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Europe: motion, emotion, imagination

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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

## POCKET LIBRARY

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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## CONTRIBUTOR

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Dorothea Papathanasiou-Zuhrt holds degrees in Classics and Germanistics from the National Kapodistrian University of Athens. She has studied History and Ethnology at the Humboldt Universität zu Berlin, where she also obtained an M.A. degree in Linguistics. She obtained her M.Sc. and her Ph.D. degree in Management Sciences at the University of the Aegean. She is fluent in English, German, French, Italian, Russian and has basic knowledge of Turkish. Her technical work experience is closely related to the development and implementation EU funded projects with over 75 applications in the last 15 years. She is an active researcher at the University of the Aegean and the Euro-Mediterranean University and has produced so far over 100 publications.

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Expert in Tourism Planning

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## ACRONYM

***DIVERIMENTO***

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## TITLE

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

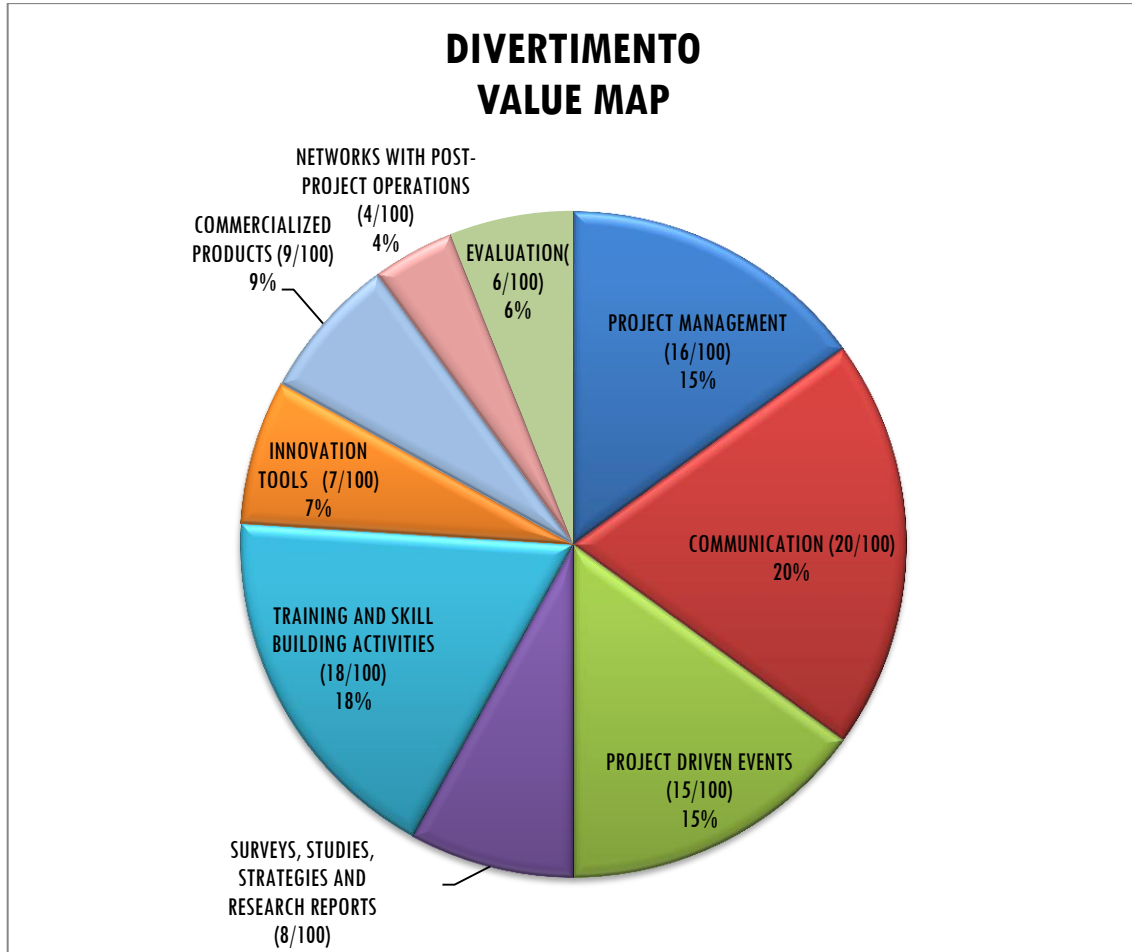
## TRANSNATIONAL PARTNERSHIP

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



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## THE DIVERIMENTO PROJECT VALUE MAP





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## POCKET LIBRARY



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# WORK PACKAGE AND ACTIVITY OVERVIEW

<b>WORKPACKAGE 1</b>	
<b>TRANSNATIONAL PROJECT MANAGEMENT, COORDINATION AND MONITORING</b>	
<b>Activity 1.1:</b> Transnational Project Management and Administration	<b>Outputs:</b> Grant & Partnership Contract; 3 Project Committees; the PM Toolkit; The Project Record
<b>Activity 1.2:</b> Transnational Project Coordination	<b>Outputs:</b> 6 PM Meetings
<b>Activity 1.3:</b> Transnational Project Monitoring	<b>Outputs:</b> Progress Technical Report; Final Financial Report; Consolidated Statement
<b>WP LEAD: COORDINATOR (CULTUREPOLIS)</b>	
<b>WORKPACKAGE 2</b>	
<b>TRANSNATIONAL PROJECT VISIBILITY, COMMUNICATION, DISSEMINATION AND PROJECT BRANDING</b>	
<b>Activity 2.1:</b> The project's Integration, Dissemination, Visibility and Transparency Sources	<b>Outputs:</b> Website; Training Platform; Social Media Campaign
<b>Activity 2.2:</b> Project Driven Communication Strategy for selected Target publics from the PPT Sector at EU and International Level	<b>Outputs:</b> Communication Plan; International Conference 7 Press Conferences
<b>Activity 2.3:</b> Dissemination of Project Outputs and Project Branding at International Level	<b>Outputs:</b> Visual Identity Kit (Project Logo; Project Brochure; 6 Project Fact Sheets; 6 News Letters); Project Promotional Spot; Gamification World Congress 2017
<b>WP LEAD: PP6 (UBBSLA)</b>	
<b>WORKPACKAGE 3</b>	
<b>MAPPING SKILL NEEDS OF KEY ACTORS IN TOURISM, COMBAT STAKEHOLDER FRAGMENTATION AND PROMOTE CROSS SECTORAL COOPERATION IN THE PROJECT AREA</b>	
<b>Activity 3.1:</b> Identifying Stakeholder Needs and Entrepreneurial Skills Needs to produce a new generation of tourism entrepreneurs and stakeholder motivation	<b>Outputs:</b> Demand Side Survey Study; 4 Training Workshops
<b>Activity 3.2:</b> Mapping the heritage potential of the project area to reform tourism offers and establish connections with PPT actors	<b>Outputs:</b> The DIVERTIMENTO Heritage Accessibility Plan; The Project Area Connectivity Map
<b>Activity 3.3:</b> Launching a new tourism business model on customer insights, key experiences and stakeholder participation to advance the tourism competitiveness of the project area	<b>Outputs:</b> Satisfaction Survey; Research Report
<b>WP3 LEAD: PP3 (HOTELOFI)</b>	
<b>WORKPACKAGE 4</b>	
<b>EXPERIENCE EXCHANGE, GOOD PRACTICE TRANSFER AND DEVELOPMENT OF JOINT METHODOLOGIES TO LINK SUPPLY AND DEMAND AND INTERNATIONALIZE LOCAL TOURISM BUSINESS OFFERS</b>	
<b>Activity 4.1:</b> Making tourism businesses responsive to demand side needs by understanding shortcomings and benefits in heritage tourism	<b>Outputs:</b> Virtual Desk and Knowledge Toolkit; e-Library
<b>Activity 4.2:</b> Updating the knowledge of tourism professionals to produce a new generation of experienced-based tourism products and services in the project area	<b>Outputs:</b> Intensive Experience Exchanges Training Programme; Pool of international tutors
<b>Activity 4.3:</b> Connecting key experiences at heritage places with quality services in the territory for different target markets	<b>Outputs:</b> Visitor Experience Diversity Plan; Pilot Project Planning Tools
<b>WP LEAD: PP5 (INE)</b>	
<b>WORK PACKAGE 5</b>	
<b>DEVELOPMENT OF INDUSTRY-RELATED EXPERIENCED BASED-PRODUCTS AND SERVICES IN THE PROJECT AREA TO CONNECT TO GLOBAL MARKETS AND AUDIENCES</b>	
<b>Activity 5.1:</b> Developing a heritage mobility and Gamification Model to combat seasonality at heritage places in the networked economy	<b>Outputs:</b> Heritage Mobility and Gamification Model; 7 Pilot Projects
<b>Activity 5.2:</b> Design and Delivery and Packaging of cognitive-emotional experiences as a high added value tourism product	<b>Outputs:</b> EUROTHENTICA: Experienced-based Transnational Cultural Itinerary; The DIVERTIMENTO eBook for iOS and Android operating Systems
<b>Activity 5.3:</b> Design, delivery and packaging of cognitive-emotional experiences as high added value heritage tourism products	<b>Outputs:</b> Project Quality Assurance Plan; Evaluation Committee; Evaluation Report
<b>WP LEAD: PP2 (UNICITY)</b>	
<b>WORK PACKAGE 6</b>	
<b>FORMATION OF STRATEGIC PARTNERSHIPS TO ENSURE RESULT VIABILITY &amp; POST-PROJECT OPERATIONS</b>	
<b>Activity 6.1:</b> Forging alliances of multilevel actors to ensure viability of achieved results in the Project Area	<b>Outputs:</b> The Heritage Charter for Tourism Business Actors and Heritage Operators; 7 Info Days
<b>Activity 6.2:</b> Developing the enabling environment for key stakeholders and players to launch and operate the Association of Tourism related Enterprises "EUROTHENTICA"	<b>Outputs:</b> 1 Legal Association with domain specific expertise
<b>Activity 6.3:</b> Commercialization of experienced-based products and services developed in the Project Area	<b>Outputs:</b> The DIVERTIMENTO Commercialization and Distribution Strategy; ITB BERLIN 2017
<b>WP LEAD: PP4 (POZEJDON TURIZEM)</b>	

[COS/TOUR DIVERTIMENTO/699493](http://divertimento.unicity.eu/699493)

<http://divertimento.unicity.eu/index.php>



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# 1 INTRODUCTION

Dear e-Course Participants

THE DIVERTIMENTO e-Course is aiming to provide an advance ICT learning paradigm to widely launch its use within all stakeholders in the Project Area and thus increase the competitiveness of tourism business through stakeholder cooperation and an updated skills portfolio. The acquisition of new skills in the planning and management of heritage tourism will build the basis for milestones in WP5: EUROTHENTICA, the Transnational Cultural Route; the 7 Heritage Games; EUROthentic, the iBook for iOS and Android operating systems.

The DIVERTIMENTO POCKET LIBRARY is a 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. Project activities generate video information, so that access to instant feedback is ensured for final users on any prototype developed.

You may access the static part of the POCKET LIBRARY by clicking on the links below and access the AV Part through the Project Website.

Below you will find 4+1 folders, which correspond to the e-Course structure:

1. Heritage Tourism Industry;
2. Heritage Tourism Planning;
3. Leisure Time Management;
4. Heritage Tourism Marketing

Additionally a folder named “Heritage Charters, Treaties and International Conventions” is being made available.

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## 2 THE POCKET LIBRARY

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### HERITAGE CHARTERS, TREATIES, INTERNATIONAL CONVENTIONS

The folder contains charters, treaties and international conventions signed for cultural and natural heritage.

Views of the COUNCIL OF EUROPE, ICOMOS, UNESCO, WWF and other are equally presented.

### 01 HERITAGE TOURISM INDUSTRY

The Heritage Tourism Industry Folder includes documents like guidelines, planning manuals, research reports and articles that discuss the industry's character.

Consumer preference, forms of tourism, international regulations, case studies, skills, sustainability measures, urban-coastal-rural tourism, statistics and businesses.

### 02 HERITAGE TOURISM PLANNING

This folder is devoted to the planning tools. It entails a Community Tourism Planning Toolkit, a Tourism Planning Toolkit by UNESCO, experience classes and the creative industries. It also offers a series of good practices.

### 03 LEISURE TIME MANAGEMENT

This folder is devoted to the "quality visitor experience" and the management of leisure time in the recreational learning environment. It entails guidelines, manuals and diverse approaches on "how to design and deliver a cultural experience".

It discusses in details the tourism experience in a series of research articles.

### 04 HERITAGE TOURISM MARKETING

This folder discusses marketing and branding topics focused on tourism destinations.





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