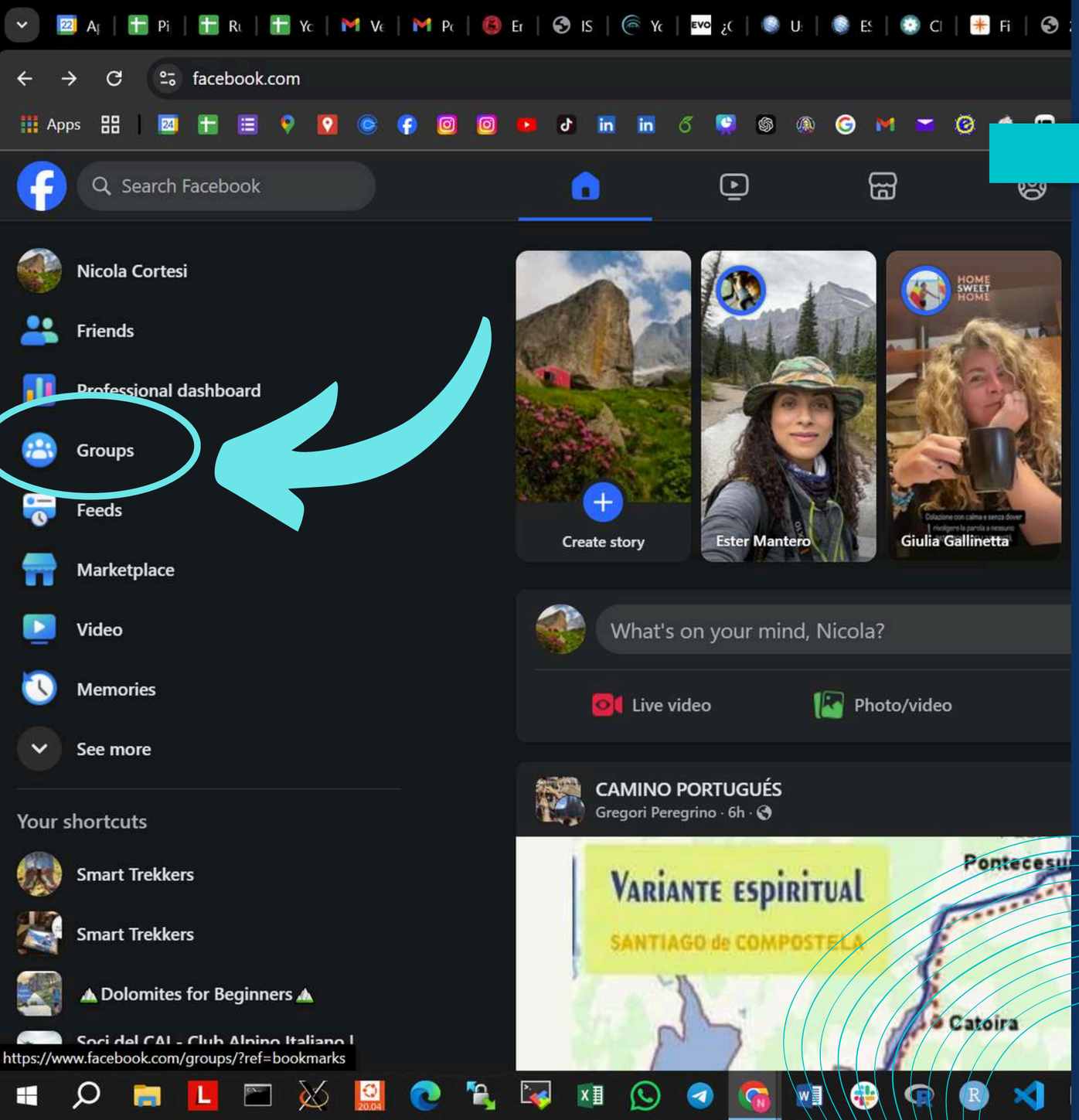
GROUP LINK

By default facebook assign to any new group a weird link, made up by an alphanumeric sequence



GROUP LINK

It is possible to change the link and give it the same name of your group instead, but accessing your group only from laptop



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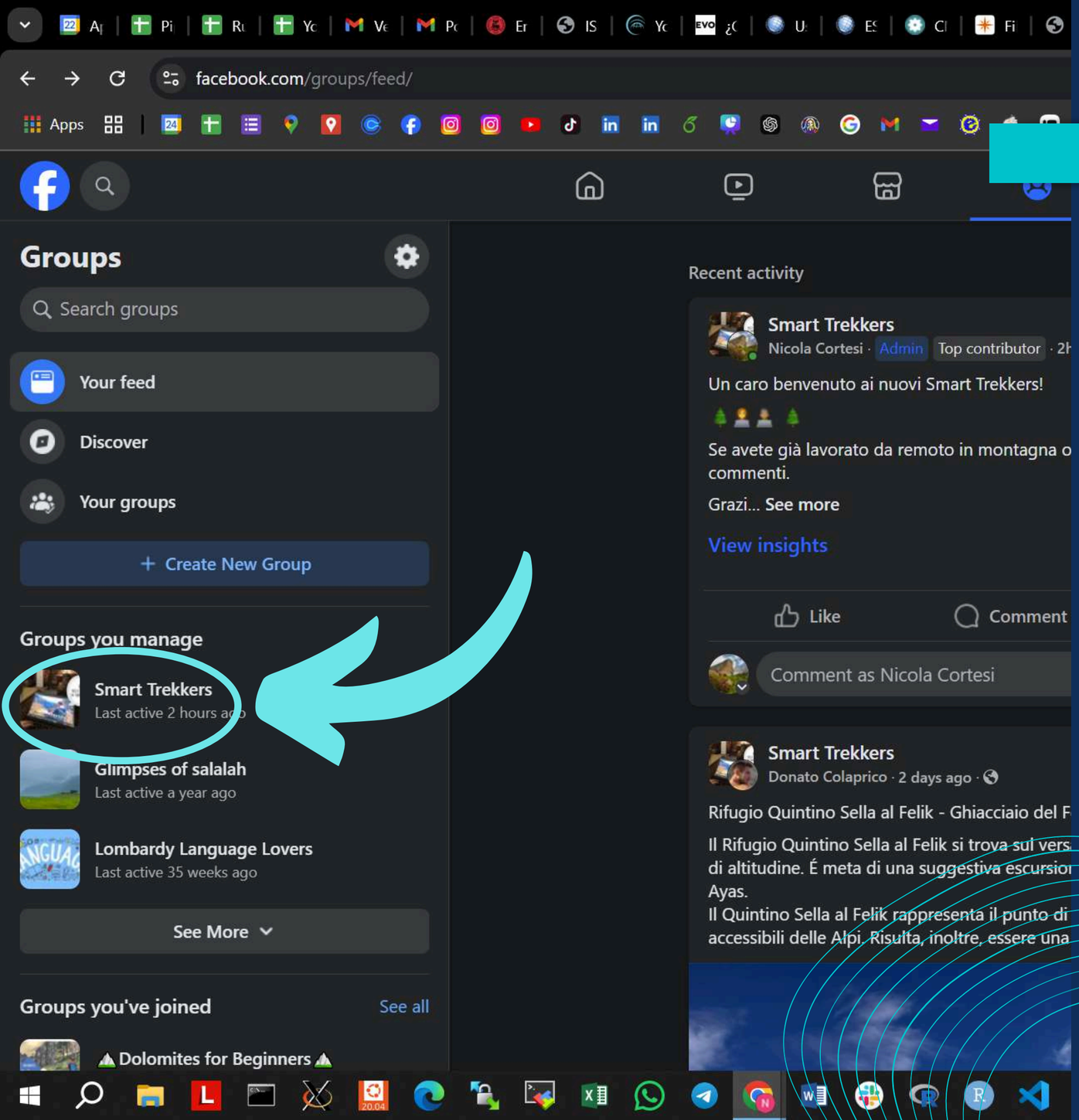

GROUP LINK

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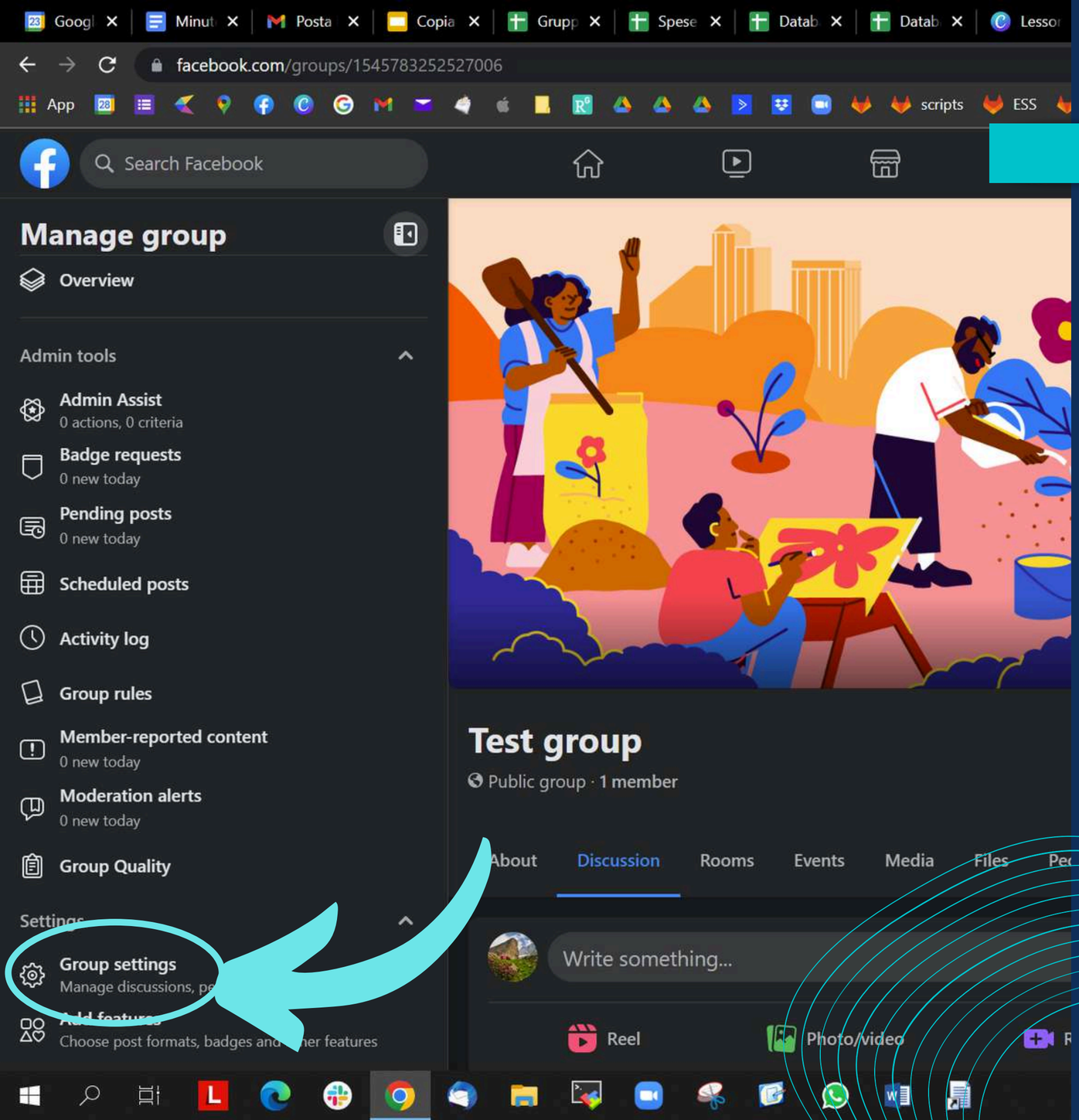
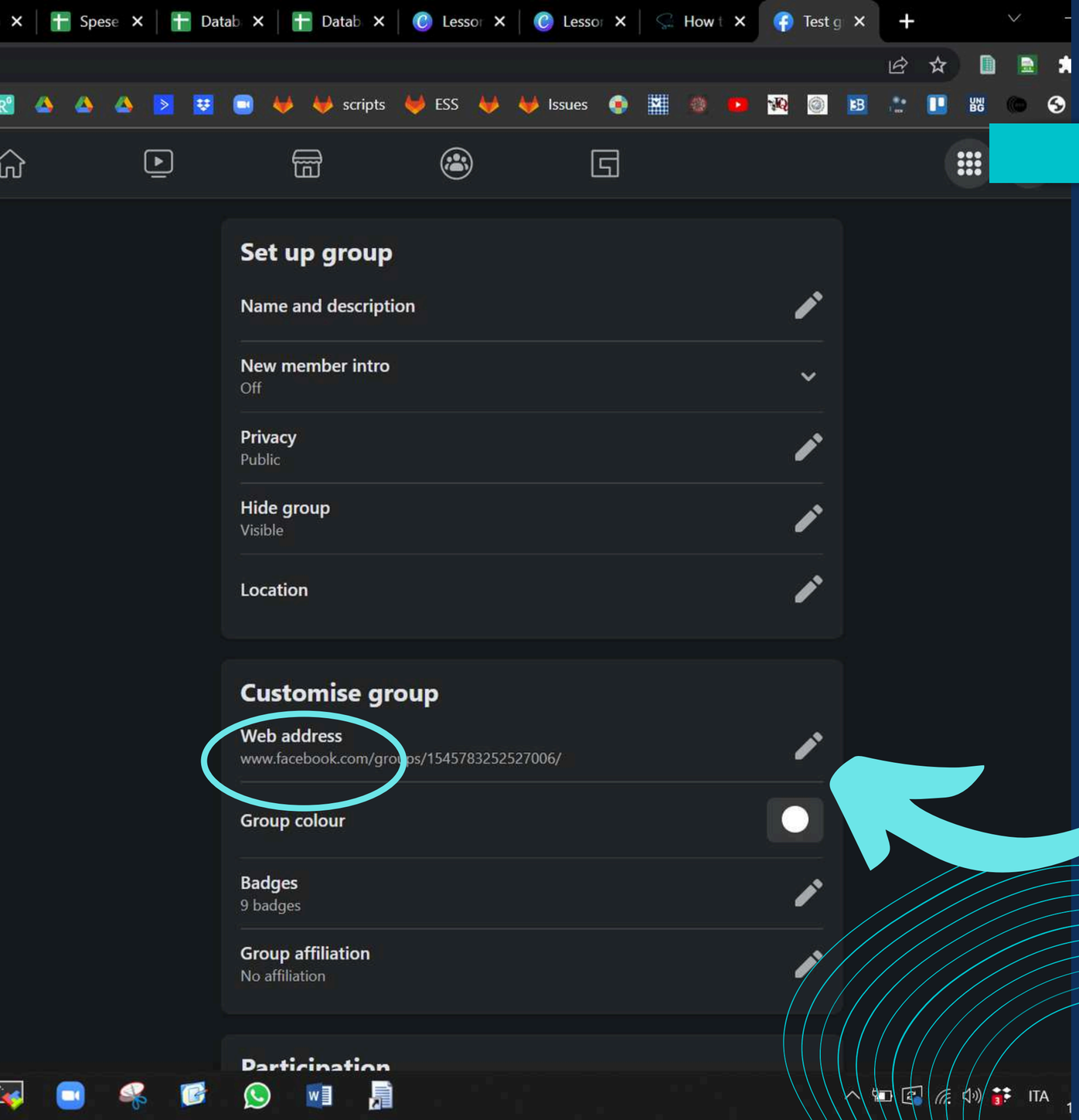
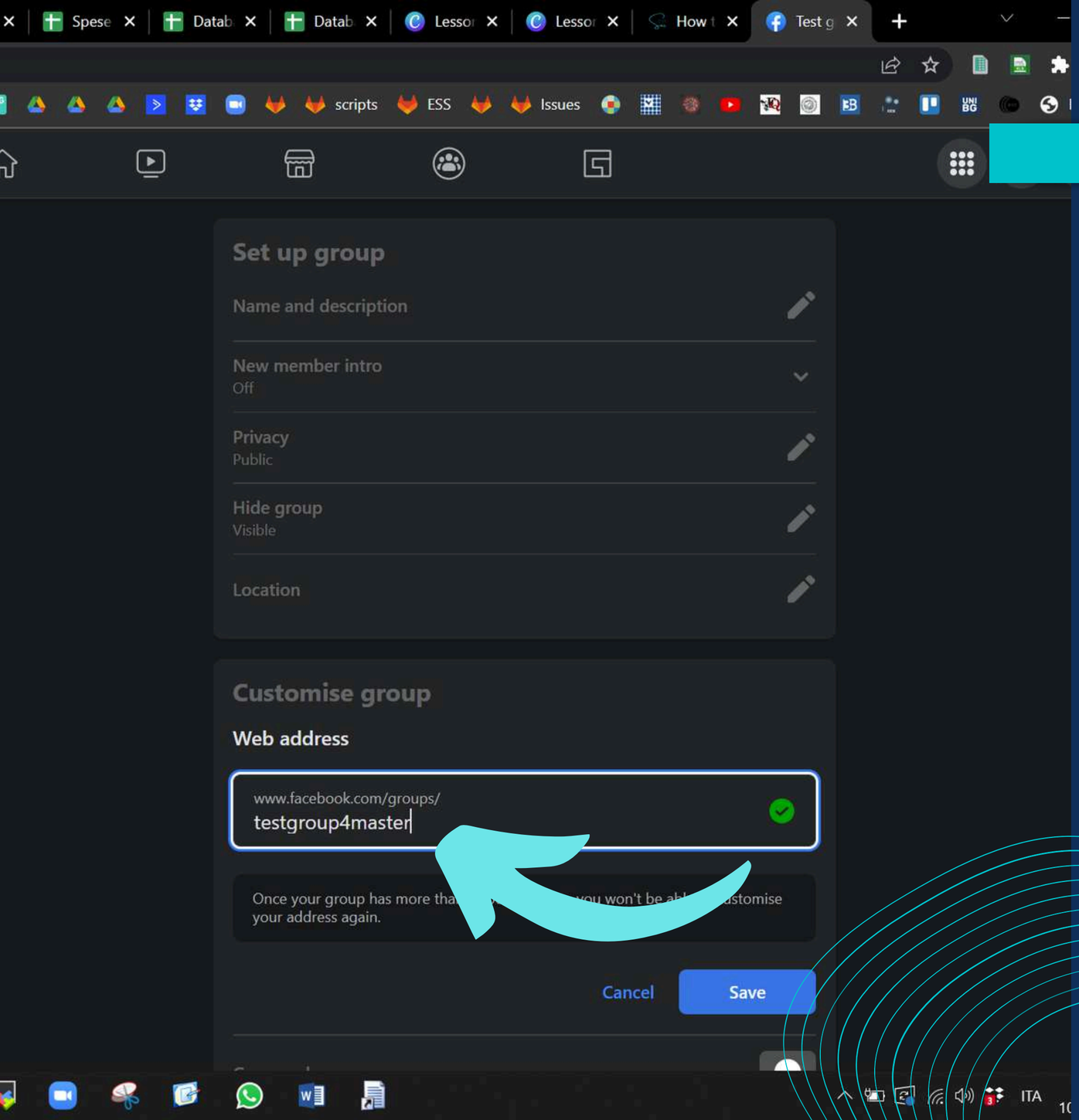




GROUP LINK

The link of your group should have the name of your group instead of the an alphanumeric sequence given by default. This tool is only available accessing your group from laptop



GROUP LINK

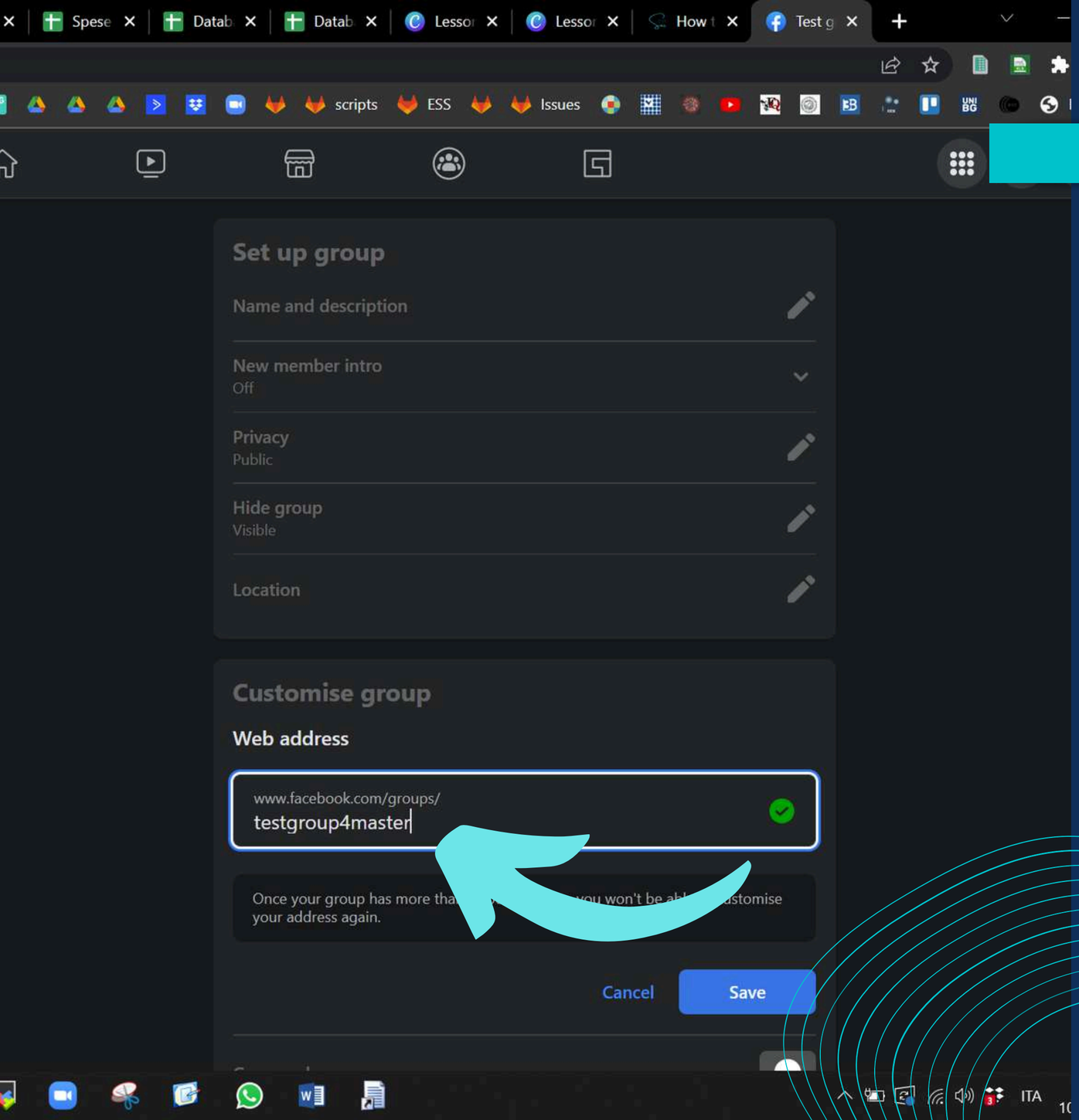
The beginning of the URL of a fb group is always:

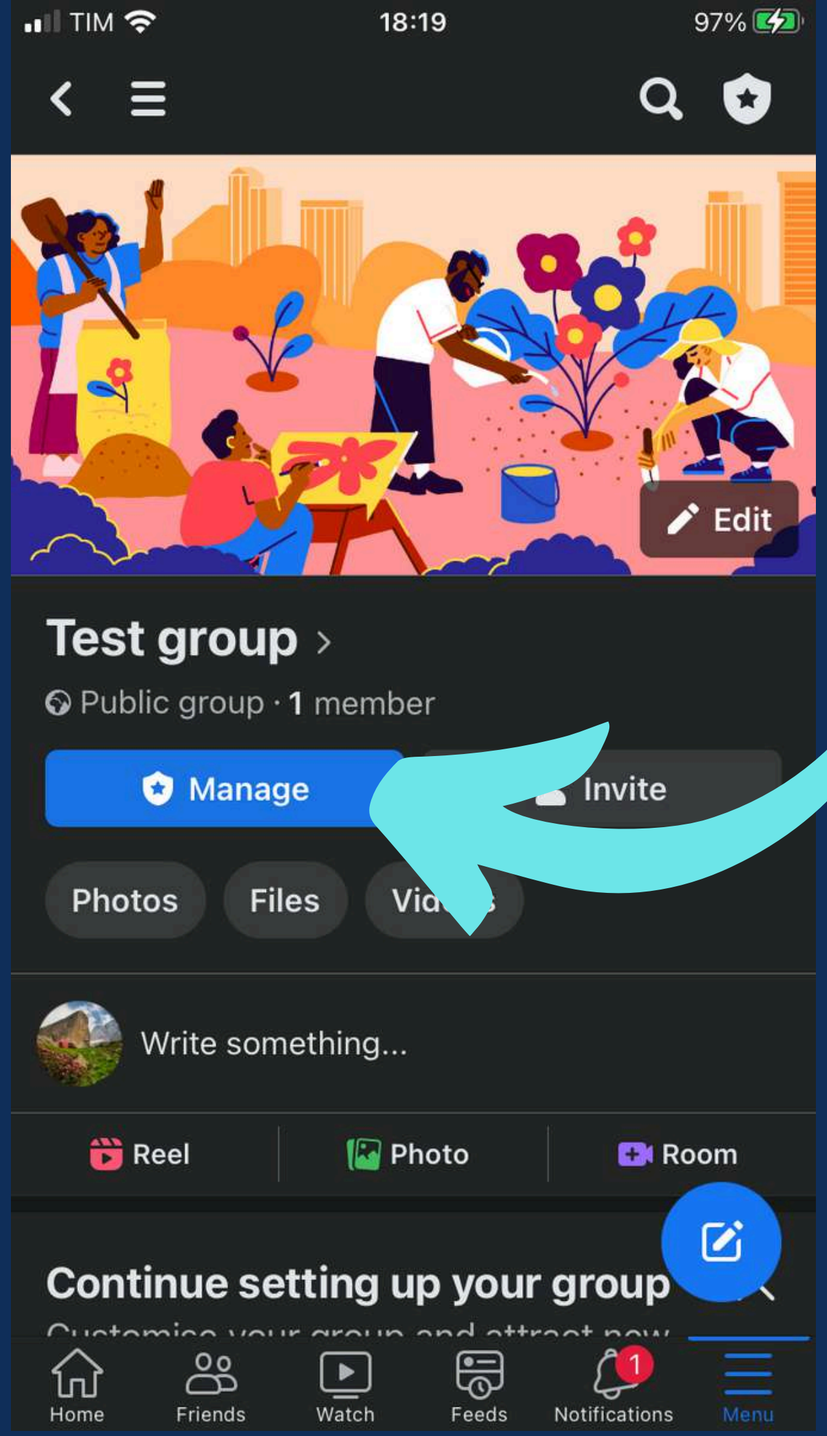
www.facebook.com/groups/

You can change the last part of the URL as you like, e.g: inserting the same name of your group without spaces

GROUP LINK

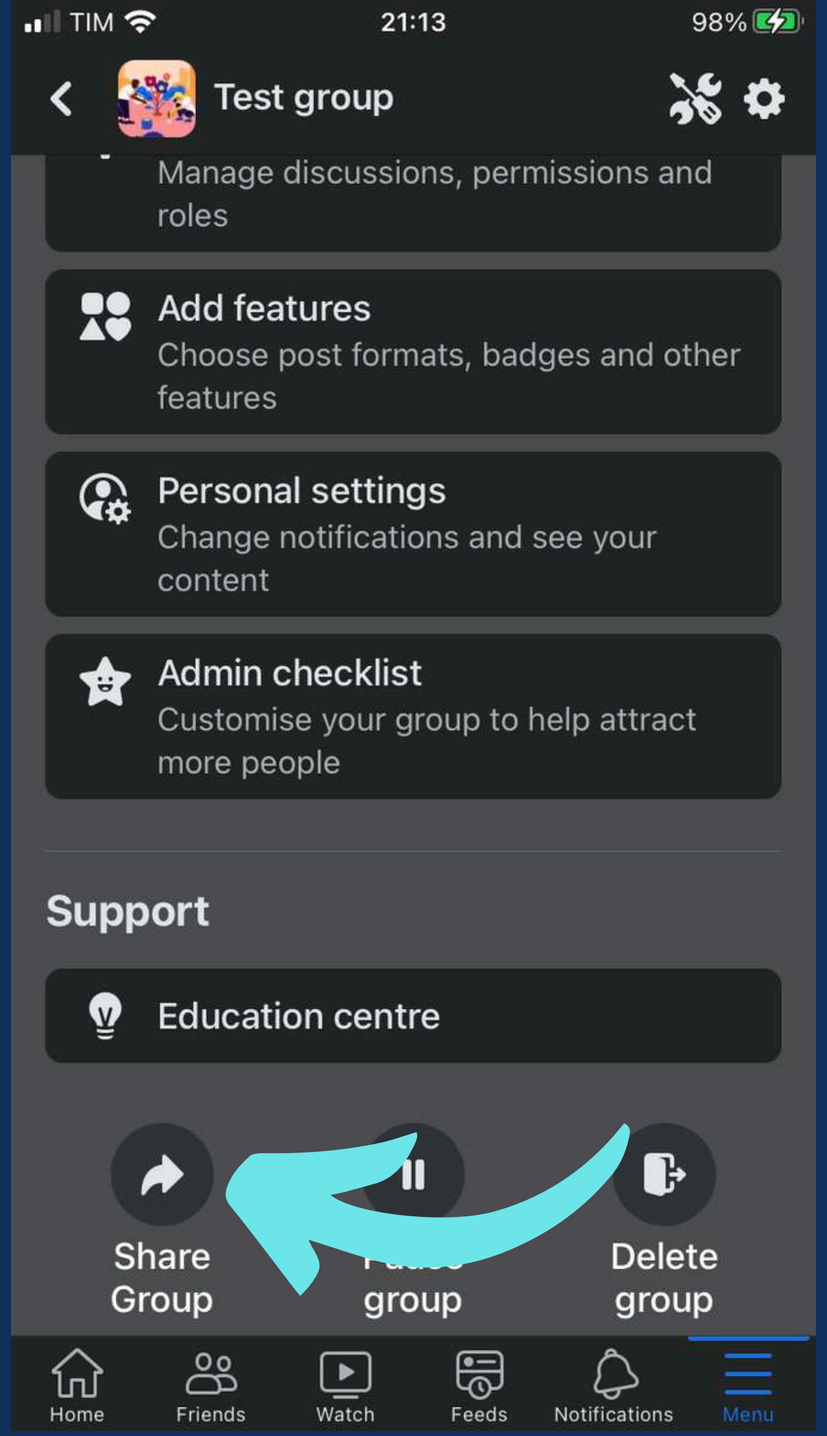
When finished, insert the new link in the Facebook community sheet in the Moodle





GROUP LINK

From mobile version, the link to the group can only be seen from the bottom of the “Manage” window, but not modified



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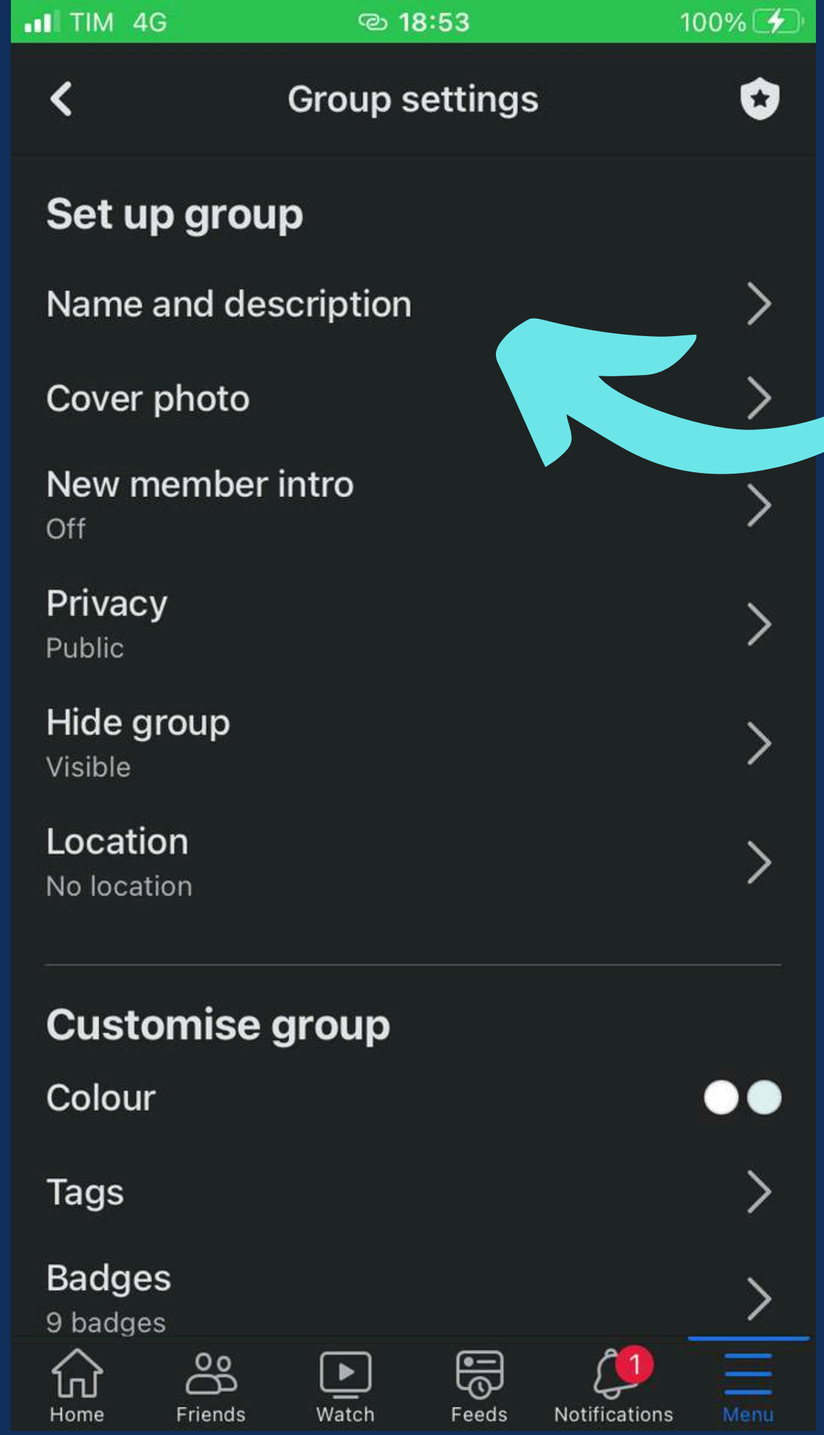
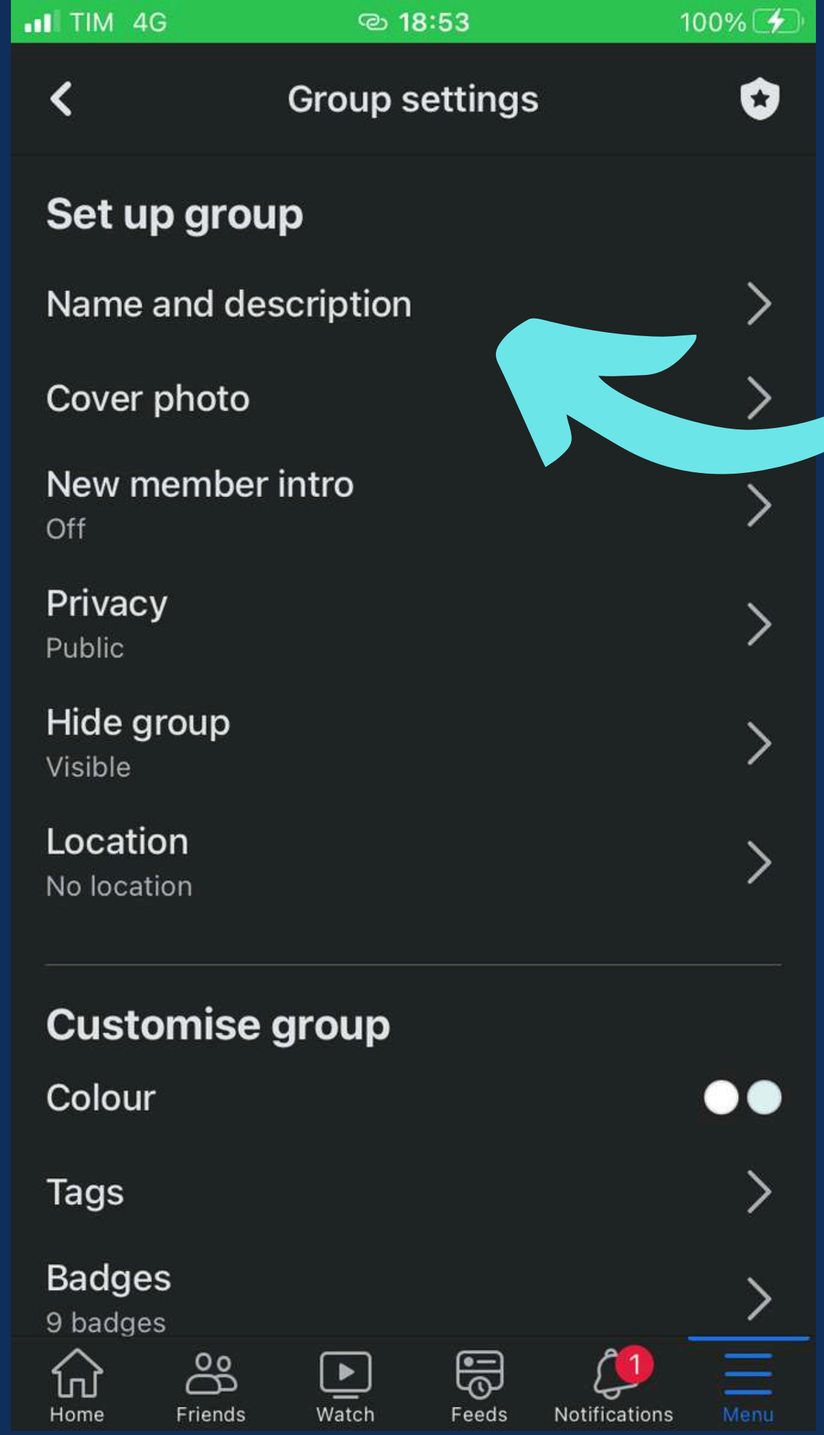


GROUP DESCRIPTION

From the Manage -> Group Settings menu, you can change the name of the group (if needed) and its description, and change the privacy of the group (from public to private, but not the opposite)



GROUP DESCRIPTION

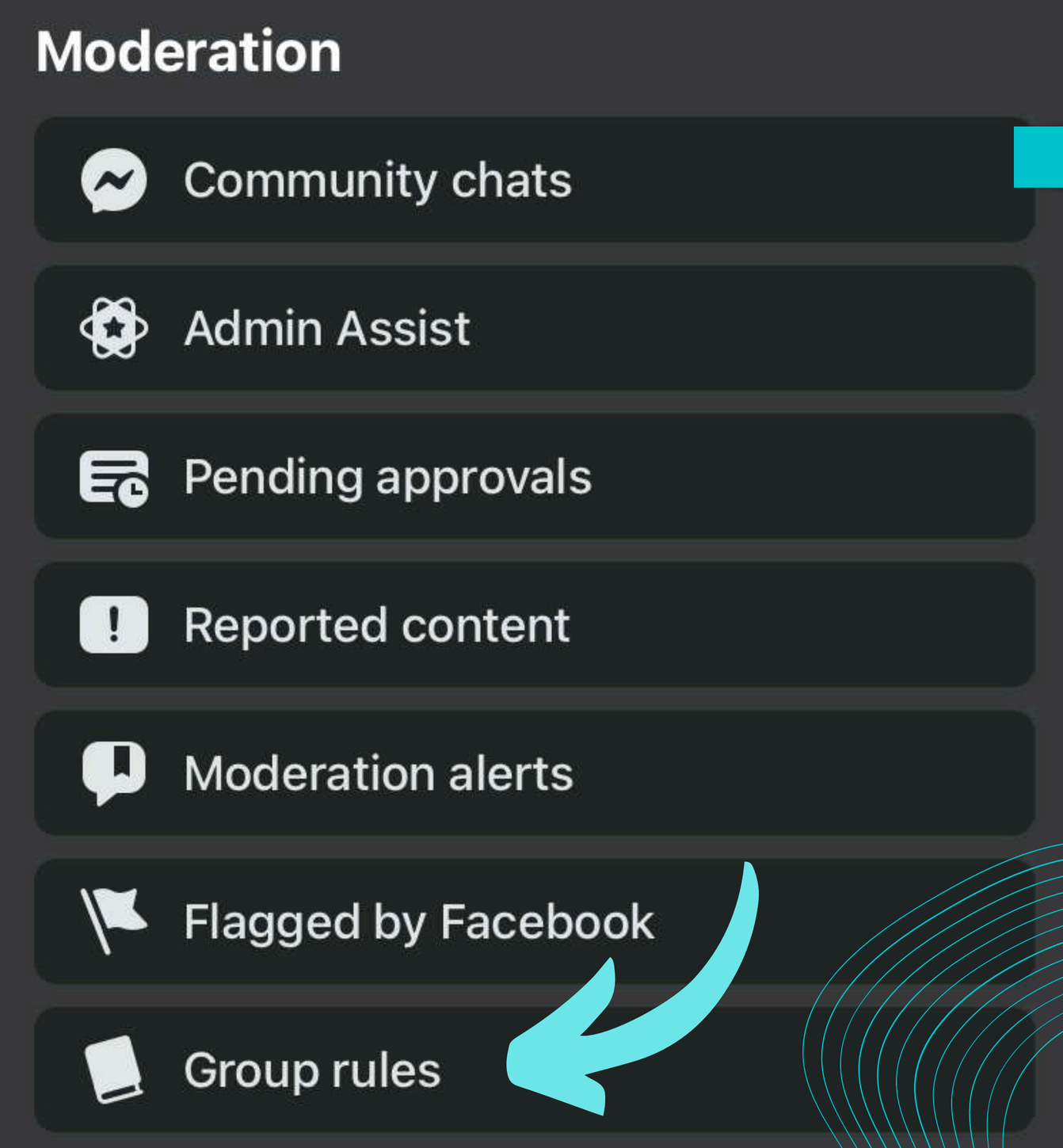
Write a description like this:

“Discover the most beautiful locations of < region/city name >! Join us to discover the magic of this breathtaking < city/region >!”

YOUR FIRST POST

Use the same post image of your group cover and the same text of your description (adding some emoticons too).

Do not share this first post when you publish it



GROUP RULES

Insert 2-4 rules from menu

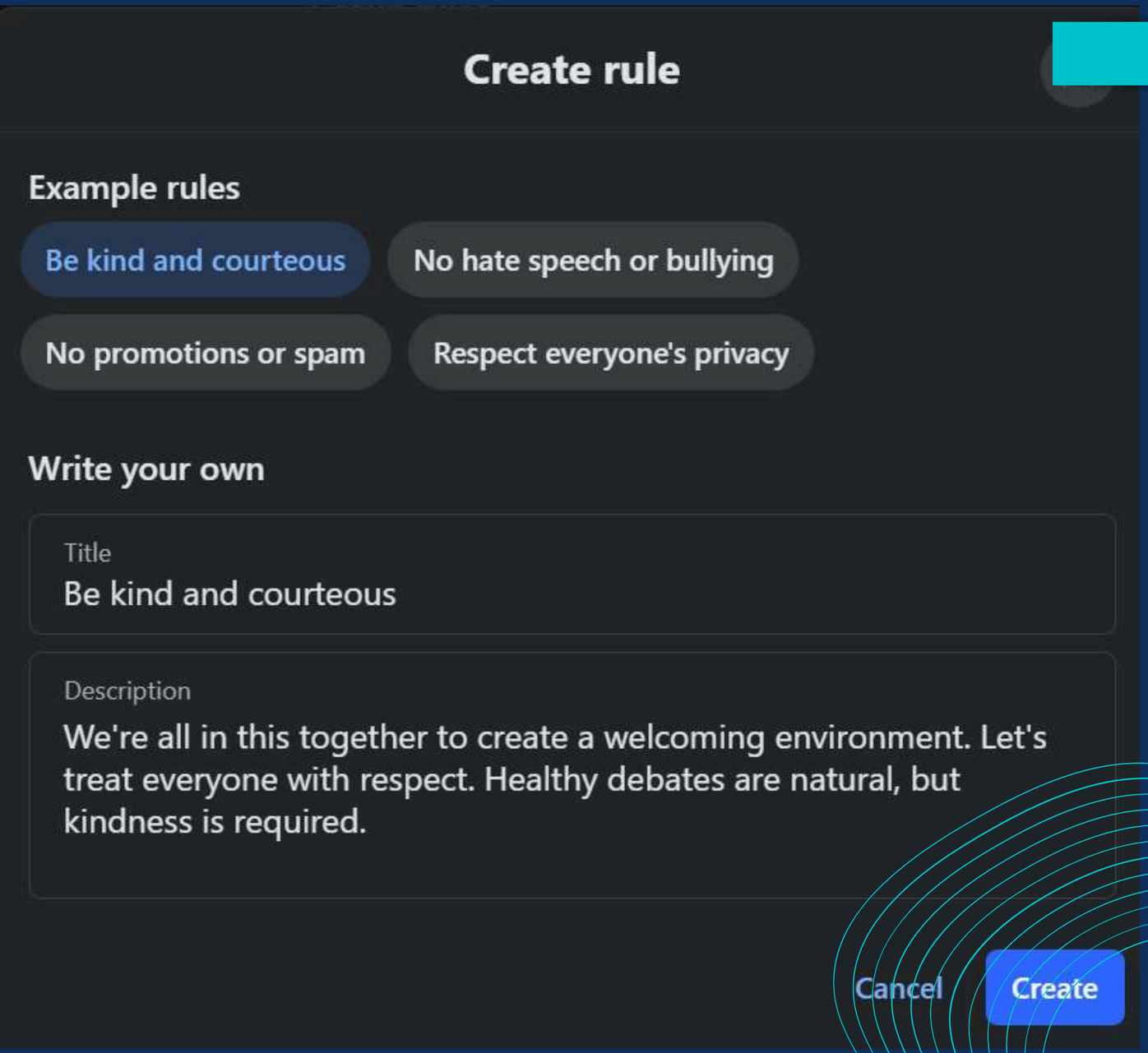
Manage -> See All Tools ->

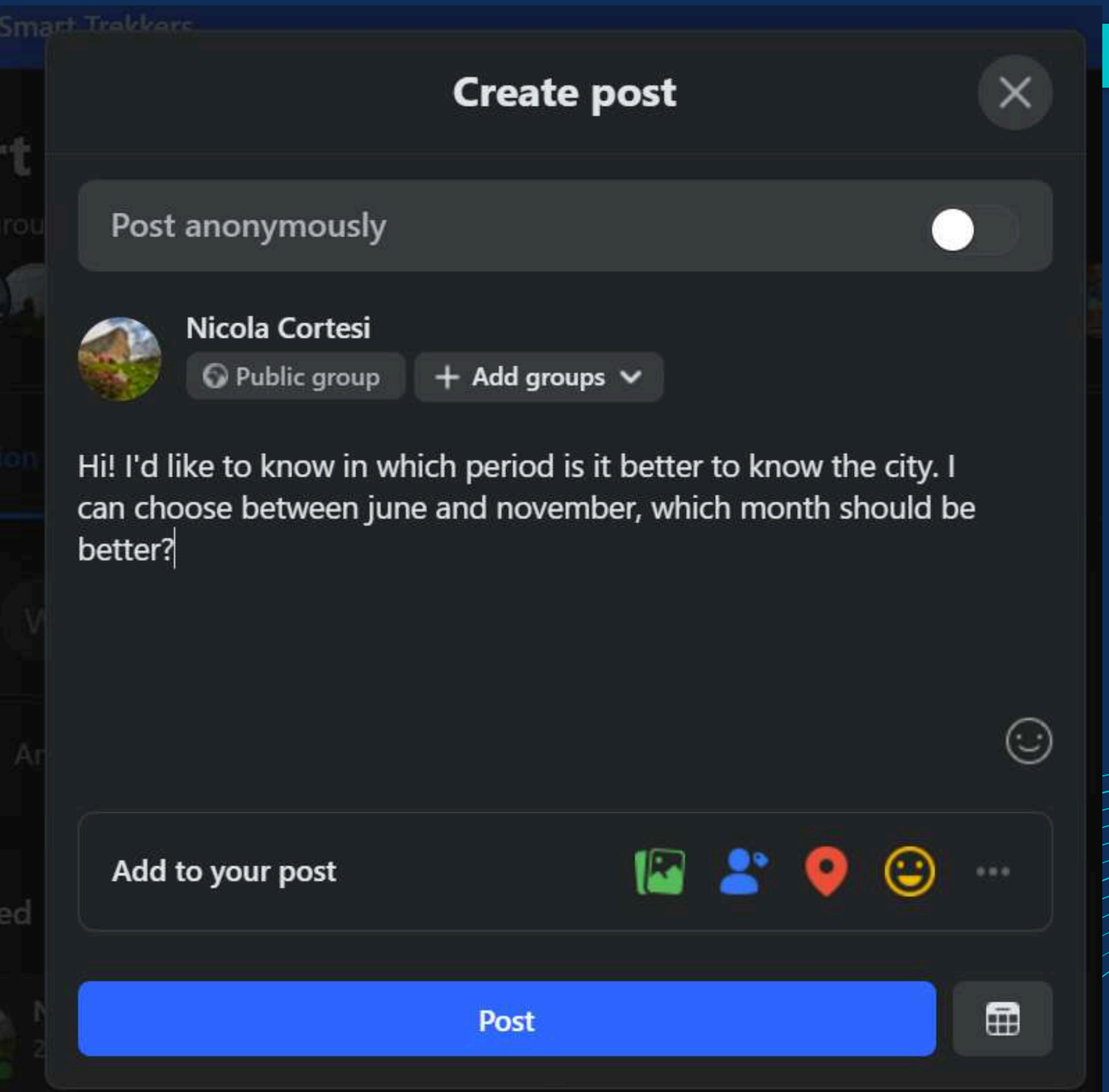
Group rules -> Create

Another Rule

GROUP RULES

Insert 2-4 rules from menu Manage -> See All Tools -> Group rules -> Create Another Rule





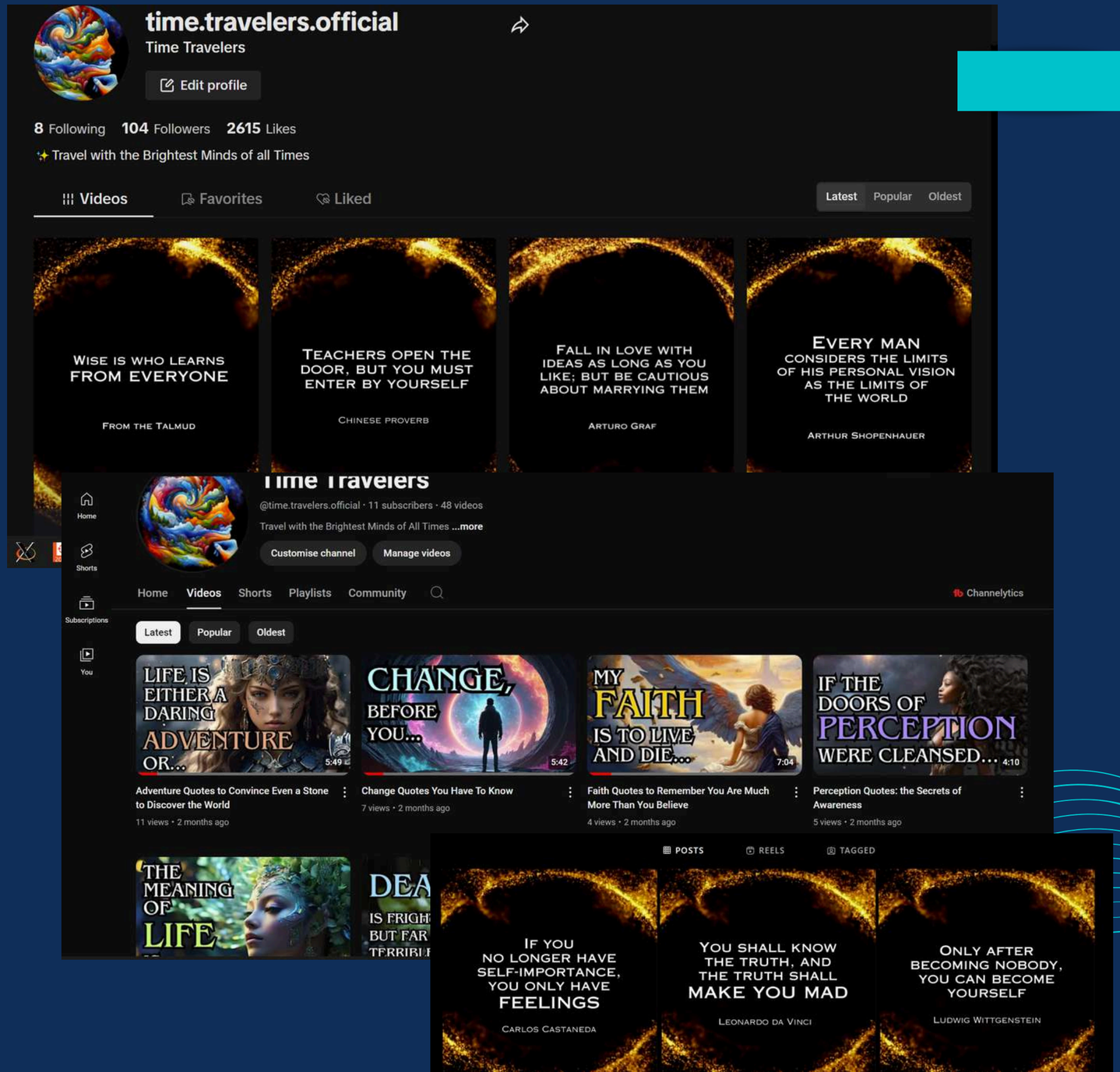
JOIN THE OTHER GROUPS

Join the other groups and publish your first post, asking for informations

PROJECT WORK #2: AI TOOLS FOR SOCIAL MEDIA

PROJECT WORK #2

How do you develop the skill of constantly reinvent yourself?

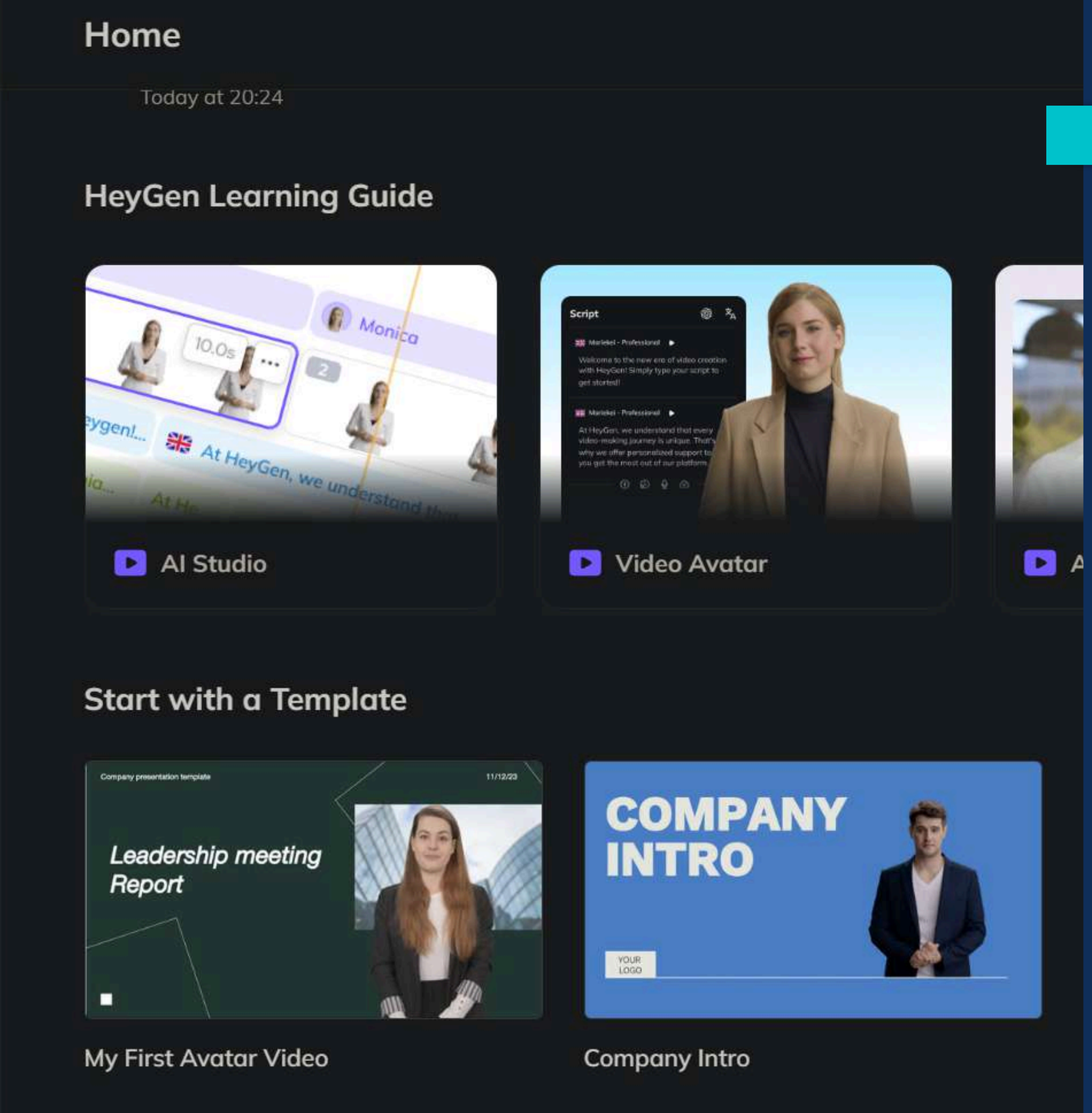


TIME TRAVELERS CHANNELS

TikTok :
https://www.tiktok.com/@time.travelers.official

Youtube:
https://www.youtube.com/@time.travelers.official/videos

Instagram:
https://www.instagram.com/time.travelers.official/

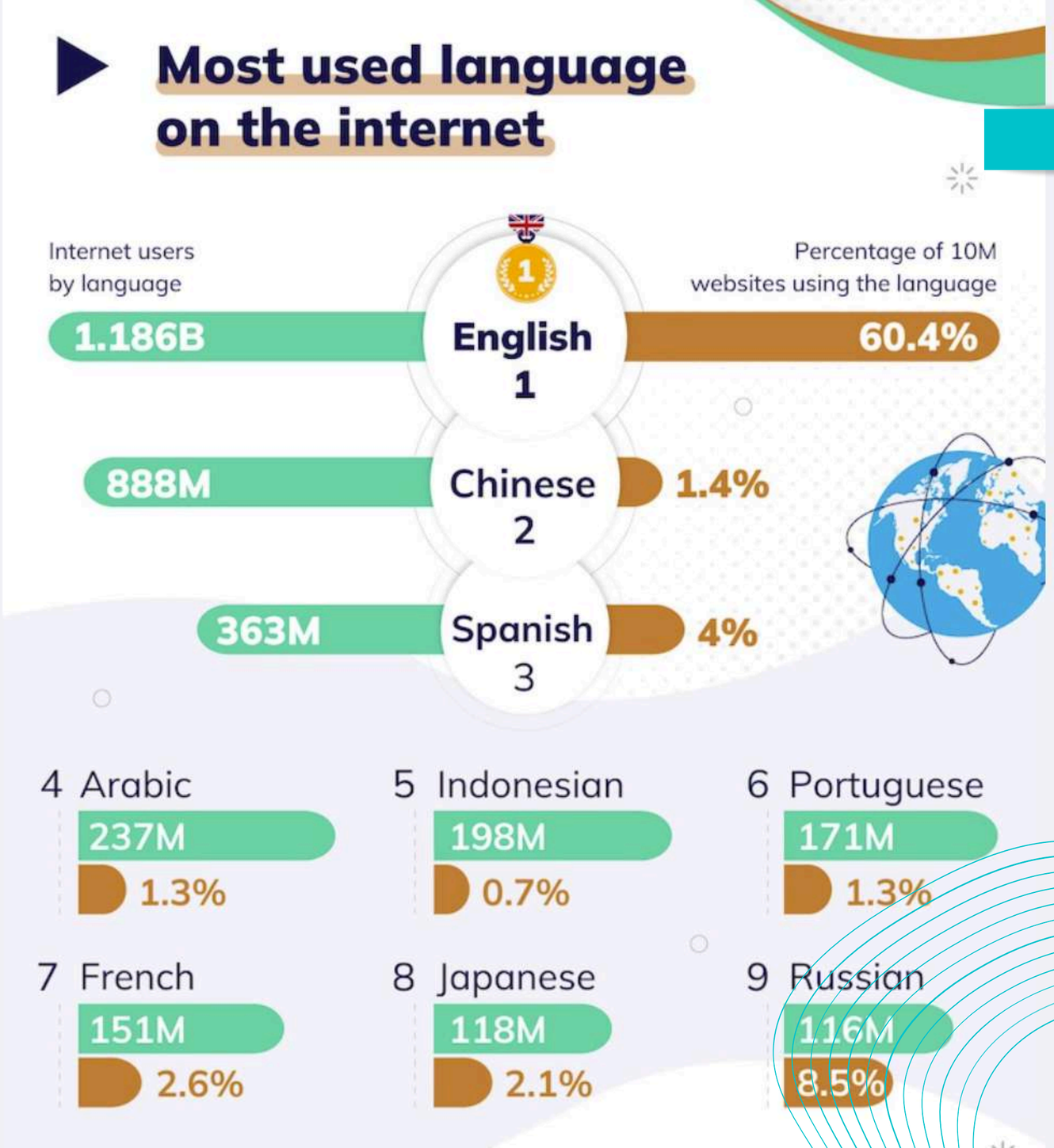


TEXT2VIDEO

Voices can already by paired to video using tools like heygen:

https://app.heygen.com/projects

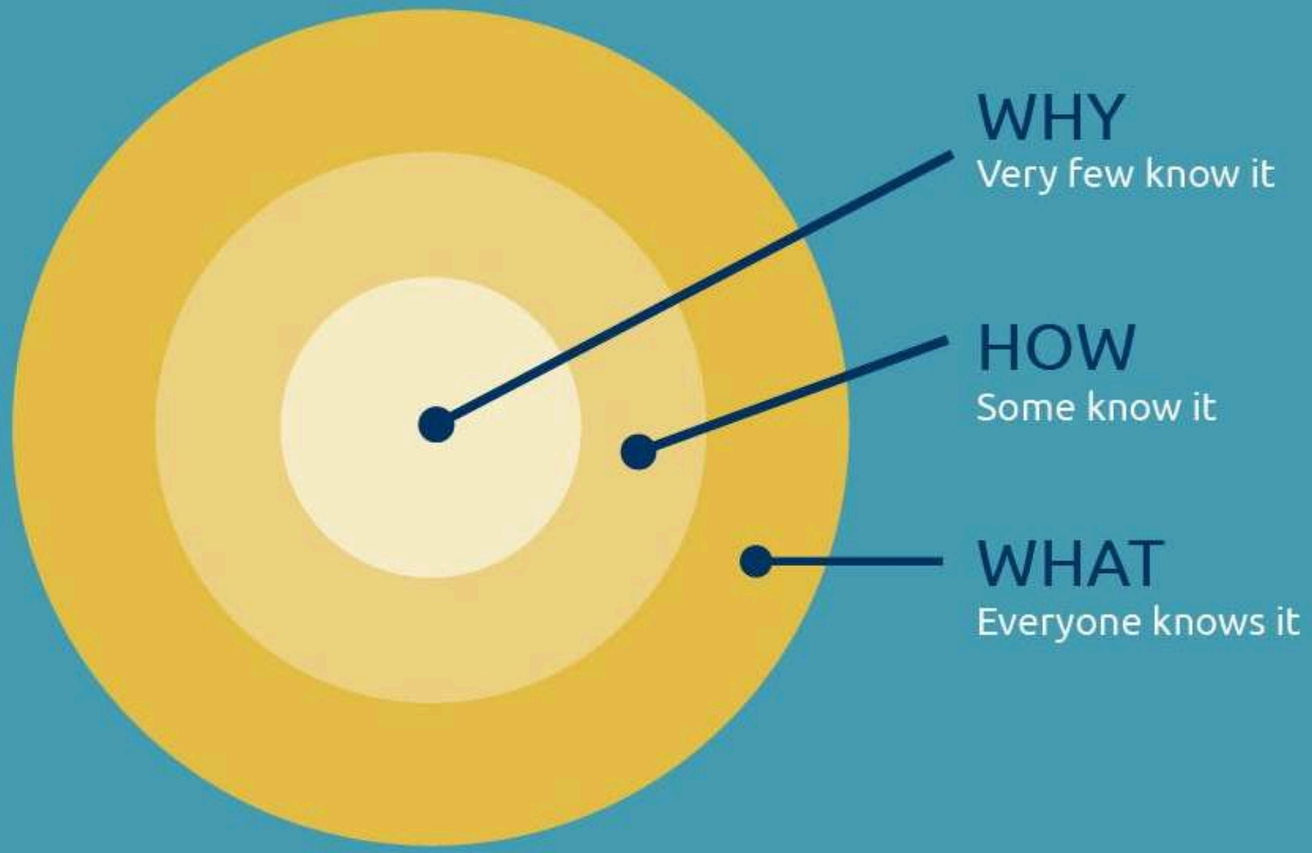
Video example: https://drive.google.com/file/d/169Gi5Fj-d2DEKv4h57N5wrGfj2Psg7rD/view?usp=sharing



MOST POPULAR LANGUAGES ON INTERNET

Most social media also follow a similar distribution, but western socials are forbidden in China.

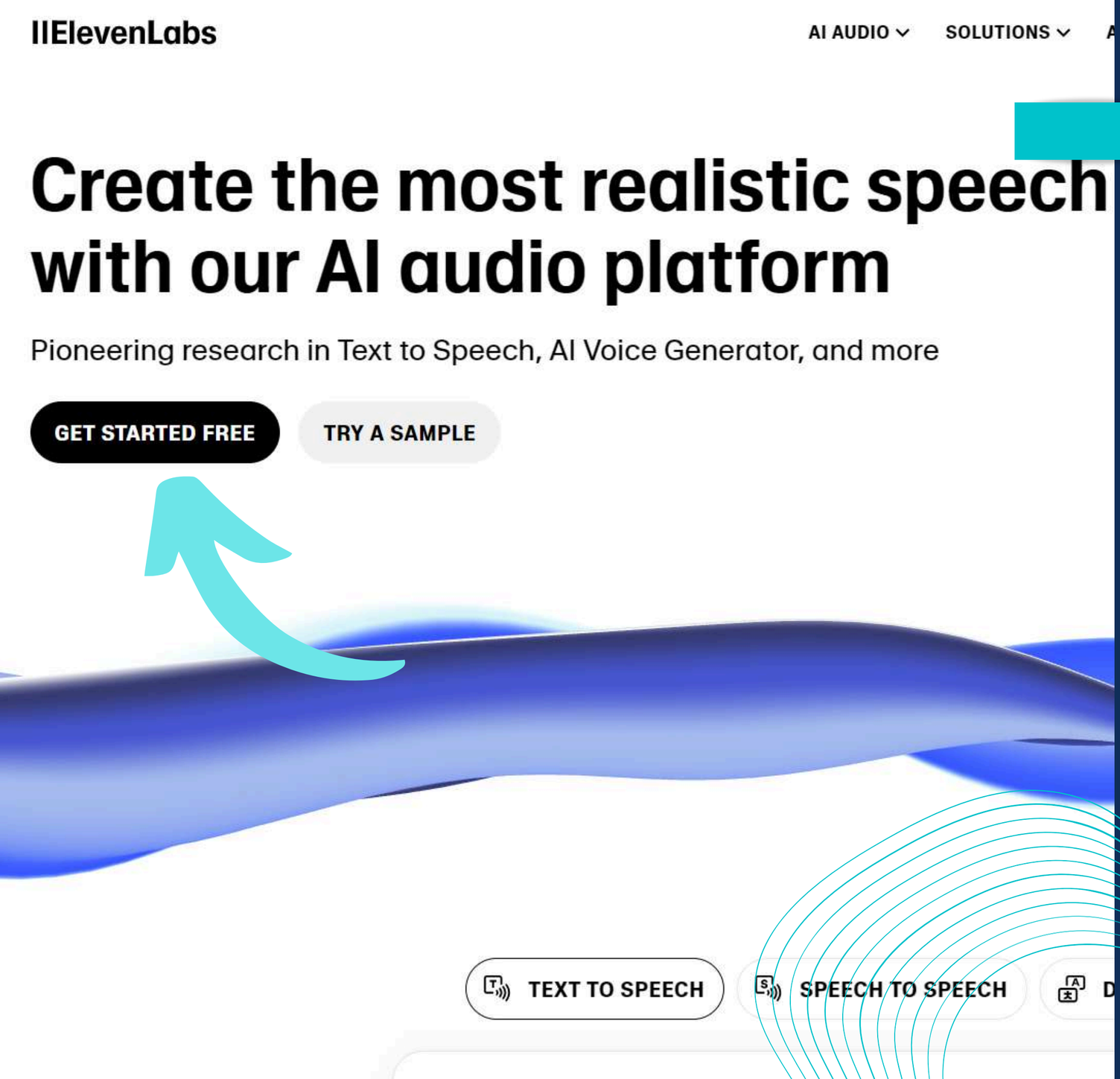
PROJECT OBJECTIVE



These channels are not selling a particular product or service but a vision, a dream, a WHY

PHASES OF THE PROJECT WORK #2

1. Install TikTok and join the Time Travelers channel and like its clips
2. Use AI to generate male and female italian voices
3. Use Canva to create TikTok videos in english and in italian
4. Use AI to generate the covers of the Youtube channel
5. Schedule all videos to publish on TikTok until October 2024
6. Create TikTok videos in other languages in which you are mothertongue, using AI to help in the translation
7. Create YouTube videos using CapCut



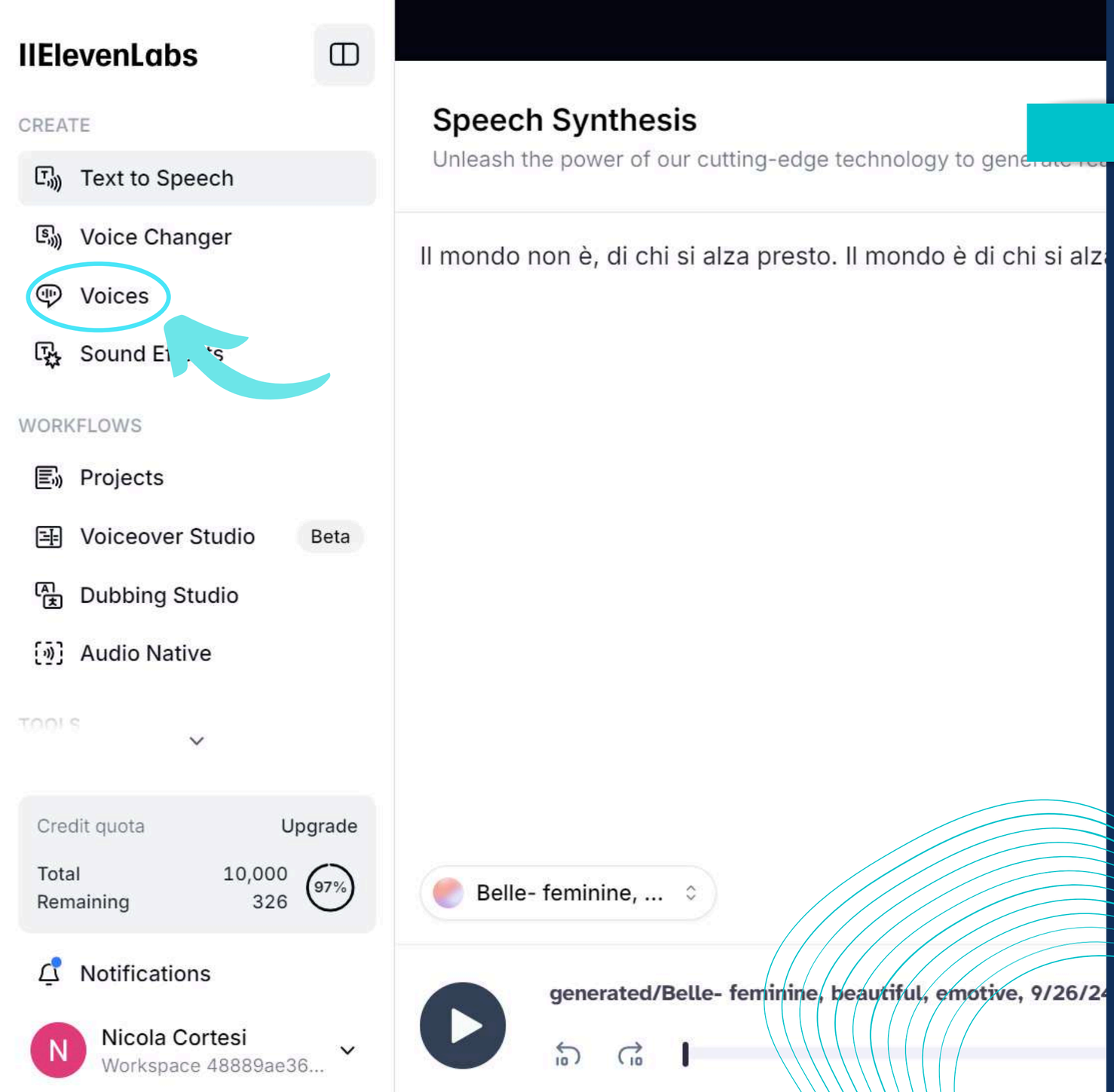
TEXT2VOICE AI

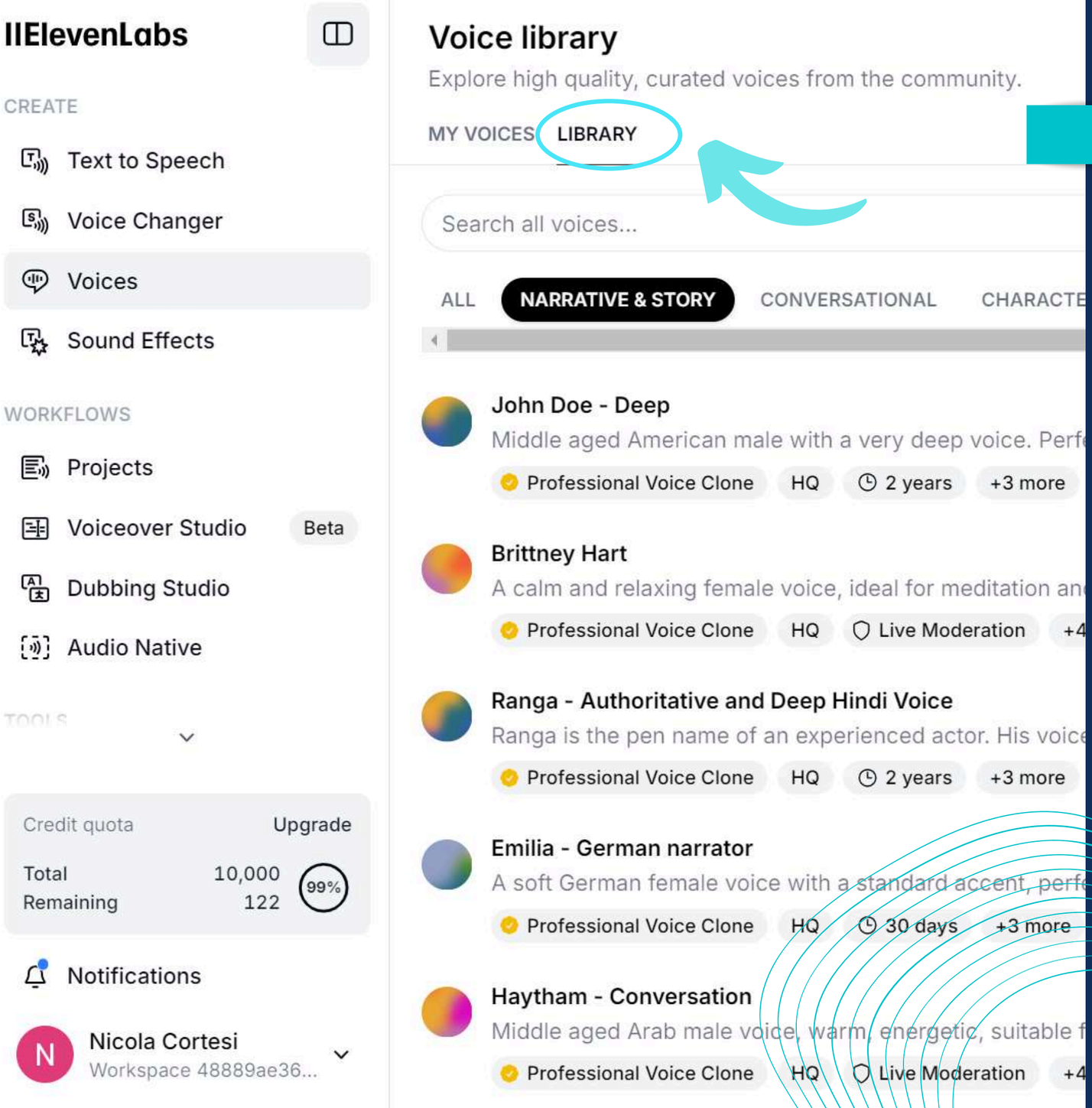
To generate voices with AI:
(link in the Moodle too)

https://elevenlabs.io

TEXT2VOICE AI

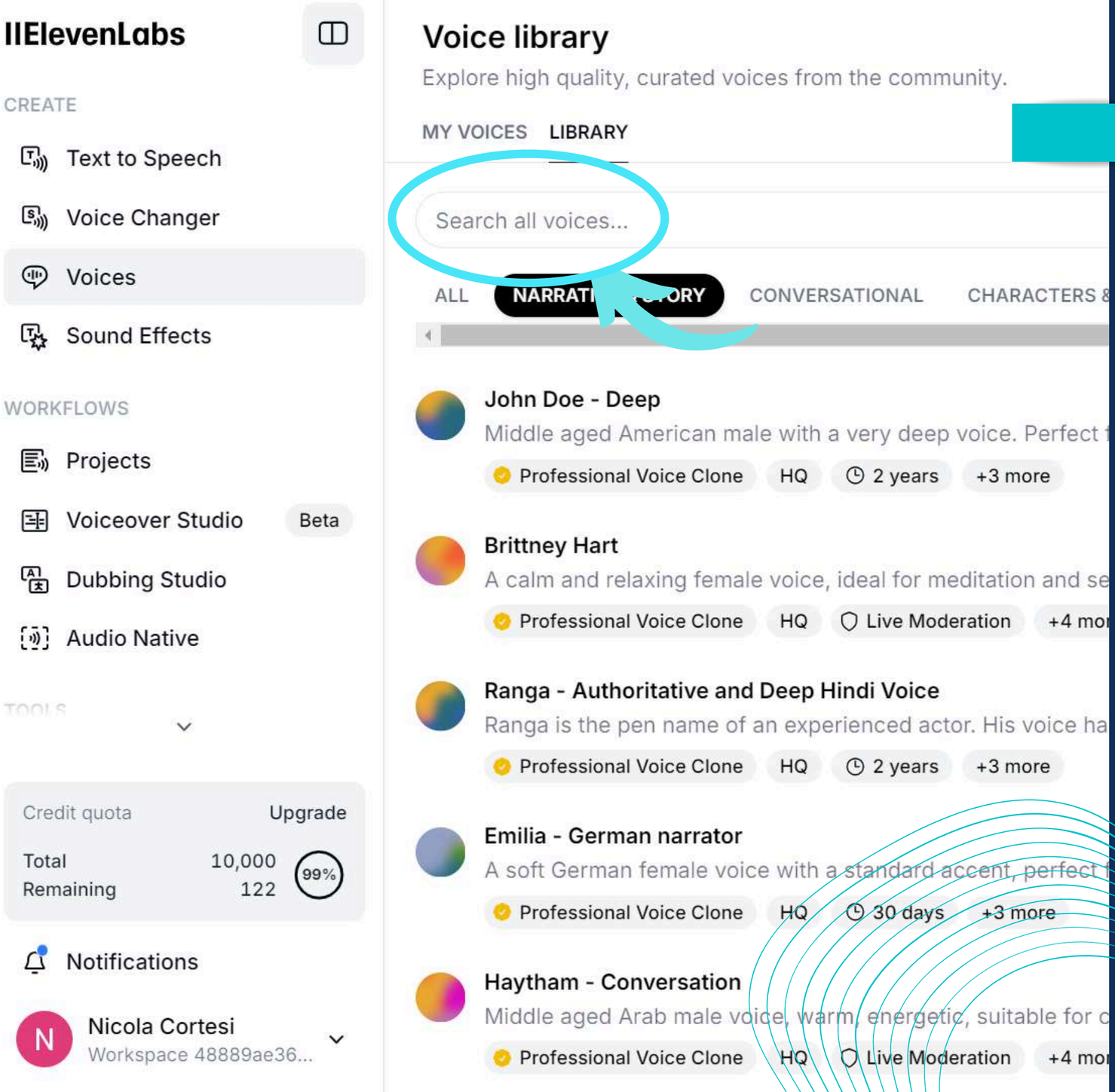
Click on “Voices” to the left





TEXT2VOICE AI

Select “Library” to the top

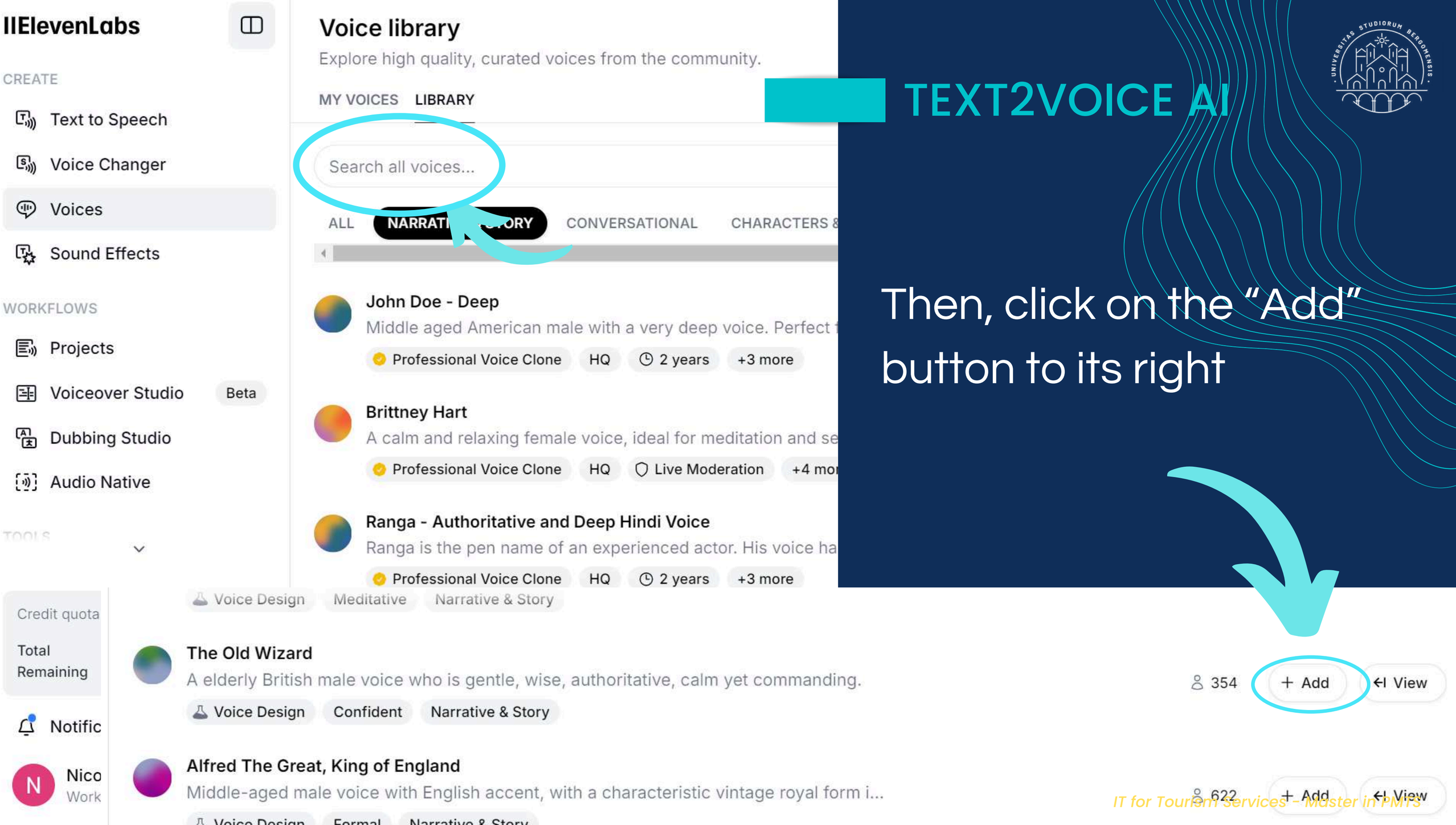


TEXT2VOICE AI

Search for a male voice called “The Old Wizard”

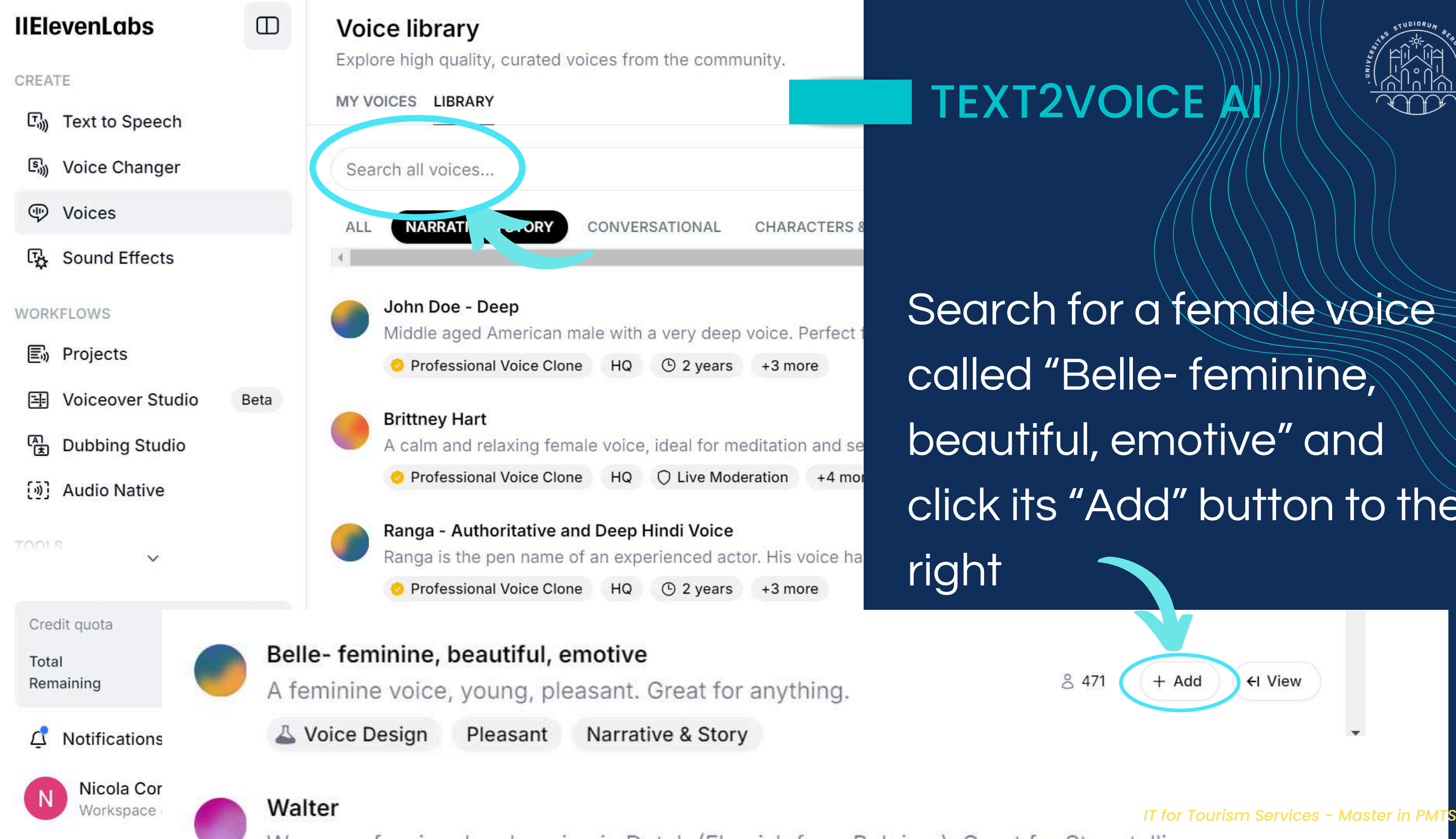
TEXT2VOICE AI

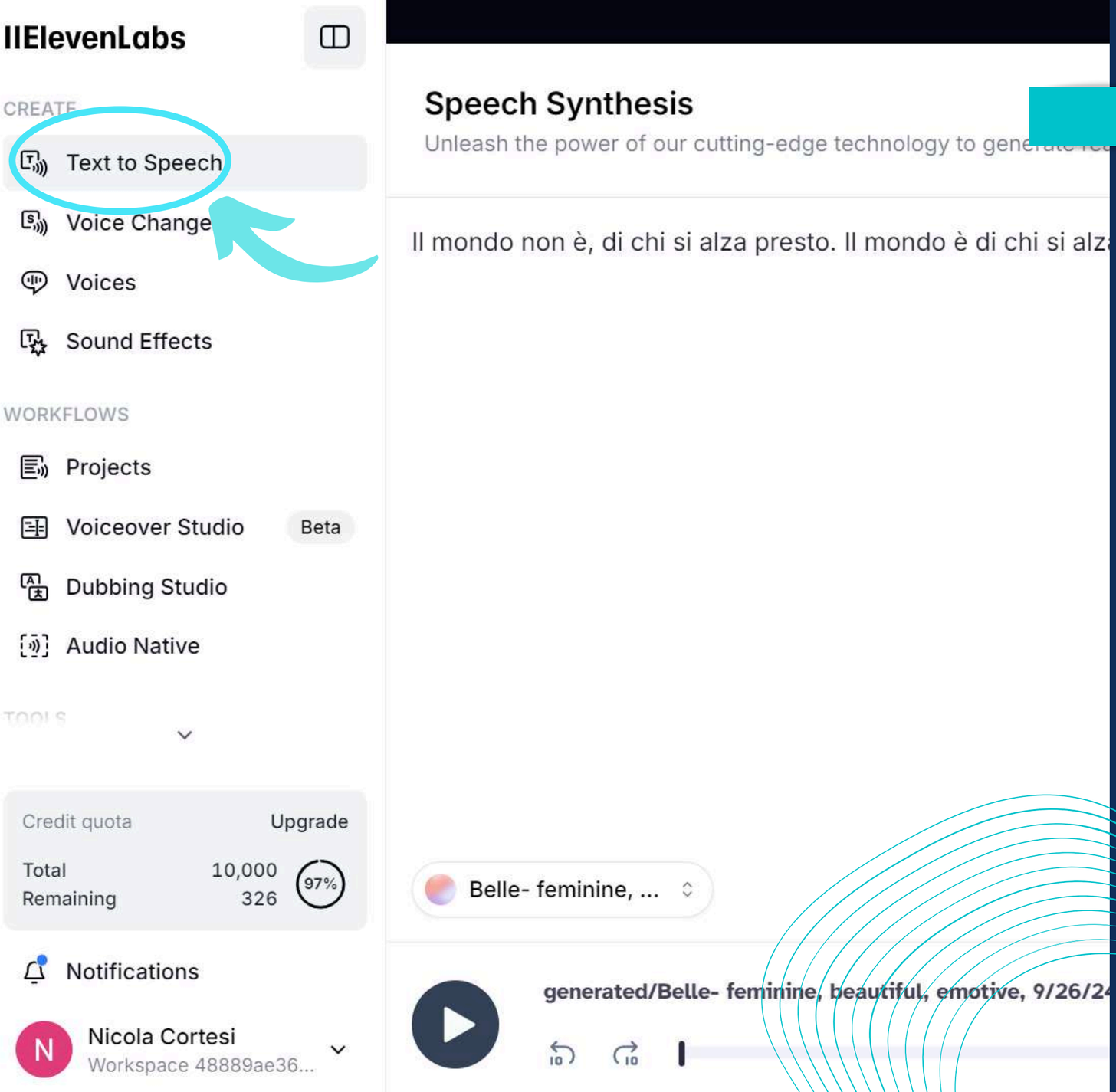
Then, click on the “Add” button to its right



TEXT2VOICE AI

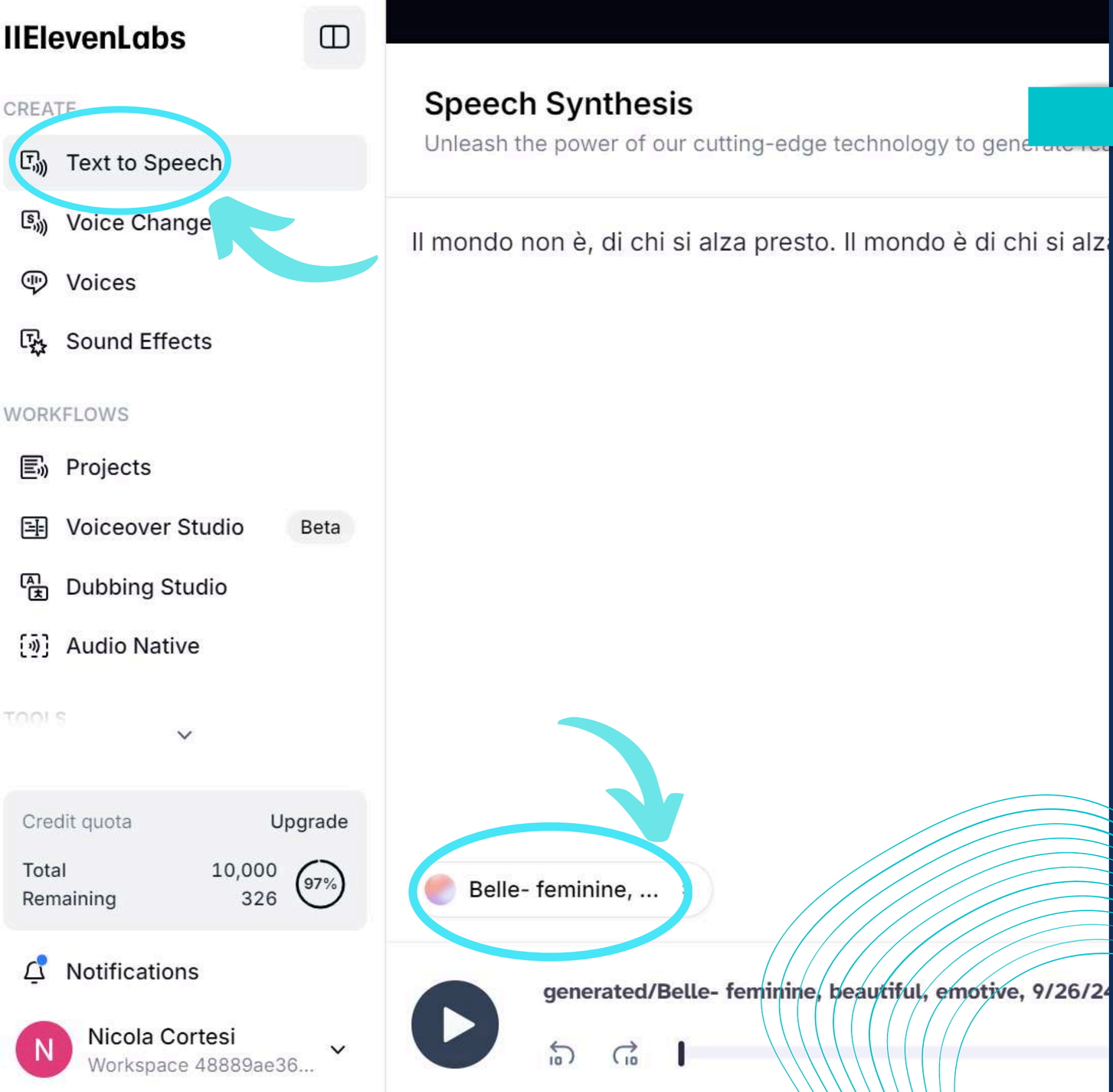
Search for a female voice called “Belle- feminine, beautiful, emotive” and click its “Add” button to the right





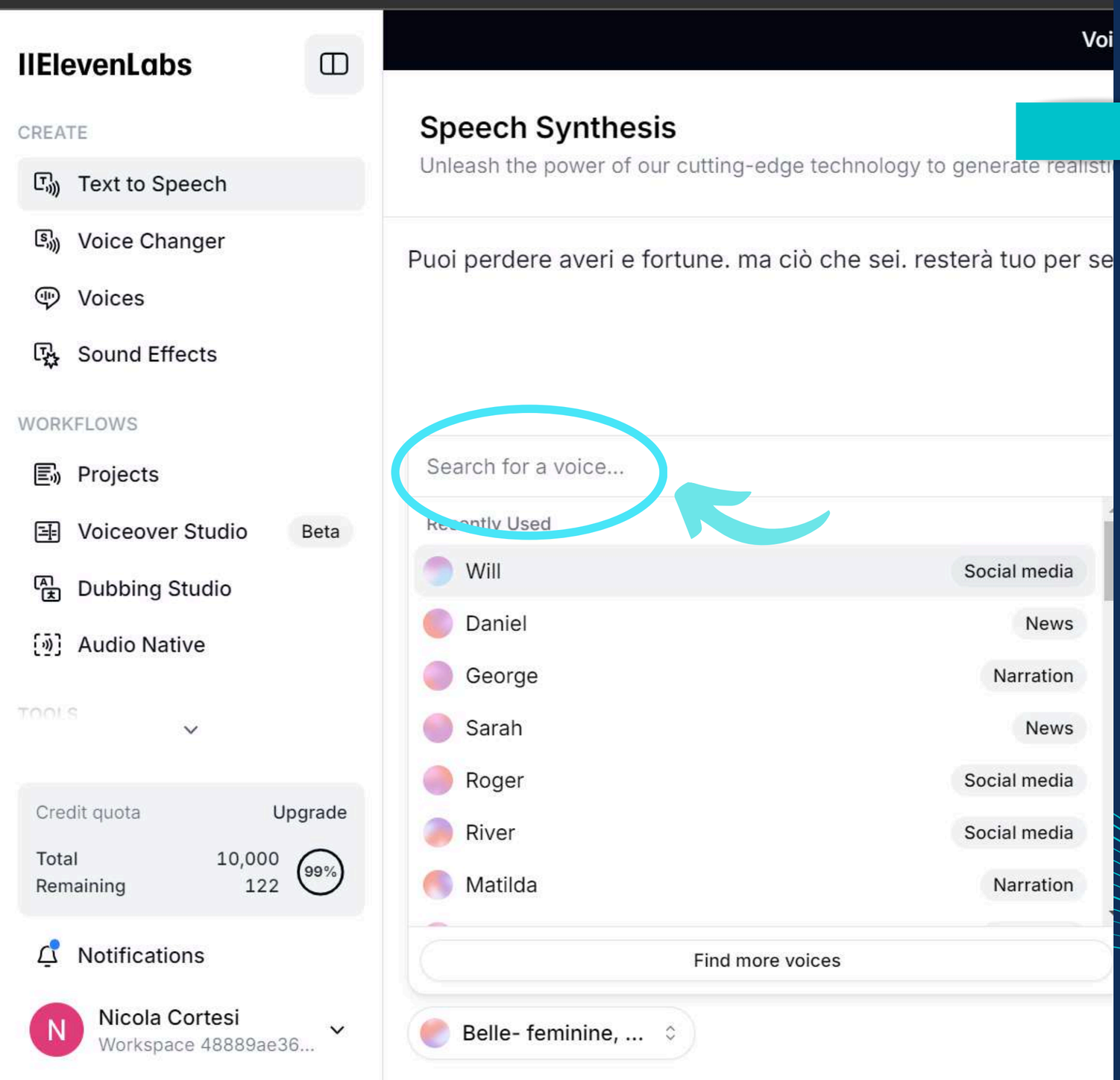
TEXT2VOICE AI

Click on “Text to Speech” icon to the left



TEXT2VOICE AI

Select the voice of “The Old Wizard” from the menu with all voices



TEXT2VOICE AI

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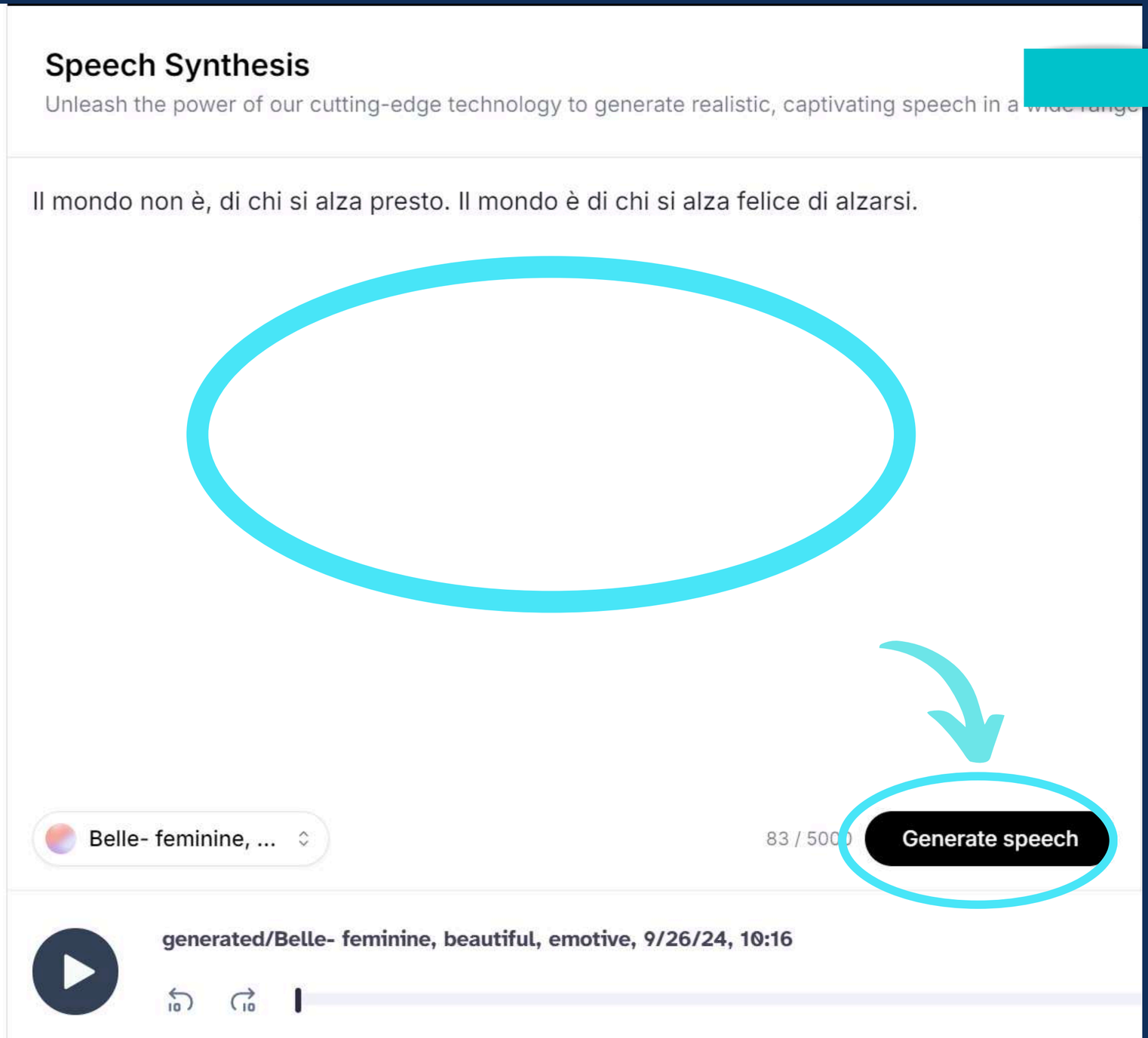
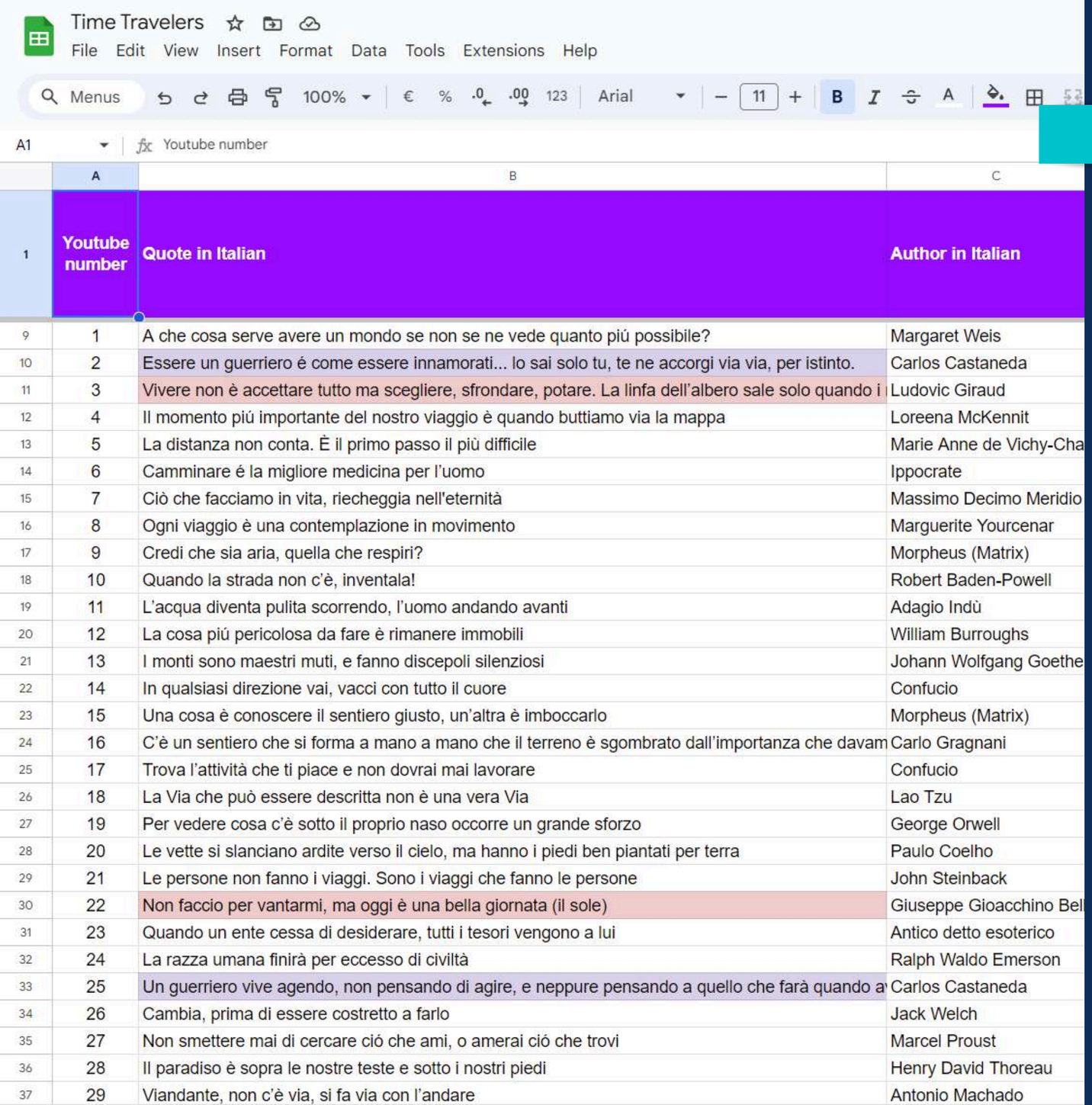
TEXT2VOICE AI



Insert the quote in the white box and click on “Generate Speech”


Time Travelers

File Edit View Insert Format Data Tools Extensions Help

Menus 100% € % 123 Arial 11 B I

A1 Youtube number

	A	B	C
1	Youtube number	Quote in Italian	Author in Italian
9	1	A che cosa serve avere un mondo se non se ne vede quanto piú possibile?	Margaret Weis
10	2	Essere un guerriero é come essere innamorati... lo sai solo tu, te ne accorgi via via, per istinto.	Carlos Castaneda
11	3	Vivere non è accettare tutto ma scegliere, sfrondare, potare. La linfa dell'albero sale solo quando i	Ludovic Giraud
12	4	Il momento piú importante del nostro viaggio è quando buttiamo via la mappa	Loreena McKennit
13	5	La distanza non conta. È il primo passo il più difficile	Marie Anne de Vichy-Cha
14	6	Camminare é la migliore medicina per l'uomo	Ippocrate
15	7	Ciò che facciamo in vita, riecheggia nell'eternità	Massimo Decimo Meridio
16	8	Ogni viaggio è una contemplazione in movimento	Marguerite Yourcenar
17	9	Credi che sia aria, quella che respiri?	Morpheus (Matrix)
18	10	Quando la strada non c'è, inventala!	Robert Baden-Powell
19	11	L'acqua diventa pulita scorrendo, l'uomo andando avanti	Adagio Indù
20	12	La cosa piú pericolosa da fare è rimanere immobili	William Burroughs
21	13	I monti sono maestri muti, e fanno discepoli silenziosi	Johann Wolfgang Goethe
22	14	In qualsiasi direzione vai, vacci con tutto il cuore	Confucio
23	15	Una cosa è conoscere il sentiero giusto, un'altra è imboccarlo	Morpheus (Matrix)
24	16	C'è un sentiero che si forma a mano a mano che il terreno è sgombrato dall'importanza che davam	Carlo Gragnani
25	17	Trova l'attività che ti piace e non dovrai mai lavorare	Confucio
26	18	La Via che può essere descritta non è una vera Via	Lao Tzu
27	19	Per vedere cosa c'è sotto il proprio naso occorre un grande sforzo	George Orwell
28	20	Le vette si slanciano ardite verso il cielo, ma hanno i piedi ben piantati per terra	Paulo Coelho
29	21	Le persone non fanno i viaggi. Sono i viaggi che fanno le persone	John Steinback
30	22	Non faccio per vantarmi, ma oggi è una bella giornata (il sole)	Giuseppe Gioacchino Bel
31	23	Quando un ente cessa di desiderare, tutti i tesori vengono a lui	Antico detto esoterico
32	24	La razza umana finirà per eccesso di civiltà	Ralph Waldo Emerson
33	25	Un guerriero vive agendo, non pensando di agire, e neppure pensando a quello che farà quando a	Carlos Castaneda
34	26	Cambia, prima di essere costretto a farlo	Jack Welch
35	27	Non smettere mai di cercare ció che ami, o amerai ció che trovi	Marcel Proust
36	28	Il paradiso è sopra le nostre teste e sotto i nostri piedi	Henry David Thoreau
37	29	Viandante, non c'è via, si fa via con l'andare	Antonio Machado

TEXT2VOICE AI

Quotes are taken from the "Time Travelers" spreadsheet in the Moodle

Projects > Shorts > ITA

ITA

Search folder

Name ↑

Shorts part 01 (#1-48) ITA

Shorts part 02 (#49-96) ITA

Shorts part 03 (#97-143) ITA

Shorts part 04 (#144-183) ITA

Shorts part 05 (#184-221) ITA

Shorts part 06 (#222-258) ITA

Shorts part 07 (#259-295) ITA

Shorts part 08 (#296-332) ITA

Shorts part 09 (#333-369) ITA

Shorts part 10 (#370-399) ITA

Shorts part 11 (#400-439) ITA

Shorts part 12 (#440-479) ITA

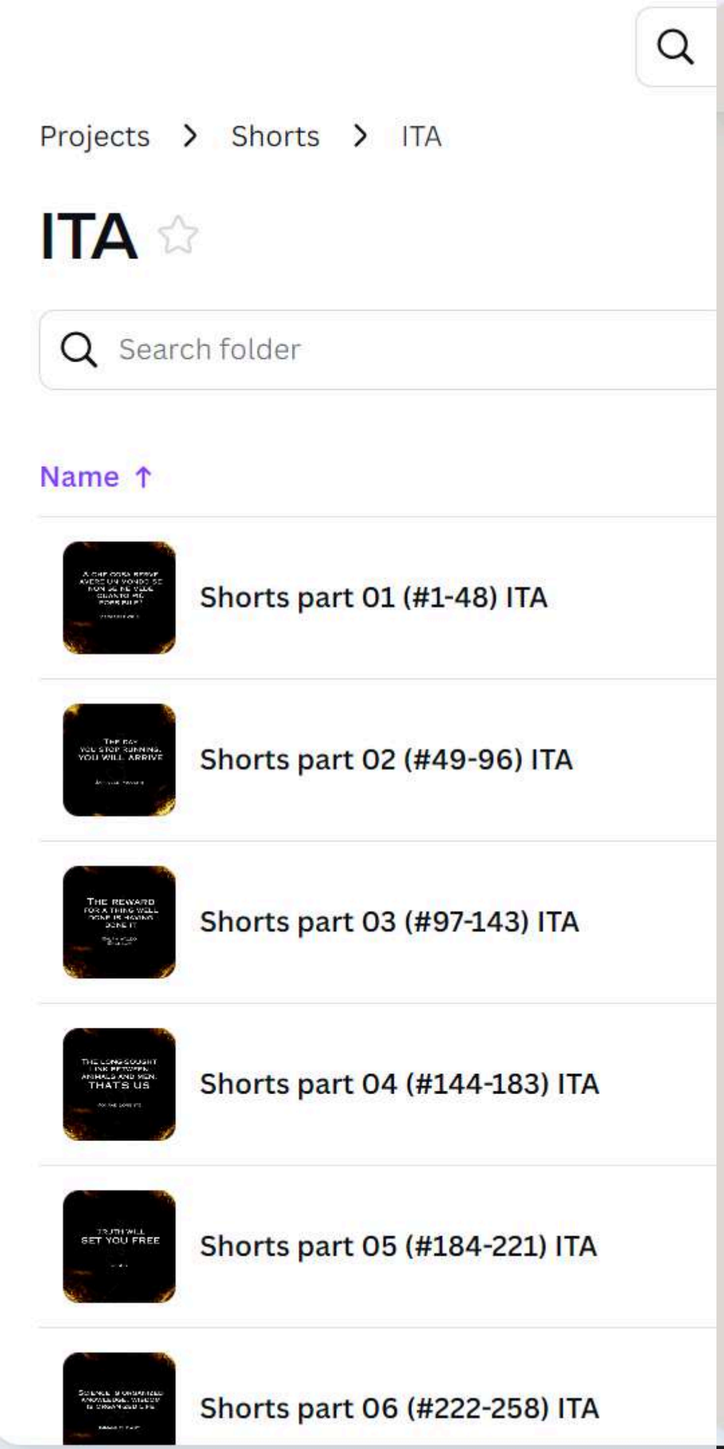
Shorts part 13 (#480-519) ITA

Shorts part 14 (#520-559) ITA

Shorts part 15 (#560-599) ITA

TEXT2VOICE AI

In Canva there is a folder with18 different files for each languages where all TikTok videos are stored



TEXT2VOICE AI

Each group is associated to the file of the same number of the group in the “Facebook community” sheet in the Moodle

TEXT2VOICE AI

Time Travelers

File Edit View Insert Format Data Tools Extensions Help

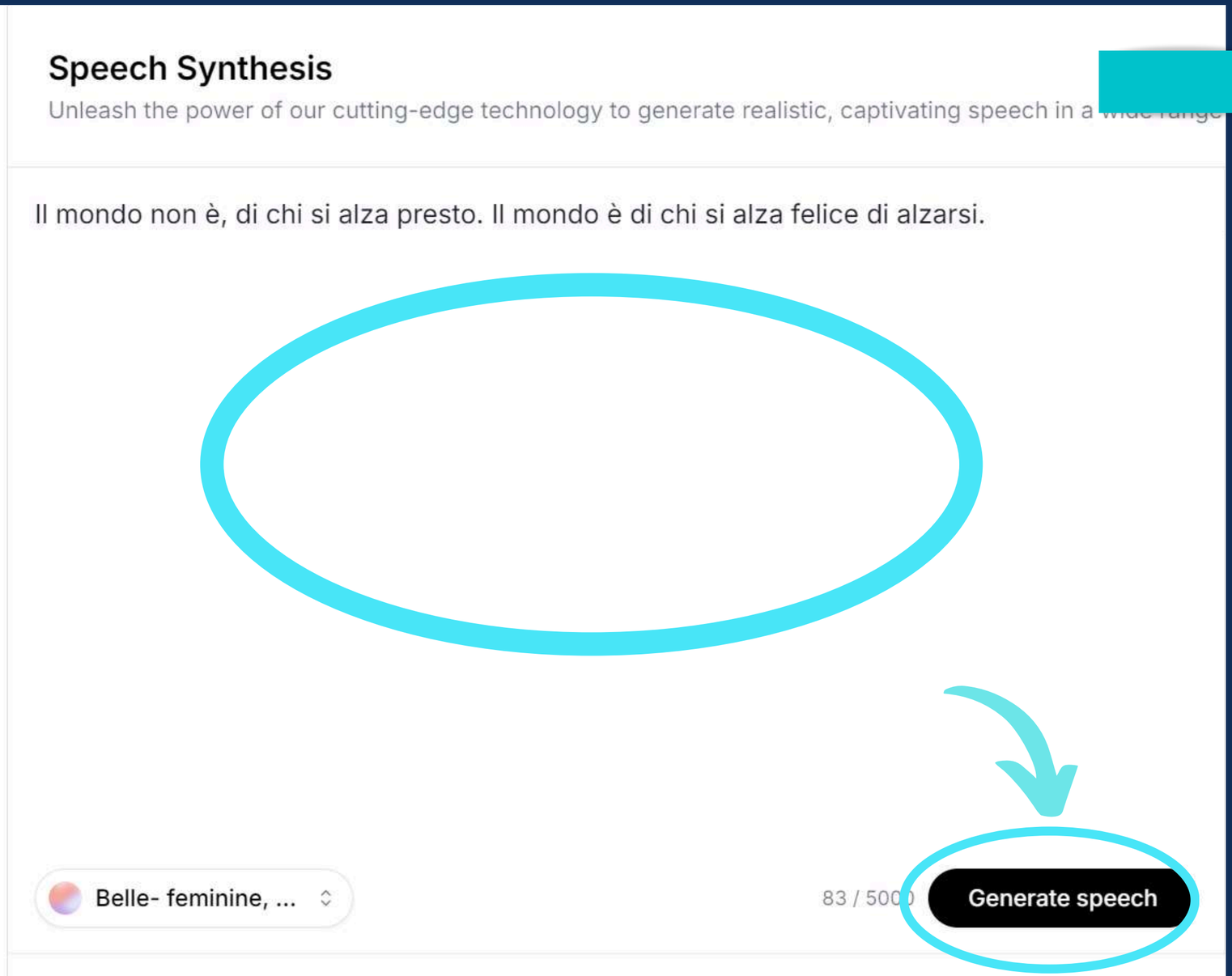
Menus 100% € % .0 .00 123 Arial 11 B I A

fx Youtube number

	A	B	C	F
	Youtube number	Quote in Italian	Author in Italian	TikTok/ Reels/S horts
1		A che cosa serve avere un mondo se non se ne vede quanto piú possibile?	Margaret Weis	1
2		Essere un guerriero é come essere innamorati... lo sai solo tu, te ne accorgi via via, per istinto.	Carlos Castaneda	
3		Vivere non è accettare tutto ma scegliere, sfrondare, potare. La linfa dell'albero sale solo quando i	Ludovic Giraud	
4		Il momento piú importante del nostro viaggio è quando buttiamo via la mappa	Loreena McKennit	2
5		La distanza non conta. È il primo passo il più difficile	Marie Anne de Vichy-Chamr	3
6		Camminare é la migliore medicina per l'uomo	Ippocrate	681
7		Ciò che facciamo in vita, riecheggia nell'eternità	Massimo Decimo Meridio (TI	4
8		Ogni viaggio è una contemplazione in movimento	Marguerite Yourcenar	5
9		Credi che sia aria, quella che respiri?	Morpheus (Matrix)	
10		Quando la strada non c'è, inventala!	Robert Baden-Powell	6
11		L'acqua diventa pulita scorrendo, l'uomo andando avanti	Adagio Indù	
12		La cosa piú pericolosa da fare è rimanere immobili	William Burroughs	682
13		I monti sono maestri muti, e fanno discepoli silenziosi	Johann Wolfgang Goethe	683
14		In qualsiasi direzione vai, vacci con tutto il cuore	Confucio	
15		Una cosa è conoscere il sentiero giusto, un'altra è imboccarlo	Morpheus (Matrix)	7
16		C'è un sentiero che si forma a mano a mano che il terreno è sgombrato dall'importanza che davam	Carlo Gragnani	
17		Trova l'attività che ti piace e non dovrai mai lavorare	Confucio	8
18		La Via che può essere descritta non è una vera Via	Lao Tzu	9
19		Per vedere cosa c'è sotto il proprio naso occorre un grande sforzo	George Orwell	10
20		Le vette si slanciano ardite verso il cielo, ma hanno i piedi ben piantati per terra	Paulo Coelho	
21		Le persone non fanno i viaggi. Sono i viaggi che fanno le persone	John Steinback	11
22		Non faccio per vantarmi, ma oggi è una bella giornata (il sole)	Giuseppe Gioacchino Belli	
23		Quando un ente cessa di desiderare, tutti i tesori vengono a lui	Antico detto esoterico	12
24		La razza umana finirà per eccesso di civiltà	Ralph Waldo Emerson	14
25		Un guerriero vive agendo, non pensando di agire, e neppure pensando a quello che farà quando a	Carlos Castaneda	

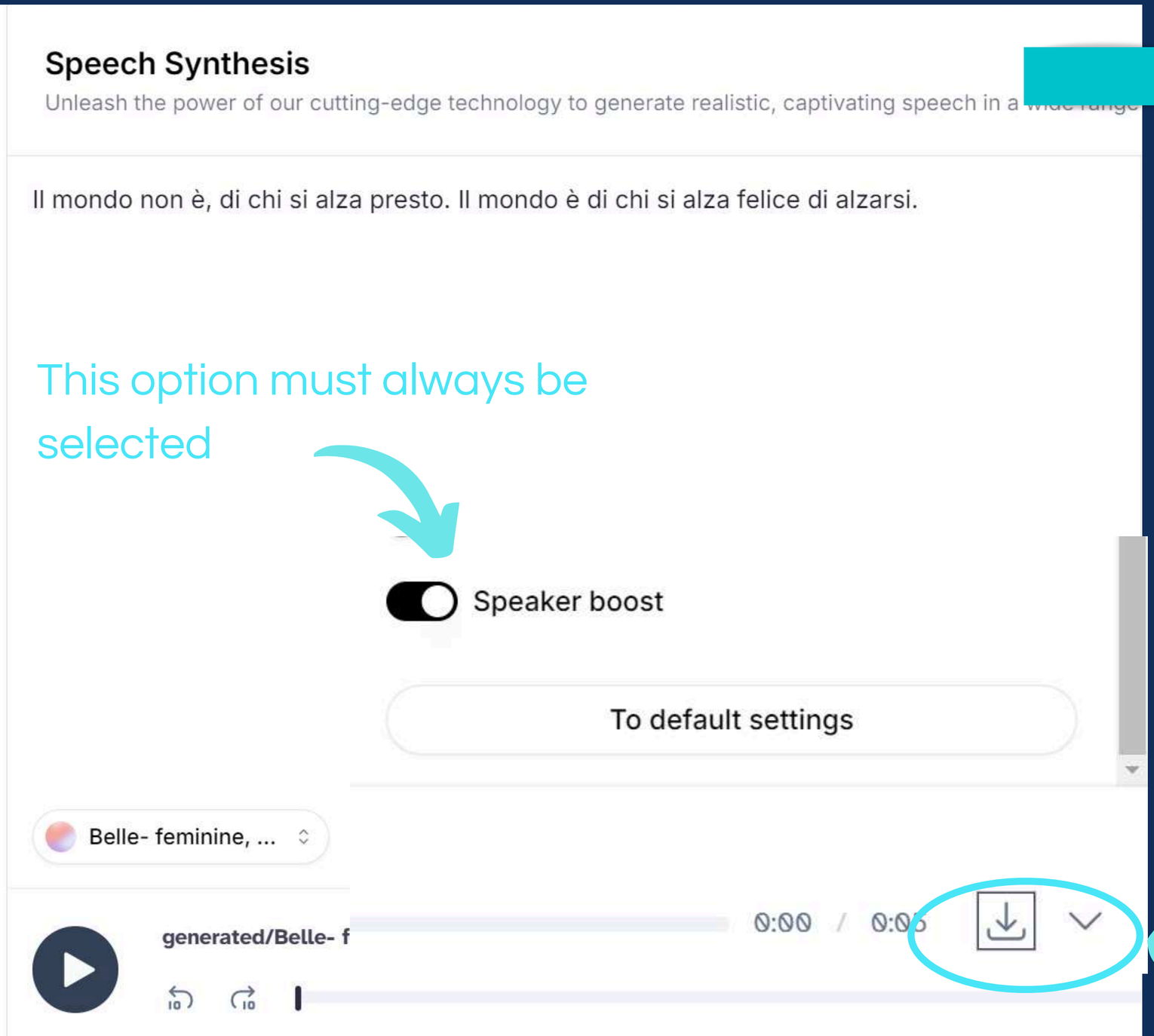
Column 'F' is the one with the numeration of TikTok videos

TEXT2VOICE AI



Copy and past the first quote of your group in the text2video window and add a point at the end of the quote and one or more commas or points inside the sentence, to introduce pauses

TEXT2VOICE AI

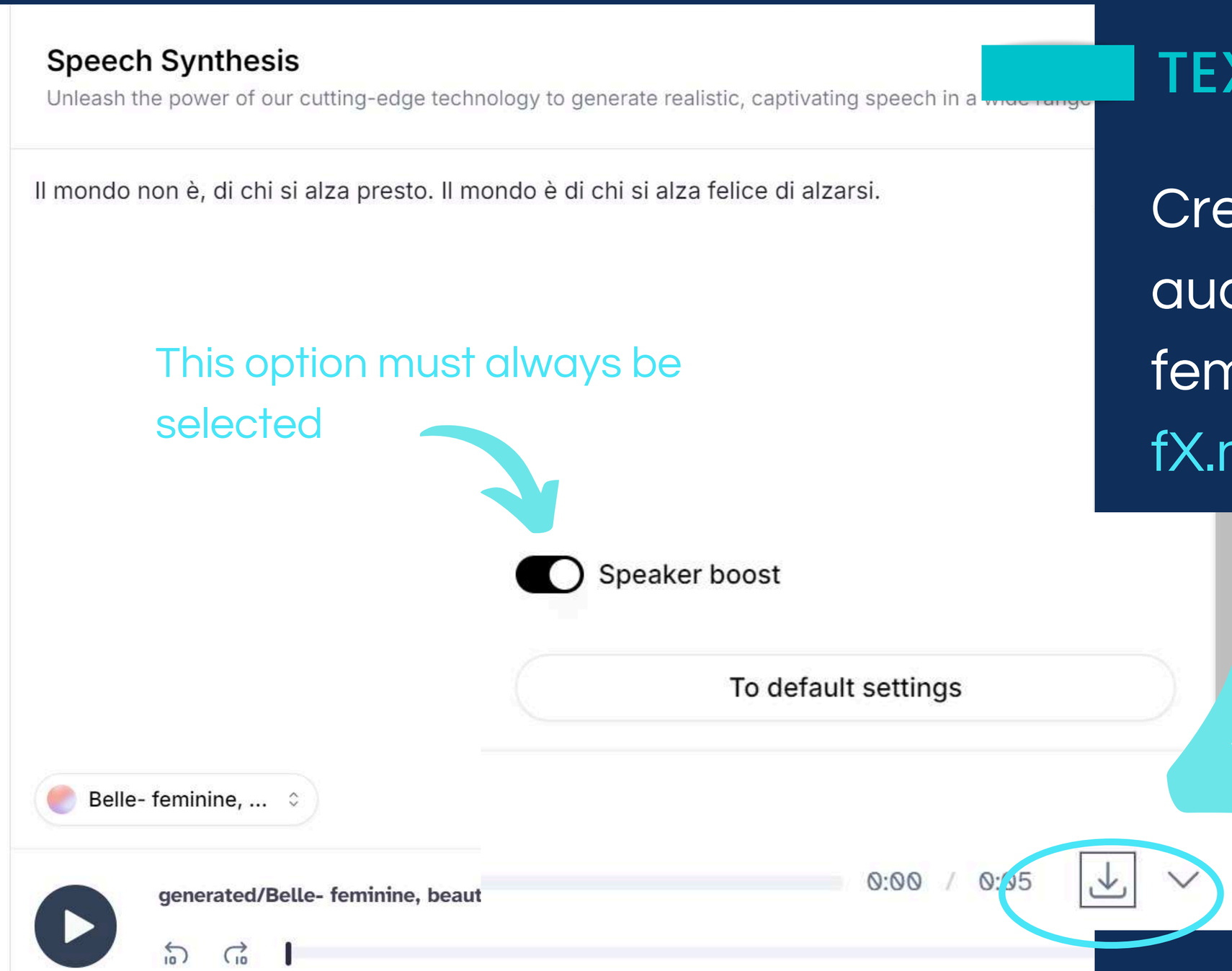


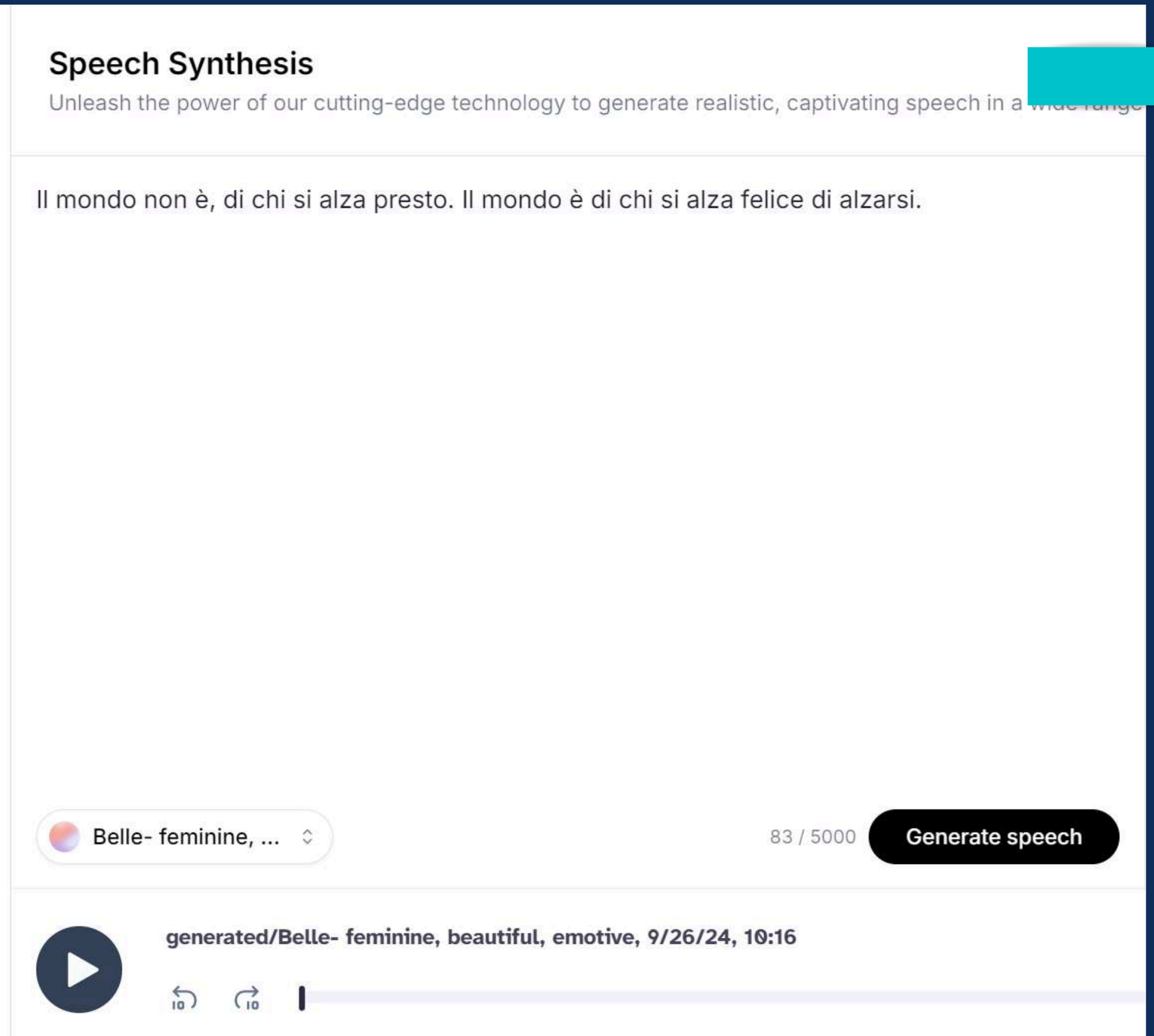
This option must always be selected

Save the audio file as .mp3 and rename it as mX.mp3, where X is the number of the TikTok quote shown in column F of the Time Traveler sheet

TEXT2VOICE AI

Create an identical audio clip also for the female voice and call it fX.mp3





TEXT2VOICE AI

Finally, upload all .mp3 in this google drive (link in the Moodle):

https://drive.google.com/drive/folders/19xNtJzBibIxDtOVC44DfToNqA2bv1nnG?usp=sharing