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DIVERTIMENTO

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

PROJECT FACT SHEET 01

TECHNICAL SUMMARY

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

THEME 2: DIVERSIFYING THE EU TOURISM

OFFERS & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM
PRODUCTS



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TECHNICAL SUMMARY

Call: COS-TOUR-2015-3-04 Supporting Competitive and Sustainable Growth in the Tourism Sector

THEME 2: DIVERSIFYING THE EU TOURISM OFFER & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM PRODUCTS

ACRONYM: DIVERTIMENTO

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

LEAD PARTNER/COORDINATOR:







CULTUREPOLIS (Greece)

Contact person:

Dr. Dorothea Papathanasiou-Tsourt

dorothea.papathanassiou@culturepolis.org

TRANSNATIONAL PARTNERSHIP:

-  GREECE: CULTUREPOLIS
-  ITALY: UNICITY S.r.l.
-  SPAIN: HOTELOFI S.r.l.
-  ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY OF SCIENCES
-  BULGARIA: UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
-  SLOVENIA: POSEJDON DOO
-  TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA

PROJECT DURATION: 01.04.2016 – 31.10.2017

SHORT DESCRIPTION OF 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.



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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

5 SUB-OBJECTIVES follow the COSME PROGRAMME, EU Cohesion Policy, and 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](#)
- [INNOVATION & ENTREPRENEURSHIP:](#)
- [MAXIMISE STAKEHOLDER COOPERATION IN A PROFESSIONAL SKILLS ALLIANCE CONTEXT](#)
- [PRODUCTIVITY, COMPETITIVENESS AND INTERNATIONALIZATION OF TOURISM RELATED MICRO-SMES](#)
- [EQUALITY/NON DISCRIMINATION:](#)

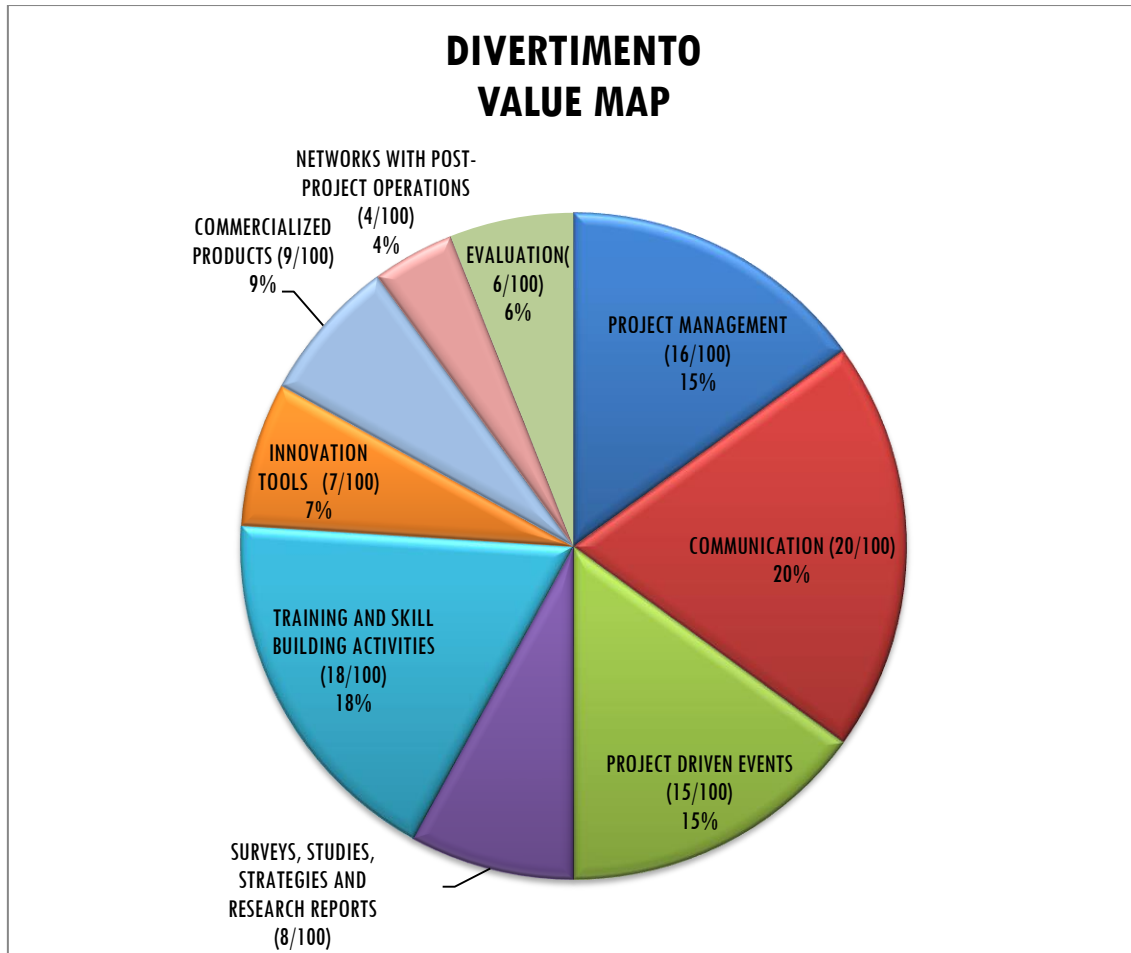


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PROJECT VALUE MAP





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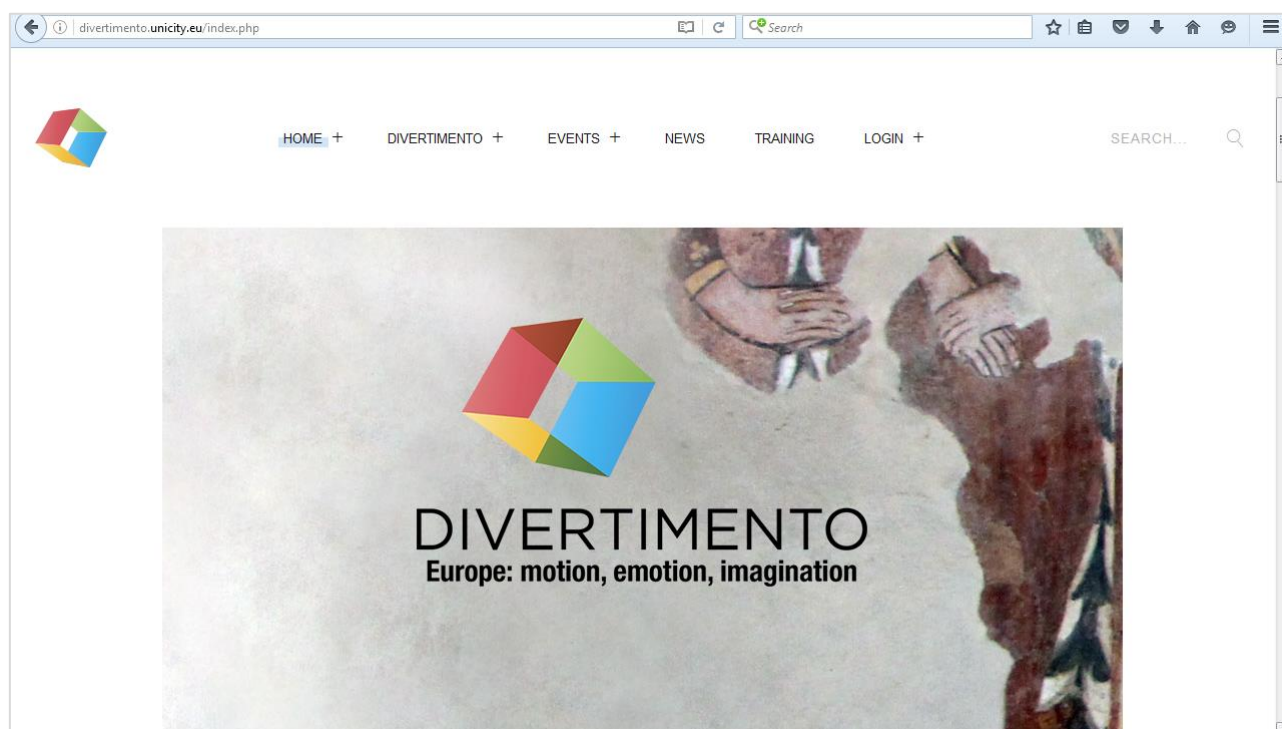
PROJECT WEBSITE

The project website has been already elaborated and started functioning.

<http://divertimento.unicity.eu>

As its main purpose is to represent the project achievements and findings, events, news and trainings, partner consortium and contacts.

The information is presented in English as per COSME PROGRAMME Guidelines.





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VIRTUAL DESK AND KNOWLEDGE TOOLKIT

The DIVERTIMENTO Training Programme offers a 4 component-learning platform for tourism professionals and stakeholders aiming not only to update the skills but changing the mindsets through experienced-based learning at heritage places:

Task 1. THE VIRTUAL DESK AND KNOWLEDGE TOOLKIT:

Task 2. THE INTENSIVE EXPERIENCE EXCHANGE TRAINING PROGRAMME

Task 3. THE POCKET LIBRARY:

The DIVERTIMENTO **Virtual Desk and Knowledge Toolkit** will provide for skills needed in tourism business to reach the constantly growing connected consumer market considering their need for intense customization and access to-real time information.

It designs and delivers a European wide occupation core profile that will help tourism professionals to cope with the change. A cognitive driven instructional design facilitates knowledge transfer: blended learning scenarios and personalized learning paths through 4 pillars of pedagogical innovation model the Curriculum: teacher/learner as consumer (content); teacher/learner as producer (creating); teacher/learner as social being (networking); teacher/learner as team worker (collaborating).

Thei-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.

The Virtual Desk promotes availability and is composed of five essential characteristics (On-demand self-service, Broad network access, Resource pooling, Rapid elasticity, Measured Service).