

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

**BREAKING
NEWS**

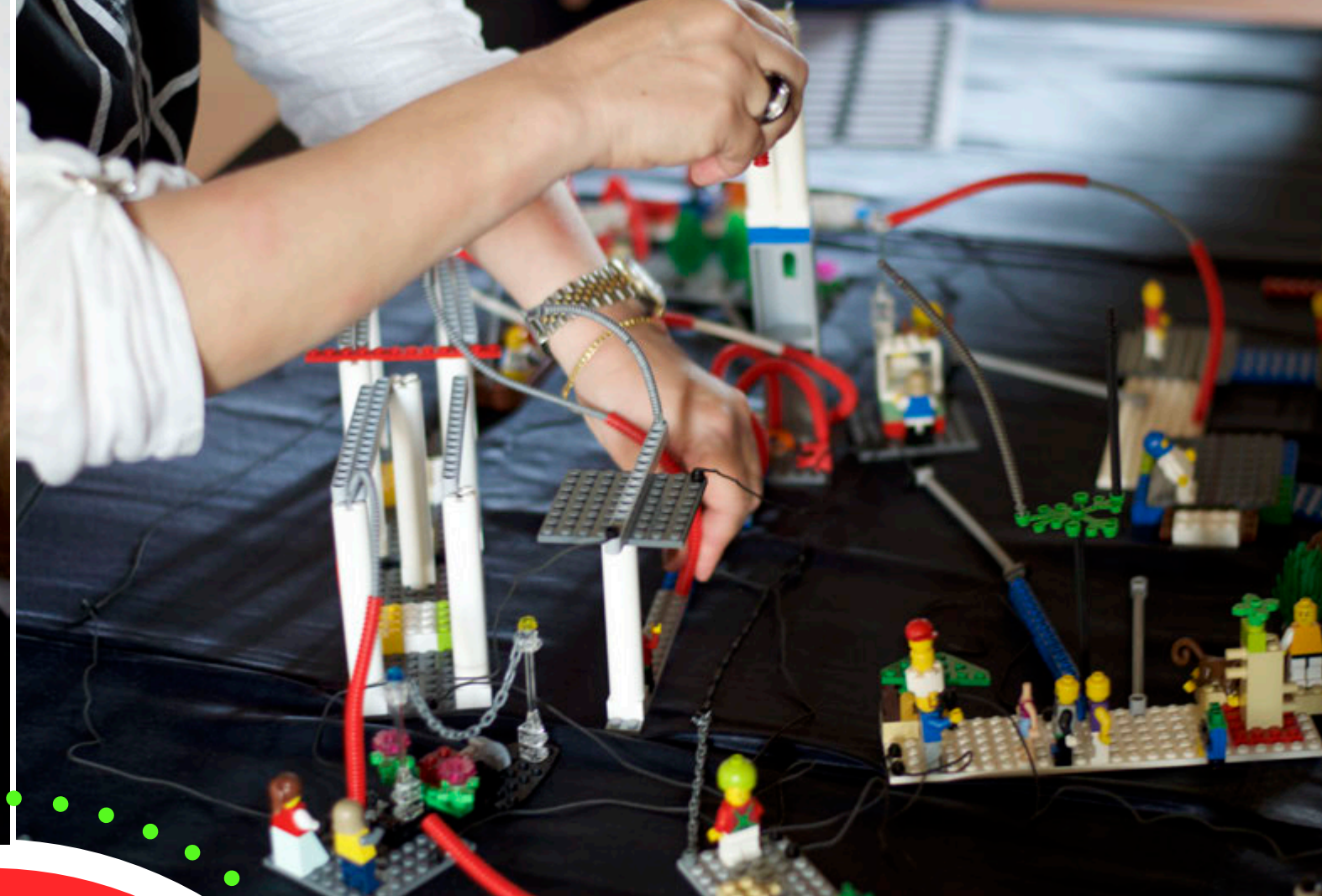


DIVERTIMENTO
Europe: motion, emotion, imagination



This project is co-funded by
the European Union

DIVERTIMENTO



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

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and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development.

7 PARTNERS 6 WORKPACKAGES 18 ACTIVITIES

- 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 EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.

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.



GAME
SOFT
SKILLS

partners
analysing the
peripheral tourism
with Lego Serious Play
to tell their visions
and needs.



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



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