

## D.3.3.3

# CB platform for QM of Adriatic destination report

Report of the activities  
30th June 2023

Project Acronym: TAKE IT SLOW

Project ID Number: 10255547

Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

Priority Axis: 3 Environment and cultural heritage

Specific objective: Stimulate and strengthen cooperation between the various Stakeholders involved in the management of the tourist destination, improving its level of innovation, digitisation and consequently its competitiveness on the market

Work Package Number:3

Work Package Title: CB PLATFORM FOR QUALITY MANAGEMENT OF ADRIATIC REGION Activity Number: D3.3.3

Activity Title: CB platform for QM of Adriatic destination

Partner in Charge: PP7/ER

Partners involved: PP7/ER

Status: Final

Distribution: Confidential

Date: 30/06/2023 (report on final deliverable)

**Platform's development status: how the platform is developed, implemented, how it contributes to meet the expected project outputs and the programme output indicator mentioned (3.102). Information about the level of interaction of the stakeholders involved within the platform.**

#### Platform overview

The Cross Border platform was designed with the aim of gathering key stakeholders, decision-makers, LCP and subjects of tourism value chain, fostering their participation, inclusion and bottom-up decision-making process in Take it Slow heritage destination management, in the frame of a transnational and cooperative path.

Through their access to the CB Platform resources and tools, regional and local stakeholder will be enabled to exchange knowledge and experiences, create opportunities of cooperation for the development and implementation of innovative products and services in the frame of the sustainable and slow tourism.

As a MULTI TOOL for networking and promotion, knowledge and capacity building, collaborative data management, the CB Platform makes it possible to investigate and reproduce innovative opportunities related to sustainable tourism for the Adriatic area, directly involving creators of the best practices published, using the interaction tools available.

In fact, users will be able to explore the site to search for sustainable tourism practices, useful for increasing the tourist offer of their territory, improving it and renewing it with the direct support of other stakeholders who will become active bearers in a "giver /taker" system of transnational transmission of skills and competences.

The Platform offers three main tools to interact with users, stakeholders and partners:

- The Chat service, allows users to contact each other via private message, using the Platform's message service, to share specific details as well as general information
- The Comment service, allows users to post comments (which content needs approval before publishing) under any post, to require information or publicly share perspectives, ideally creating a network of contacts working on complementary subjects
- Users can also directly contact any representative for any of the published content, as their e-mail addresses will be published in the "contact" section, right within the chosen content.

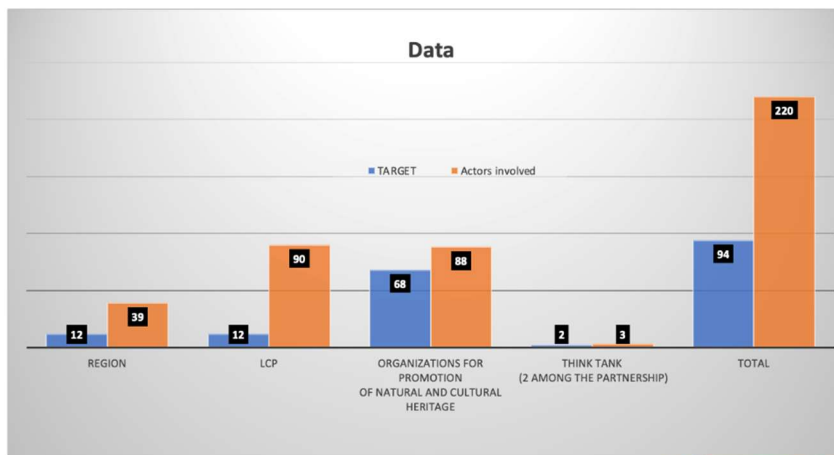
Users will be facilitated in the sharing and search for topics meeting their needs, thanks to the specific exploring option given by the platform:

- searching platform content via geo-localised map and/or search engine (keywords, date, etc.) or by date.
- navigate (view/implement/manage) the platform from mobile devices (responsive platform);

- users could share and update on the platform the experiences of their territories by implementing and autonomously publishing documents and multimedia materials in the different available sections: "Projects", "Training Events", "Best Practices", "Study & Research", "Develop & Implement".

For what concerns the state of the art of the user involved in the use of the CB Platform, we have to specify that the target groups, as indicated in the AF programme output indicator frame, have been reached within the end of 2022 and the data have been shared during the Project Meeting held in Split in February 2023.

### D3.3.2 and D3.3.3 CB platform for Quality Management of Adriatic destination



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Of course, RER and the partnership, will work for the future implementation of the platform with the aim of enlarging the audience of users and contents uploaded, as it will be described below in this document.

### Platform technical development

The platform's CMS WordPress was implemented on two levels of interaction: on one side, a platform with exclusive access to the partners and on the other side a space visible from the outside that shows and enhances the best practices and best experiences gathered in the field of sustainable tourism.

The required functionalities were installed on the development server.

The final product, therefore, was realised respecting the following main principles:

- the possibility of content management and implementation by the designated subjects, with 4 different levels of access:
  - "Basic User" with the function of viewing content only
  - "Stakeholder User" with the possibility of viewing and proposing content
  - "Moderator User" with the function of viewing, implementing and publishing content
  - "Administrator" with full function of managing the platform.

According to the project specifications, several meetings were held between the project leader and partnership, between contractor and supplier, and between supplier and developer preparatory to and aimed at the implementation of the Cross Border platform and its regular updating and implementation:

- creation and implementation of three tutorials available to users (Basic user, Stakeholder user, Moderator user).
- remote training activities for project partners (five webinars dedicated to different types of users held on 29/03/2022 and 31/03/2022).
- provision of a "TIS help desk" via the dedicated e-mail address [support@takeitslow.it](mailto:support@takeitslow.it)
- support for content implementation on the platform.

The private platform is currently 100% functioning and accessible with specific usernames and passwords, issued directly by the technical assistance desk, to the persons indicated by the PPs.

During the Final conference in Dubrovnik the partnership made agreement to change the old private domain to a new one, [www.cbsmartdestinations.it/wp-login.php](http://www.cbsmartdestinations.it/wp-login.php) instead of [www.takeitslow.it](http://www.takeitslow.it). New and old stakeholders will be able to upload new content. Moderators will have to approve and publish them.

There will be also a public platform, displaying only the category "Best Practices", [www.tourismbestpractices.it](http://www.tourismbestpractices.it). New stakeholders will be able to directly contact the best practices holders through their e-mail addresses.

Also, the public platform is currently 100% functioning and accessible from anyone.

#### Timeframe:

The platform was installed and activated in November 2021. The first presentation to project partners took place on 17th December 2021 and the requested changes were subsequently made according to project specific needs and LP/PPs feedback.

#### Technical information:

After the launch, the platform received weekly updates for a total of over 200 plugin updates, 20 WordPress platform updates and core plugins or themes.

About 30 security software updates.

There have never been any service outages.

#### Platform Uptime:

WordPress platform installation and maintenance

+ directory plugins

+ role management plugin

+ plugins and tricks reserved area

+ 1to1 chat plugins

+ security plugins

+ cookie plugins

As already mentioned, during the first presentation to project partners on 17th December 2021 all the requested changes were made according to project specific needs and LP/PPs feedback.

#### **Platform future sustainability, effectiveness and value for money and how it adheres to communication rules and project website specifications.**

The future implementation of the CB Platform has been discussed during the final conference in Dubrovnik, to ensure its durability and future sustainability.

The Platform will be managed by an operational body composed by representatives for every Project Partner.

It will support key stakeholders and decision-makers in managing their heritage tourism destination with ideas and suggestions published in the Best Practices category.

Thanks to the contents uploaded and the creation of new relations promoted by the platform, the tool will be used by the partnership and other users to find new partners and contribute to capitalization actions in the frame of new future projects applications. The CB Platform contents will be available to be used as good practices to enhance the competences and skills of operators,

stakeholders and other users during specific training sessions such as in the frame of other EU projects, local dedicated training events, workshops.

#### Involvement of new members

- Each Partner will commit themselves to promote the platform, its contents and purposes and will contribute to new registrations of key stakeholders and operators. New users will be encouraged to access the platform to upload their contents and interact, creating networking opportunities, including transnational ones.
- Key actors, who have benefited from the project and the platform, will be encouraged in the promotion of the CB Platform in the involvement and inclusion of new stakeholders and actors.
- The use of the platform will be promoted also through events, participation in tourism fairs and other events concerning sustainable and slow tourism.

#### Content Updates

- After the project end, PPs will continue to collect and upload periodically the best practices with the aim of making the platform attractive and upgraded and make new contents available both on the CB Platform and on the open site.
  - At least for the next five years after the project end, Partners will meet online annually to share with the whole partnership news, results and new contents uploaded.
  - Each Partner will identify and communicate a representative in charge of managing the platform with the subscription of this agreement. The identified representative will participate to the periodical meetings and will take care of the activities subsequently described.
  - The platform will be implemented at least in one of the 3 languages (English, Croatian and Italian) as it is important for the inclusion of good practices and the involvement of many stakeholders
- The platform will be used to upload the results of other European projects with topics related to those covered by TIS within the programme area.
- The platform will be promoted in future projects as a tool for disseminating activities by promoting the increase of the active community and cross-border networking opportunities.

#### Website maintenance

- PP7/RER will oversee the technical maintenance of the platform for 5 years from the end of the project. After this term, the subjects involved will discuss the future implementation of the platform and the possible evolution of the platform at the light of more advanced tools that could be used.

The platform will be implemented at least in one of the 3 languages (English, Croatian and Italian) as it is important for the inclusion of Best practices and the involvement of many stakeholders.