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by the COSME programme
of the European Union



DIVERTIMENTO

Europe: motion, emotion, imagination

Our main aim is to diversify tourism offers in peripheral destinations with heritage-based products and services: only through the creation of stakeholder alliances and skills alliances we can internationalize locally operating micro-enterprises and facilitate their uptake by the global market.

To represent our approach and strategy, we illustrate our web pages with *fragments* from frescoes, sculptures, books, pictures of small churches and unknown monuments, museums and cultural heritage from peripheral locations that build, however, an important legacy from our past, values and traditions. *Fragments* can be composed and repurposed for a new social meaning: they stop to be *fragments* and become stories. Faces and figures, part of the history of the place, faces and figures that are witnessing time passing and are not afraid of getting old. We research, study and work to give *those silent fragments* a new life, to divert the traditional point of view and allow

Motion, emotion and imagination will be keystones in our journey. Giving to each word a precise definition, peripheries that have a good story to tell can become the center of a new vision only if the vision of the audience is in tune with the mood and the language of the storytelling. Our common continent is an infinite basin of narratives where center and peripheries can exchange their role as they made in the past. Once upon a time there was an unknown city named Troy at the end of the world, now is the center of our imagination wherever we come from.

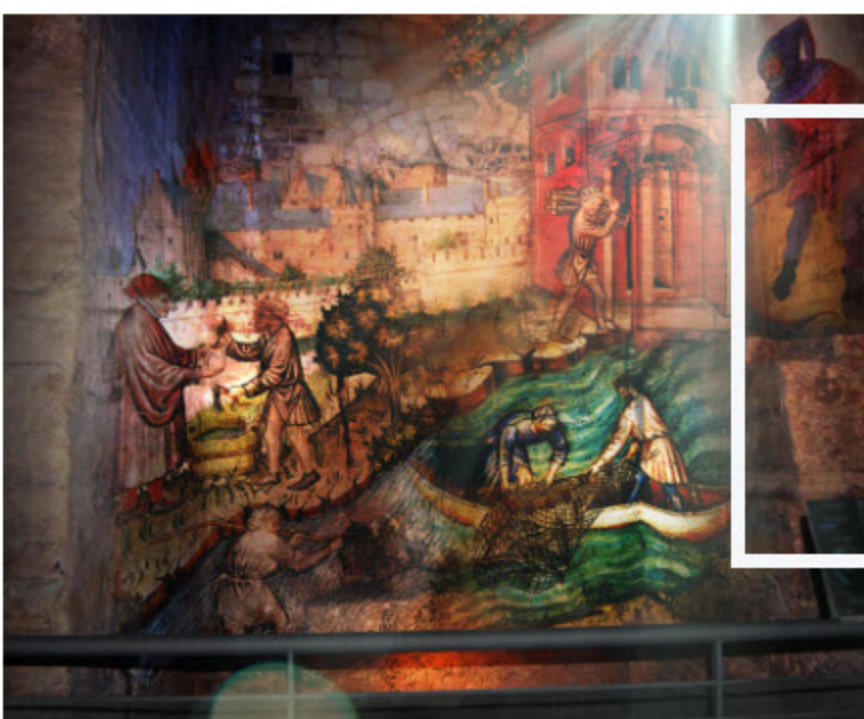
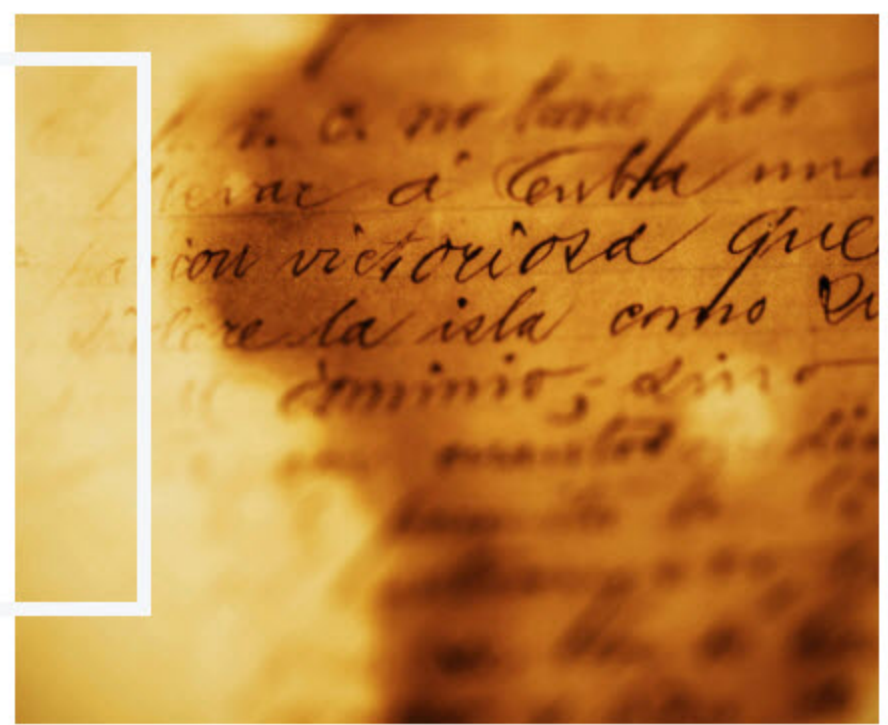


MOTION

is the origin of progress, starting with the abduction of the Phoenician princess Europa by Zeus to the present day: Europe, our continent, is the *common home* of people migrating and seeding their values: democracy, knowledge, and secularity. Domestic and international tourism connects every year millions of people of different backgrounds and languages in a common spiritual citizenship.

EMOTION

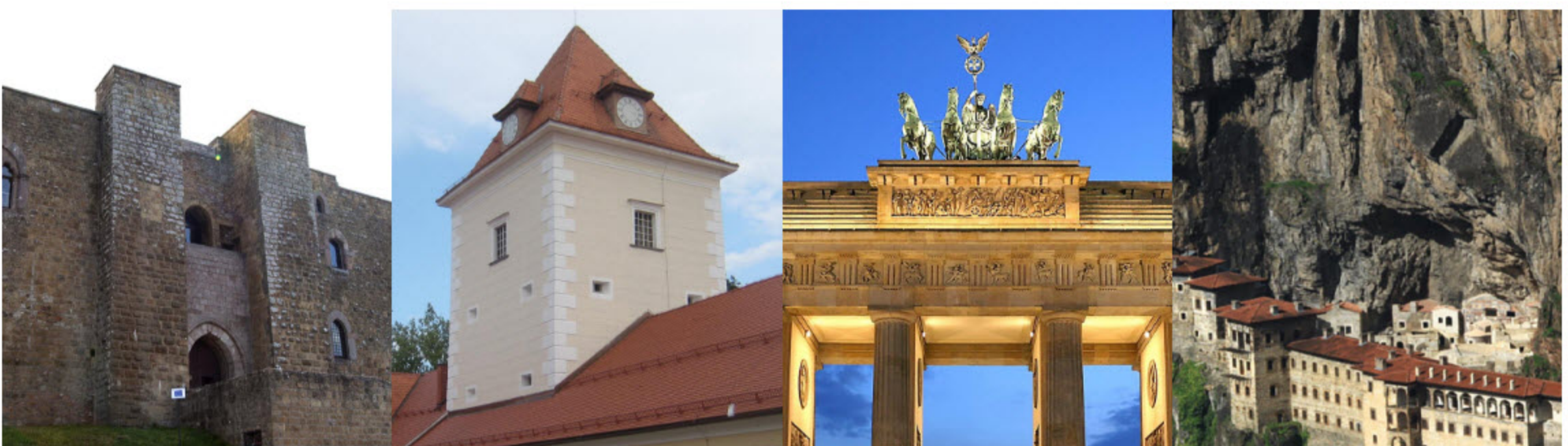
indicates the rational and conscious experience, it implies the *motivation* and the *cognitive process* to approach cultural heritage and legacy. Emotion is the *food* we can prepare to *tune* feeling and mood. By transforming people in motion into participants, DIVERTIMENTO is switching on the knowledge engine. Emotion is a focus on the identity and the essence of a place called in Latin *genius loci*.



IMAGINATION

the abstract thinking, is the power to represent the unreal. In our case it is connected to the *illusion* and the *willing suspension of the disbelief* that are the necessary condition to enter the fantastic kingdom of the tales.

CONFERENCES





DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder alliances and skills alliances to internationalize locally operating micro-enterprises and facilitate uptake by the global market.

COSME: CFP 2015 THEME 2

*Diversifying the EU tourism offer
and products-promoting
transnational thematic tourism
offers*

Submission date	30.06.2015
Work Packages	6
Activities	18
Deliverables	60
Results	982
Budget	312.500,00€
Lead Partner	Culture Polis, Greece
Transnational Partnership	6 multilevel actors

WE BELIEVE THAT

Tourism is for All: Article 26 of the Charter of Fundamental Rights of the EU. We can realize the target *"Making Europe the world's no 1 Tourist Destination"* only if connected to constant innovation and skill development of local actors and businesses.

A shift in thinking already taken place as a consequence of the global crisis and social networking is affecting the way tourism experiences are generated, distributed and sold. Creative consumers create or destroy a destination's fame utilizing pervasive media to share and transfer their experiences.

New cultural heritage products and services are on demand according to the insights, needs and priorities of creative consumers. Offering a variety of customized points of enthusiasm to selected audience can help combat seasonality and increase tourism demand, innovation and competitiveness of local businesses in peripheral destinations.

WE STRIVE TO

Create the (g)local stakeholder map to implement experienced-based tourism products and services and combat the fragmentation of stakeholders in the tourism sector.

Unlock the challenges peripheral destinations face with existing services thereby enriching the heritage experience for All Seasons & All Audiences.

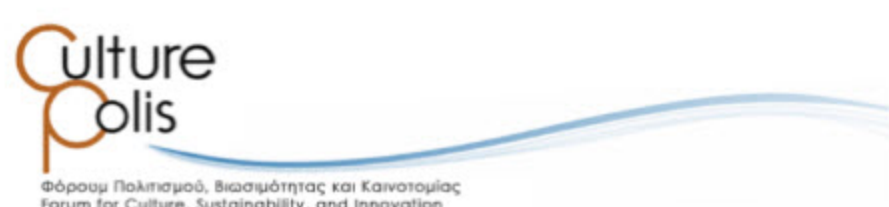
Turn visionary ideas into cognitive-emotional heritage experiences connecting with tourism business models that challenge the establishment and rejuvenate the heritage landscape.

Develop new training methods, mind sets and skills sets for local actors and tourism professionals with new value propositions and distribution channels.

Identify, transfer and share best practices in the design and delivery of locally led experienced-based products and services enabling supply and demand / converge.

PARTNERS

7 partners in Greece, Italy, Spain, Slovenia, Romania, Bulgaria, and Turkey share a common vision to boost the tourism potential of peripheral destinations, acquire new knowledge, capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism



CULTUREPOLIS

CULTUREPOLIS, the Project Coordinator, with seat in Corfu, Greece is a NGO, founded in 2006, active in Europe/Mediterranean, promoting initiatives on issues related to: (i) culture in the broadest sense and the creative economy; (ii) intercultural dialogue and cultural diversity; (iii) sustainability in all its forms; (iv) innovative approaches and new technologies; (v) creative entrepreneurship. CULTUREPOLIS has been involved in the implementation of several national and European projects focusing mainly on Culture, Tourism, Heritage Management, CCI's, innovative artists' platforms. CULTUREPOLIS is the official delegate of Odyssea for Greece and its islands and neighbor countries; and member of EURICCA.eu a platform for cultural organizations in Europe.



UNICITY SRL

UNICITY, with seat in Rome, Italy is a cultural heritage tourism provider SME with expertise in researching, planning and producing cultural attractions for museums, archeological, cultural and historic sites and landscapes, libraries, collections, traditional cultural events and exhibitions

[Read more](#)



POZEJODN TURIZEM D.O.O.

POZEJDON TURIZEM d.o.o. is a travel Agency in Rače, Slovenia. It is small company that offers group and individual cruises, excursions, trips and holidays at home and abroad. In its operations are closely connected with the local community and wishing to operate in terms of attracting visitors to Rače and the surrounding area. As Satellite Partners they were involved in the SEE/B/0016/4.3/X Project SAGITTARIUS and has developed in 2014 a heritage game in Castle Race for the connected consumer market to be played onsite with direct visitor involvement, which will build the basis for the further development of games based in authentic experiences at heritage places.



HOTELOFI SRL

HOTELOFI Srl. is a tourism SME offering tailor made accommodation in A Coruna Spain and has developed a new social-media driven tourism business model for the management a medium-sized hotels. It shall assist the Partnership to increase foresight, innovation, and agility in the way they develop and adapt new services in a constantly changing globalized market with more skillful entrepreneurs, who may in turn encourage investment and action across markets and communities.



INSTITUTUL DE ECONOMIE NAȚIONALĂ INSTITUTE OF NATIONAL ECONOMY

The Institute of National Economy, is a research institute, established in 1953, functioning as autonomous entity of fundamental and advanced economic research. In 1990, INE was reorganized by reintegrating into the network of the Romanian Academy, as a component of NIER. Operating at national level, INE develops various activities from events, seminars, conferences and research to consultancy and technical assistance reaching thus a significant number of multilevel actors and private investors.

[Read more](#)



UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES


The UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES will ensure that results will be equally disseminated to 3 spheres of state, market, society and anchored in the Local Policy Agenda and the ROP (Regional Operation Programme). PP6 with seat in Varna, Bulgaria is an umbrella organization of 21 member municipalities covering the Bulgarian Black Sea region for encouraging of effective local self-government in terms of capacity building, know-how transfer, sustainable regional development, environment protection and energy issues as well as social inclusion and active citizen participation in the local government process.



DOKA

DOKA is seat in Trabzon, Turkey, is a body governed by public law and its sphere of influence covers six cities in the eastern Black Sea region of Turkey. The development agencies in Turkey are recently established bodies, designed as coordinator organizations to catalize regional development. In that respect, the main goal of the Agency is to coordinate the efforts of private, public and non-governmental institutions with regards to regional development, to ensure the efficient use of means by prompting local resources, to increase the local capacity and to decrease the regional disparities. The Agency is founded to facilitate regional development and to coordinate efforts in that respect and possesses organic links with both state and private institutions, it appears as a key actor as a policy implementer.

[Read more](#)



TECHNICAL SUMMARY

DIVERTIMENTO diversifies tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market. The Project combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development.

Seamlessly connected with tourism consumption points at place level, the product offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities. The product builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable by price.

Fully in accordance with the EU2020 GRAND SOCIETAL CHALLENGES and the NEW NARRATIVE FOR EUROPE, 2014, 7 peripheral destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.

The final product is a Trilogy (Cultural Route, iBook, Heritage Games) inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory. It enters the global distribution channel ITB Berlin in 2017 addressing primarily the connected consumer market, the senior and youth market.

The Project Legacy with 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHERICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.



PROJECT SUPPORTERS

Municipality Rhodes, Unesco World Heritage, Region of South Aegean / NUTS II: EL42

Greece

City of Avigliano, Region of Basilicata, ITF5

Italy

Mountain Community Alto Basento, Region of Basilicata / NUTS II: ITF5

Italy

Region of Basilicata, NUTS II:ITF5

Italy

AFIPRODEL Local Development Association, Region of Galicia, NUTS II: ES11

Spain

Municipality of Mazaricos, Rgeion of Galicia / NUTS II: ES11

Spain

Municipality Race-Fram, Region of Drava, NUTS II: SI012

Slovenia

Scientific Research Center BISTRA, Ptuj, Region of Drava, NUTS II: SI012

Slovenia

Economic Institute Maribor, Region of Drava, NUTS II: SI012

Slovenia

Maribor Development Agency, Region of Drava, NUTS II: SI012

Slovenia

Sinergia Development Agency, Pomurje Region, NUTS II: SI001

Slovenia

Municipality of Alba Julia, Region of Alba, NUTS II: RO121

Romania

Ministry of Economy, Competitiveness and Tourism / National Authority for Tourism, Region of Bucuresti-Ilfov, NUTS II: RO32

Romania

Eastern Black Sea Development Agency, TR90 Region (Eastern Black Sea)

Turkey

Municipality of Nessebar, Unesco World Heritage, Region of Burgas, NUTS II: BG34

Bulgaria

Municipality of Balchik, Region of Dobrich, BG33

Bulgaria

Municipality of Beloslav, Region of Dobrich, Province of Varna NUTS II: BG33

Bulgaria

WP AND ACTIVITIES



WORKPACKAGE 1

TRANSNATIONAL PROJECT MANAGEMENT, COORDINATION AND MONITORING
WP LEAD: COORDINATOR (CULTUREPOLIS)

ACTIVITY 1.1: Transnational Project Management and Administration

Outputs: Grant & Partnership Contract; 3 Project Committees; the PM Toolkit; The Project Record

ACTIVITY 1.2: Transnational Project Coordination

Outputs: 6 PM Meetings

ACTIVITY 1.3: Transnational Project Monitoring

Outputs: Progress Technical Report; Final Financial Report; Consolidated Statement

WORKPACKAGE 2

TRANSNATIONAL PROJECT VISIBILITY, COMMUNICATION, DISSEMINATION AND PROJECT BRANDING
WP LEAD: PP6 (UBBSLA)

ACTIVITY 2.1: The project's Integration, Dissemination, Visibility and Transparency Sources

Outputs: Website; Training Platform; Social Media Campaign

ACTIVITY 2.2: Project Driven Communication Strategy for selected Target publics from the PPT Sector at EU and International Level

Outputs: Communication Plan; International Conference 7 Press Conferences

ACTIVITY 2.3: Dissemination of Project Outputs and Project Branding at International Level

Outputs: Visual Identity Kit (Project Logo; Project Brochure; 6 Project Fact Sheets; 6 News Letters); Project Promotional Spot; Gamification World Congress 2017

WORKPACKAGE 3

MAPPING SKILL NEEDS OF KEY ACTORS IN TOURISM, COMBAT STAKEHOLDER FRAGMENTATION AND PROMOTE CROSS SECTORAL COOPERATION IN THE PROJECT AREA
WP3 LEAD: PP3 (HOTELOFI)

ACTIVITY 3.1: Identifying Stakeholder Needs and Entrepreneurial Skills Needs to produce a new generation of tourism entrepreneurs and stakeholder motivation

Outputs: Demand Side Survey Study; 4 Training Workshops

ACTIVITY 3.2 Mapping the heritage potential of the project area to reform tourism offers and establish connections with PPT actors

Outputs: The DIVERTIMENTO Heritage Accessibility Plan; The Project Area Connectivity Map

ACTIVITY 3.3: Launching a new tourism business model on customer insights, key experiences and stakeholder participation to advance the tourism competitiveness of the project area

Outputs: Satisfaction Survey; Research Report

WORKPACKAGE 4

EXPERIENCE EXCHANGE, GOOD PRACTICE TRANSFER AND DEVELOPMENT OF JOINT METHODOLOGIES TO LINK SUPPLY AND DEMAND AND INTERNATIONALIZE LOCAL TOURISM BUSINESS OFFERS
WP LEAD: PP5 (INE)

ACTIVITY 4.1: Making tourism businesses responsive to demand side needs by understanding shortcomings and benefits in heritage tourism

Outputs: Virtual Desk and Knowledge Toolkit; e-Library

ACTIVITY 4.2: Updating the knowledge of tourism professionals to produce a new generation of experienced-based tourism products and services in the project area

Outputs: Intensive Experience Exchanges Training Programme; Pool of international tutors

ACTIVITY 4.3: Connecting key experiences at heritage places with quality services in the territory for different target markets

Outputs: Visitor Experience Diversity Plan; Pilot Project Planning Tools

WORKPACKAGE 5

DEVELOPMENT OF INDUSTRY-RELATED EXPERIENCED BASED-PRODUCTS AND SERVICES IN THE PROJECT AREA TO CONNECT TO GLOBAL MARKETS AND AUDIENCES
WP LEAD: PP2 (UNICITY)

ACTIVITY 5.1: Developing a heritage mobility and Gamification Model to combat seasonality at heritage places in the networked economy

Outputs: Heritage Mobility and Gamification Model; 7 Pilot Projects

ACTIVITY 5.2: Design and Delivery and Packaging of cognitive-emotional experiences as a high added value tourism product

Outputs: EUROTHERICA: Experienced-based Transnational Cultural Itinerary; The DIVERTIMENTO iBook for iOS and Android operating Systems

ACTIVITY 5.3: Design, delivery and packaging of cognitive-emotional experiences as high added value heritage tourism products

Outputs: Project Quality Assurance Plan; Evaluation Committee; Evaluation Report

WORKPACKAGE 6

FORMATION OF STRATEGIC PARTNERSHIPS TO ENSURE RESULT VIABILITY & POST-PROJECT OPERATIONS
WP LEAD: PP4 (POZEJDON TURIZEM)

ACTIVITY 6.1: Forging alliances of multilevel actors to ensure viability of achieved results in the Project Area

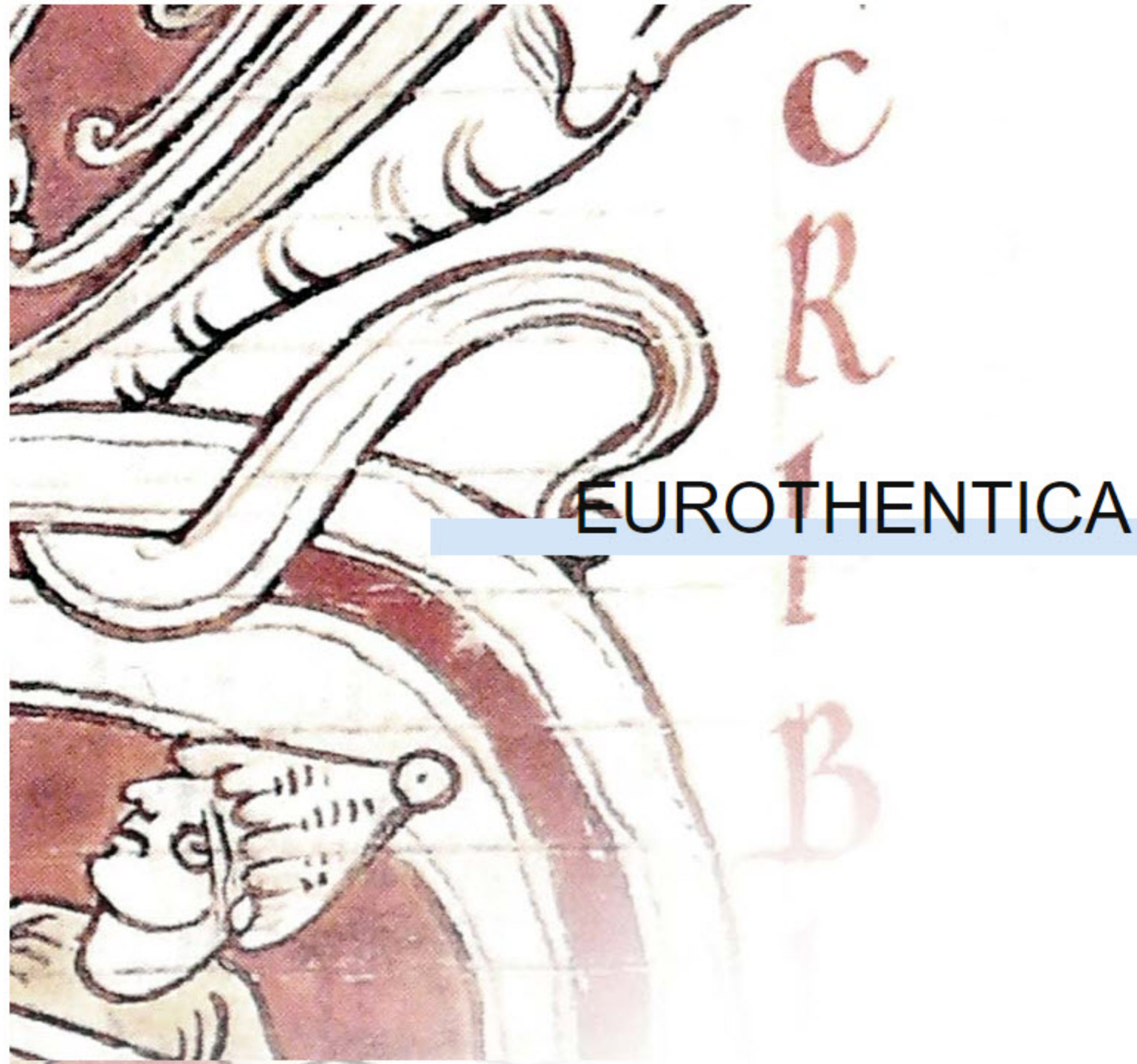
Outputs: The Heritage Charter for Tourism Business Actors and Heritage Operators; 7 Info Days

ACTIVITY 6.2: Developing the enabling environment for key stakeholders and players to launch and operate the Association of Tourism related Enterprises "EUROTHERICA"

Outputs: 1 Legal Association with domain specific expertise

ACTIVITY 6.3 Commercialization of experienced-based products and services developed in the Project Area

Outputs: The DIVERTIMENTO Commercialization and Distribution Strategy; ITB BERLIN 2017



EUROTHENTICA, THE TRANSNATIONAL CULTURAL HERITAGE ROUTE: Following the COE tradition for the European Cultural Routes, DIVERTIMENTO innovates not through the assemblage of geo-locations across a line, but with an integrative experience at each location. By defining the places as the great imperative a scenario full of objects is created for each place represented, enabling visitors to select desired objects in the locations of interest with a total of 70 different heritage objects unified as a pluralistic experiences in the Project Area. Capturing realism and providing for emotional impact creating bridges between areas interpreted and visitors the Transnational Cultural Route EUROTHENTICA becomes an interactive learning space, revealing common values and cultural diversity in the Project Area, raising the awareness of policy makers and the general public for the values and fragility of European natural ecosystems and cultural diversity.

EUROTHENTIC: The iBook for iOS and Android operating Systems: The value resides in the value proposition for selling the heritage product developed by the Transnational Partnership in the Project Area. The i-Book shall incorporate the advanced version of EUROTHENTICA, the Project's Cultural Route (WP5/Act._5.2/Output 1), both technologically and in terms of contents. It will be offered to iOS and Android users and will be downloadable directly at the Appstore. The iBook will operate as a speaking object interacting with readers at a cognitive-emotional and not only technical level. This interaction stimulates the creation, provision and use of innovative digital services building on and interoperating with existing infrastructures.

EUROTHENTICS: THE HERITAGE GAMES: DIVERTIMENTO offers an unprecedented opportunity in the tourism sector to apply gamification and making technology more engaging, by encouraging the audience to engage in desired behaviors, by showing a path to mastery and autonomy, by helping to solve problems and not being a distraction, and by taking advantage of humans' psychological predisposition to engage in gaming. It is common ground that gamification encourages people to perform tasks that they ordinarily consider boring, such as completing surveys, shopping, filling out tax forms, or reading web sites. Available data from gamified websites, applications, and processes indicate potential improvements in areas like user engagement, ROI, data quality, timeliness, or learning. DIVERTIMENTO will capitalize on gamification methodology and present 7 heritage games complementary to EUROTHENTICA, the Transnational Cultural Heritage Route. New methodologies of learning allow for the acquisition of knowledge, skills, and basic competencies are becoming participatory in nature, where learning is produced by means of the student's personal experience. In this sense, education and gamification go hand in hand, not only in a new technological environment, but also in an educational one as well.



TRAINING

DIVERTIMENTO unlocks the challenges the tourism sector faces
with existing services matching new skills for new jobs by
addressing the new world order of pervasive media

The training innovation is connected to the design and delivery of the cognitive, emotional and multisensory experience as the actual product/service at heritage places. 6 training tools, 6 research tools and 5 planning tools will guide tourist professionals to understand the heritage experience and implement a locally-driven globally distributed new product and service in tourism.

A comprehensive training for tourism professionals and tourism researchers is dedicated to aid the development of peripheral destinations in a globalizing world, utilizing the dynamics of culture, to promote cultural production and consumption with local populations as the in situ cultural heritage operators. Accordingly objectives set are:

- to identify experienced based products & services and helps thus connect new skills and new jobs better matching supply and demand needs in the Project Area;
- to develop skills and capacity building in tourism management organizing a nodal rather than a zonal approach enabling thus the diversification of cultural heritage consumption by offering multi-sensorial end-user experiences;
- to pioneer the development of smart tourism products and services investing in human capital, increasing community cohesion and social inclusion through a renewed focus on skills development

TRAINING TOOLS

4 TRANSNATIONAL STUDY VISITS

Project Partners and local stakeholders are trained to understand heritage and sustainable development. They exchange their experiences onsite and gain new insights on protection, conservation, heritage tourism planning and destination management. The Study Visits are meant to include local stakeholders into the project activities and thus communicate the DIVERTIMENTO contents at grass roots level.

LOCATION AND TIMEPLAN

- Lagopesole, Italy (M4)
- Race-Fram, Slovenia (M10)
- Berlin, Germany (M13)
- Trabzon, Turkey (M17)

4 ONSITE LECTURES

The 4 onsite lectures take place during the Study Visit to educate Project Partners and cooperating stakeholders to identify cultural values in the natural and man-made environment, assess the significance of cultural assets and study success examples for the use of cultural values for development.

4 EVALUATION WORKSHOPS

The 4 Joint Evaluation Workshops bring the Transnational Partnership and local stakeholders together to fine tune the onsite experiences acquired at the Study Visits. The T Workshops teach Project Partners and invited stakeholders how to implement a goal-driven planning and how to conduct a proper heritage project evaluation (frond-end remedial evaluation and summative evaluation) so that they can successfully implement local pilot projects with commercialization potential.

THE EDUCATIONAL AV RECORD

Authentic stories have a stronger impact on the consumer. DIVERTIMENTO utilizes the Vimeo Media Channel as an amplifier to encourage the acquisition of new skills across the Partnership. The DIVERTIMENTO Vimeo Channel is an effective tool to transfer particular knowledge that can be transformed in a new service or product. The Vimeo Media Channel is thus linked to new services to be implemented in the Project Area.

[Visit the Vimeo Channel](#)

THE VIRTUAL DESK AND KNOWLEDGE TOOLKIT

The i-Cloud working area moves local stakeholders from desk computing to cloud computing by providing a Virtual Desk to organize content, ideas and service prototypes. The Virtual Desk enables convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

[Visit the platform](#)

THE INTENSIVE EXPERIENCE EXCHANGE TRAINING PROGRAMME

A hybrid learning methodology enables tourism professionals to manage information, exchange data, visualize trends and connect to social media tools providing full transparency in Project development and achievements. The e-Course has a duration of 20 weeks and offers 4 Modules to participants:

- Heritage Tourism Industry;
- Heritage Tourism Planning;
- Leisure Time Management;
- Heritage Tourism Marketing.

THE POCKET LIBRARY

The Knowledge Toolkit is cognitive-driven multi-mediathek, which facilitates domain specific knowledge acquisition and transfer in vocational learner settings. The Kit is the collection of media material produced across the Project Life. It works as an indicator of trends, problems, solutions, deviations, new potential services and products since media materials can be generated and uploaded in almost real-time using the local ICT access points provided by the Project.

RESEARCH TOOLS

SURVEY STUDY ON ENTREPRENEURIAL NEEDS OF TOURISM SMES

The Study investigates entrepreneurial needs and skill needs to identify a new generation of smart heritage tourism products and services tailored to the connected consumer market.

4 TRANSNATIONAL STAKEHOLDER WORKSHOPS

Seamless integration of news products and services is a key aspect for the overall success and long term impact is key looking for a holistic approach since each service or product is connected into an ecosystem. 4 onsite Stakeholder Workshops map current realities, guiding participants to envision the change. The Design Thinking Workshops lead participants to understand the skills needed and services demanded in smart tourism defining the right ingredients for the development of new business models and increased capacities to successfully address the connected consumer market.

SATISFACTION SURVEY

The e- Survey explores place image and cultural reputation (demand side), addressed to beneficiaries/consumers (consumers, visitors, locals etc.).

- Each Partner creates a summary of the own Pilot Project and uploads the document at the website of the own organization.
- Each Partner presents 10 selected locations in the Questionnaire that corresponds to the own Pilot Project.
- Each Partner translates the Questionnaire in the national language to explore the views of respondents at national level.
- Each Partner uses the Questionnaire in English to explore views of foreigners.
- Each Partner uploads the Questionnaire in the organization website in a workable format, so that respondents can work with.

NEW TOURISM BUSINESS MODELS

New products and services cannot be created in isolation, but involve all local stakeholders. Moreover the creation of a New Tourism Business Model shall and must include feedbacks from final users. The DIVERTIMENTO Tourism Business Model aims to implement EUROTHERENTICA. It shall understands that each business category in the tourism sector and each individual business at the same time has a different economic, competitive, and cultural imperative: Customer Relationship Businesses; Product innovation Businesses; Infrastructure Businesses.

RESEARCH REPORT

The Research Report captures the added value of the business model innovation as produced by DIVERTIMENTO. Added value, and local expertise shall be mapped so that the new products and services can be developed in the Project Area. DIVERTIMENTO capitalizes on existing local resources to fuel and inspire local business preserve authenticity that generates value.

HERITAGE MOBILITY AND GAMIFICATION MODEL

The target groups senior and youth market are given a special incentive to explore EUROTHERENTICA all across the Project AREA. The Mobility Model has touristic value and will be incorporate to the local/transnational tourism product by the cooperating businesses in the project area. The Gamification part of the Model refers to the inherently interesting and valuable tales that most heritage assets can narrate about the history, culture and environment of the surrounding landscape and communities; it is therefore linked to the intrinsic qualities of the 7 Pilot Project's that constitute the Transnational Cultural Route EUROTHERENTICA.

PLANNING TOOLS

VISITOR EXPERIENCE DIVERSITY PLAN

The Handbook facilitates the process of understanding and unlocking resource inherent values. It introduces Partners to systematized categories of primary cultural values such as the historic, aesthetic, scientific, research or technical, social or spiritual values of heritage. It transfers validated knowledge how to utilize heritage and deliver visitor friendly, physically, economically and intellectually accessible heritage attractions, which meet visitors' needs and market requirements, while maintaining their authenticity and integrity.

PILOT PROJECT PLANNING TOOLS

10 academically sound and praxis validated pilot project planning tools shall facilitate the Partnership understand the process of the design and delivery of a high added value visitor experience at heritage places.

- Project Scope and Mission Tool;
- Stakeholder Development Tool;
- The Audience Development Tool;
- The Heritage Significance Assessment Tool;
- Content Management Tool;
- The Lay-Out and Graphic Design Tool;
- The Story Telling & Plot Tool;
- The Asset Planning Standard Form;
- The Visitor Experience Diversity Tool
- The Evaluation and Checklist Tool.

HERITAGE ACCESSIBILITY MANUAL

The HAM offers a detailed design of how-to-plan and implement a cognitive, emotional and multisensory experience at heritage place. It entails 100 standards and recommendations for the design and delivery of experienced-based products and services in heritage places capitalizing on best practice applications from the international experience.

TOURISM BUSINESS CONNECTIVITY MAP

The Tourism Business Connectivity Map enables the mapping the territory e.g. business, artefacts, actual services, transport infrastructure and the like. The territorial analysis produced is looking for common patterns and business synergies. Google maps and street view are used for granting permanent information upgrade. An Open source system enables individuals to upgrade the information. Connectivity via Twitter, Facebook and custom made GIS toolkit. The Output ensures a Map zone creation with cross-linked information linked to the Google Search Engine, Facebook, Twitter (hashtag), Linked In, Vimeo (video) , Pinterest (pins, re-pins, likes, comments).

The Connectivity Map is mapping the connectivity of and for businesses becoming a Hot Spot access for new services and products, ensuring internet accessibility for local actors, tourist and businesses. A thematic map developed is becoming a new product in itself for the tourism sector. The Connectivity Map involves local actors in becoming Internet service providers granting full accessibility for new services and to attracting clients without further investment. Linked to Social Media the Connectivity Map is an important factor for the deployment of new business services and an essential tool for the commercialization of EUROTHERENTICA.

7 PILOT PROJECT PLANS

The Plans form exceptional heritage experiences for locals and visitors, specifically tailored for the senior and youth market. The Plans reveal the values of local heritage, values of places, objects, sites and collections, oral histories and narrative structures, arts, lifestyles and traditions etc. and turn them to high added value cultural products, for a wide range of users (locals, visitors, commuters, authorities, decision makers, investors).

LOCATION

- Rhodes, Greece
- Lagopesole, Italy
- Majaricos, Spain
- Ptuj, Slovenia
- Alba Iulia, Romania
- Varna, Bulgaria
- Trabzon, Turkey