

Call: COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

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

Acronym: *DIVERTIMENTO*

Project duration and start date: 01.04.2016 – 31.10-2017

Short description of the project:

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and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development.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

Main objectives:

- to diversify 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.
- to improve competitiveness of the Project Area through a greater penetration of ICT in SMEs and the incorporation of innovative practices in the business activities with joint strategies and interventions towards efficiency.
- 5 sub-objectives follow the objectives of different EU policies and programmes (COSME PROGRAMME, EU Cohesion Policy, the 2020 EU Strategy for smart, sustainable and inclusive growth, the EU Guidance on Horizontal Themes; the 2020 Bruges Communiqué. The H2020 Grand Societal Challenges, the New Narrative for Europe 2024):

CREATE NEW DEMAND IN HERITAGE TOURISM WITH NEW PRODUCTS AND COMMON SERVICE STANDARDS

- guide stakeholders and businesses how protect, manage signify and valorise heritage assets for tourism and cultural communication
- guide tourism professional to develop experience-based products and services with cognitive emotional affinity, produce the place ID and connect to the global markets

- unlock values of natural, manmade and spiritual cultural assets by advancing place-centric heritage tourism consumption
- attract place-attached economic activities via branded places & place-driven products with acknowledged market value.

INNOVATION & ENTREPRENEURSHIP:

- inspire among tourism stakeholders a new vision for higher quality services in tourism where highly skilled workers implement and sell new customized services at (g)local level;
- identify experienced based products & services and thus help connect new skills and new jobs
- demonstrate the socioeconomic value of smart services in tourism and deliver the right skill mix
- set-up an applied example for high quality experiences-based products and services at heritage places creating a new supply for the new demand

MAXIMISE STAKEHOLDER COOPERATION IN A PROFESSIONAL SKILLS ALLIANCE CONTEXT:

- to forge permanent connections with the public-private-third sector and the civil society to ensure stronger partnerships and cooperation in regards to better job, product and service performance in tourism through a renewed focus on the potential of heritage places and the use of cultural values for development

PRODUCTIVITY, COMPETITIVENESS AND INTERNATIONALIZATION OF TOURISM RELATED MICRO-SMES

- enhance competitiveness of the tourism product and stimulate entrepreneurship fostering the excellence, quality and relevance of experienced based products and services at heritage places
- internationalize tourism related SMEs in peripheral destinations through a new generation of mobile services for experienced-based products and services at heritage places

EQUALITY/NON DISCRIMINATION:

- promote the participation of young and women in the labor market and self-employment;
- increase participation of chronic unemployed (women, part time jobbers, disabled persons);
- reconciles work and family;
- eliminates sex/age stereotyping in job descriptions;
- oppose the discrimination of religion, beliefs, transgender people;
- break down pay inequalities and horizontal segregation

Lead partner/coordinator:

CULTUREPOLIS (Greece)

Partners:

2. UNICITY Srl (Italy)
3. HOTELOFI Srl (Spain)
4. POZEJDON TURIZEM d.o.o. (Slovenia)
5. INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY (Romania)
6. UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES (Bulgaria)
7. T.C. DOGU KARADENIZ KALKINMA AJANSI (Turkey)

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DIVERTIMENTO VALUE MAP

