

EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

WP5.2

Act. 5.2 DMC ESTABLISHMENT AND PROMOTION OF EXCOVER PRODUCTS

D.5.2.2B: CROSS BORDER REPORT ON DMCS ESTABLISHMENT



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1) CRITERIA TO ESTABLISH LOCAL DMCS

In order to identify suitable DMCS for the promotion and sale of Excover packages, a manual with guidelines was created. (Annex xxx)

For the selection of one or more local DMCS that will have the task of promoting the EXCOVER packages, a quantitative research methodology in the form of an online survey has been implemented to address the research objectives. PPs undertook a mixed method approach - utilising both an online survey and telephone/email follow up where necessary with the 'unresponsive' set, to maximise the number of participating operators.

The survey has been submitted to:

1. the local DMCS, inbound travel agencies and inbound tour operators identified in the TOURISM SUPPLY CHAIN quantitative mapping under item "EXCURSIONS AND TOURS" - **Category:** Local travel agencies and tour operators - Local DMC* - Local DMO**
2. DMCS, inbound travel agencies and inbound tour operators located near the destination that promote the territory at a regional level.
3. Local outbound travel agencies and tour interested in promoting and selling the destination where they are located.

The Survey shows different questions based on the answer to question 7, differentiating Inbound travel companies and outbound travel companies.

Which is the primary activity of your company? *

Check only one.

- Inbound - Taking visitors to the destination *Go to question 8.*
- Outbound - taking residents outside the destination *Go to question 18.*
- Inbound and Outbound *Go to question 8*

DMC SURVEY EXCOVER PROJECT

Excover is a European funded project which has the aim to enhance small local destinations not very well known by the wider public. The Project partners has chosen some small cities as destinations to be promoted and has been working with local communities to discover the hidden heritage, both tangible and intangible, of the destinations. If you are interest in including EXCOVER products and packages in your catalogue and in promoting them, please fill out the questionnaire. You will be part of a wider planning of marketing activities soon to be defined.

*Campo obbligatorio

1. Email *

EXCOVER - EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA.



2. Name of your Company *

3. Where is your company located? *

4. In which year was your company established? *

5. How many people are employed in your company?

Contrassegna solo un ovale.

- 1-5
- 6-10
- 11-20
- +21

6. In which of the following industries do you classify your company? *

Seleziona tutte le voci applicabili.

- Travel Agency
- Tour Operator
- Destination Management company

Altro: _____

7. Which is the primary activity of your company? *

Contrassegna solo un ovale.

- Inbound - Taking visitors to the destination *Passa alla domanda 8.*
- Outbound - taking residents outside the destination *Passa alla domanda 18.*
- Inbound and Outbound *Passa alla domanda 8.*

Passa alla domanda 8.

INBOUND

If you are an inbound travel agency or tour operator, interested in promoting Excover packages, please answer to the following questions.

8. Which of the following statements best describe your organisation?

Contrassegna solo un ovale.

- Our organisation promotes the destination as a 'stand alone' destination
- Our organisation promotes the destination as part of a wider package/itinerary Our
- organisation tends not to promote the destination as a destination/place to visit Altro:
- _____

9. Approximately how many visitors/customers did your organisation serve in the last 12 months ? *

Contrassegna solo un ovale.

- 0-500
- 501-1000
- 1001-2000
- +2001

10. Where do your visitors mainly come from? *

Seleziona tutte le voci applicabili.

- Italy
- Europe
- Worldwide

11. Which type of tourist segment do you serve? *

Seleziona tutte le voci applicabili.

Sun and sand Tourism

Cultural Tourism

Wildlife Tourism

Active Tourism

Ecotourism

School Trip Tourism

No specific target

Altro: _____

12. Does your company offer tourism experiences? *

Contrassegna solo un ovale.

Yes

No

Altro:

13. Do you involve local community and residents to create your packages? *

Contrassegna solo un ovale.

Yes

No

Altro:

14. Are you part of local tourism network that involves different tourism suppliers? *

Contrassegna solo un ovale.

Yes

No

Altro: _____

15. Which marketing and sales tactics di you put in place to attract new customers and grow your business?

Seleziona tutte le voci applicabili.

Tour operator partnerships

Google Adwords advertising

Travel trade shows

Email marketing

Social Media Advertising

Content marketing

Printed catalogues

Other traditional communication and promotional tools

Altro: _____

16. Is your company engaged in implementing sustainable initiatives?

Seleziona tutte le voci applicabili.

- We are involved in increasing awareness on sustainable tourism in our customers
- We consult local stakeholders and local associations
- We think residents can influence the success of tourism in a destination
- We involve residents who can give tourists an unforgettable experience of welcome Altro:
 - _____

17. Are you interested in promoting EXCOVER packages, while being part a greater communication program?

Contrassegna solo un ovale.

- Yes
- No
- Maybe

Thank
you for
your time

We would like to thank you for your time and cooperation. We will get in contact with you shortly to exchange ideas about the promotion of EXCOVER packages.

OUTBOUND

If you are an outbound travel agency or outbound tour operator and you are interested in promoting and selling the destination where you are located, please answer to the following questions.

18. Do you have a deep knowledge of the area where you live and work, its attractions and the main tourist services and resources?

Contrassegna solo un ovale.

Yes

No

19. Which marketing and sales tactics do you put in place to attract new customers and grow your business?

Seleziona tutte le voci applicabili.

- Tour operator partnerships
 Google Adwords advertising
 Travel trade shows
 Email marketing
 Social Media Advertising
 Content marketing
 Printed catalogues
 Other traditional communication and promotional tools

Altro: _____

20. Will you be interested to take part to a training program to promote EXCOVER packages to tourists and visitors?

Contrassegna solo un ovale.

- Yes
- No
- Maybe

Thank
you for
your
time

We would like to thank you for your time and cooperation. We will get in contact with you shortly to plan a short training program and to exchange ideas about the promotion of EXCOVER packages.

2) THE OUTCOMES OF THE SURVEY

As part of the project, more than 20 DMCs were contacted and selected to cooperate with partners in promoting EXCOVER tour packages.

PP2 PGKC

ADRIA K.R.S. d.o.o.

MATULJI TOURS d.o.o

Book Kvarner d.o.o.

Uslužni obrt "Žarko Lukanić" ("Grobnik Tours", internet turistička agencija)

ATLAS RABAC

TZ grada Labin

PP3 KAZUP-JURRA

Croatia Open Land Tours DMC

Ka travel d.o.o.

KAMAT Adventure

Hotel Mirjana&Rastoke , Rastoke active tourist agency

PP4 CARNIA

Consorzio Turistico arta Terme Benessere Alpino

PP8 DELTA 2000

CA Tourism

Consorzio Navi del Delta

SLOW BIKE TOURISM - RETE IMPRESE

Aqua S.r.l.

PP9 CAMPOBASSO

Bus Travel Cerresi s.a.s

Di Paola Viaggi SAS

MOLISE VIAGGI E TURISMO SNC

Molitour Incoming Tour Operator

WWW IL NOSTRO MONDO.IT

PP12 PREDAPPIO

INROMAGNA SRL

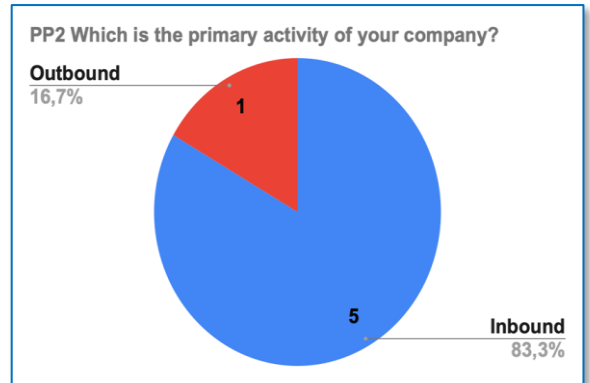
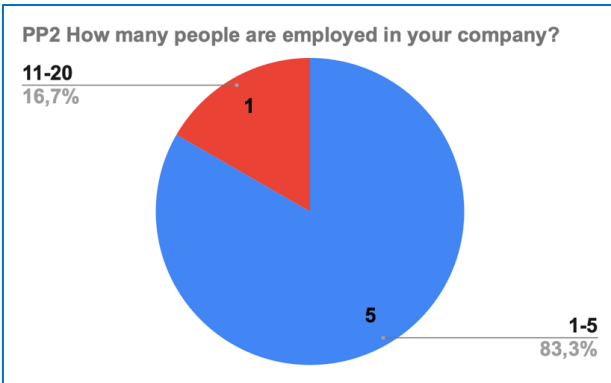
LP LIRA

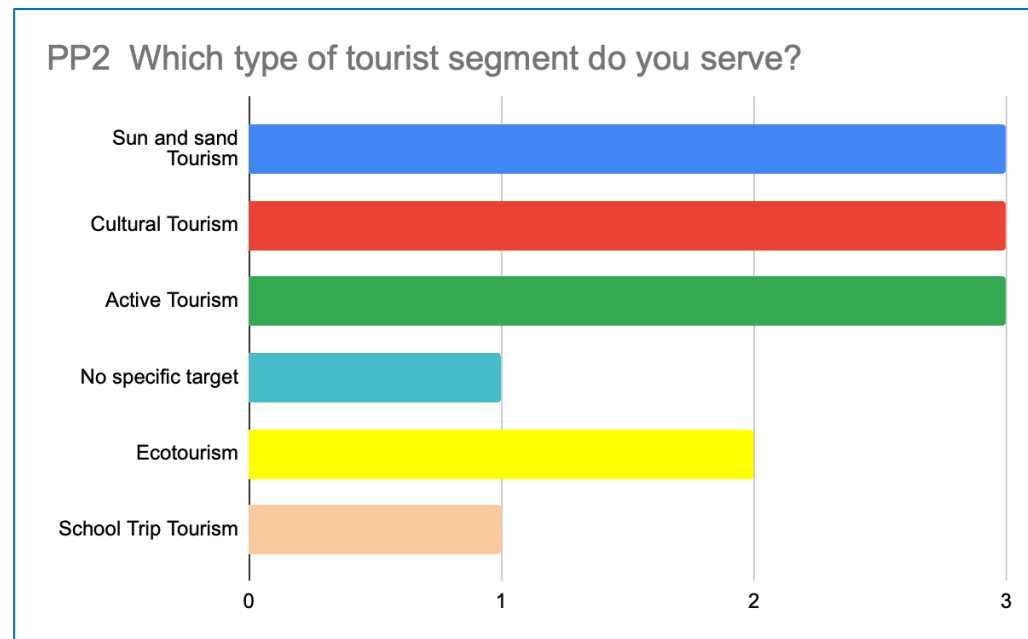
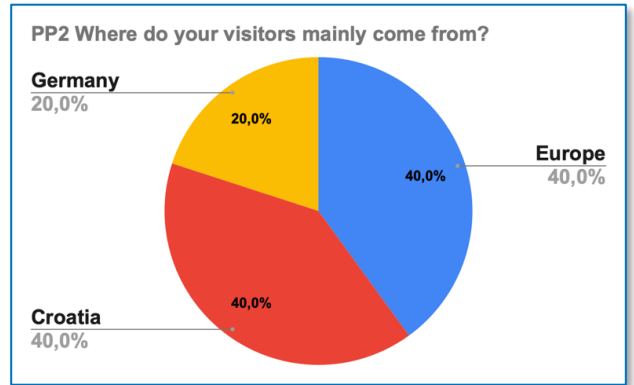
TOTAL NUMBER OF DMC/TO/TA CONTACTED

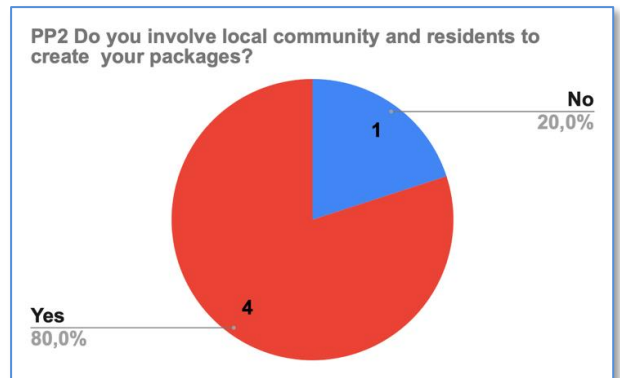


PP2 PRIMORJE-GORSKI KOTAR COUNTY

TOTAL NUMBER OF DMC/TO/TA CONTACTED



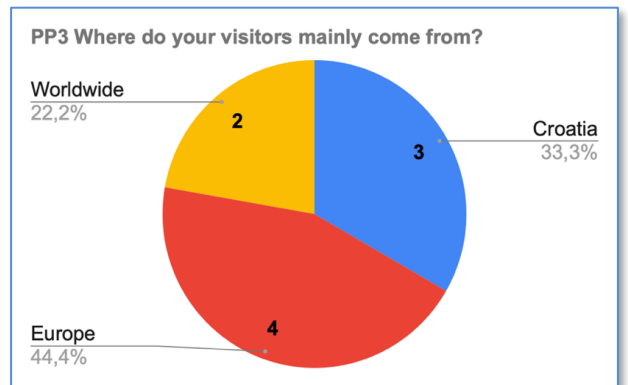
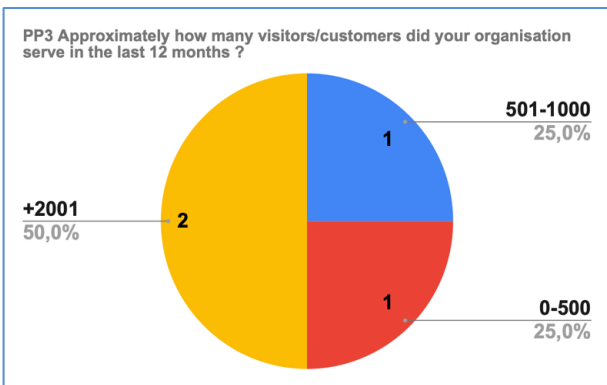
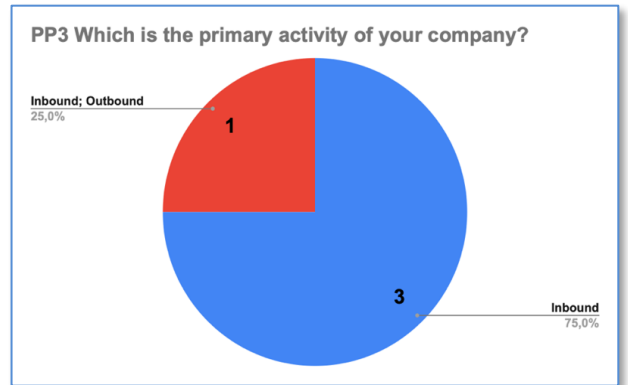
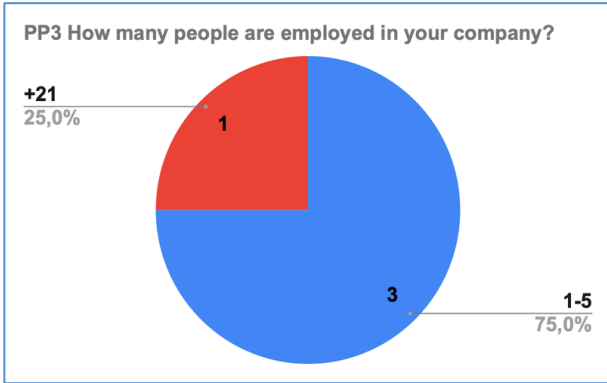


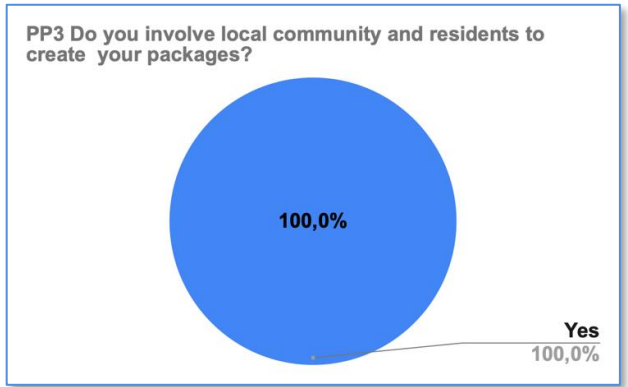
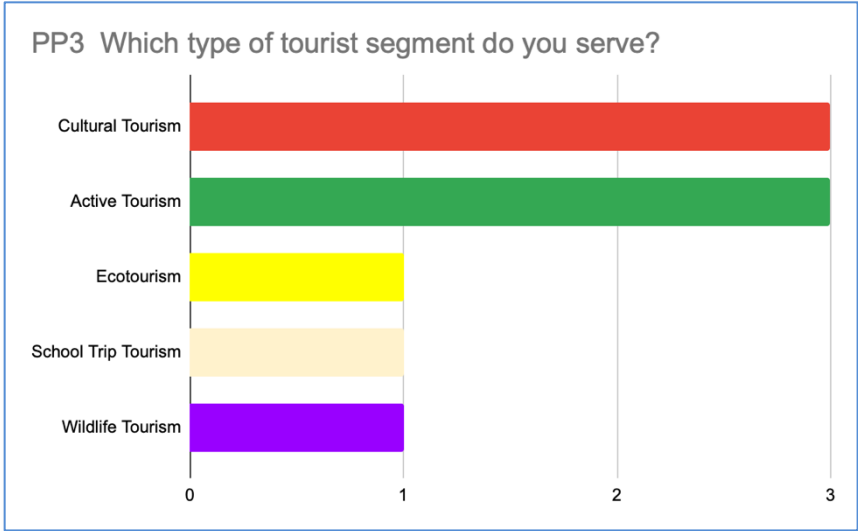


PP3 PUBLIC INSTITUTION REGIONAL DEVELOPMENT AGENCY OF KARLOVAC COUNTY

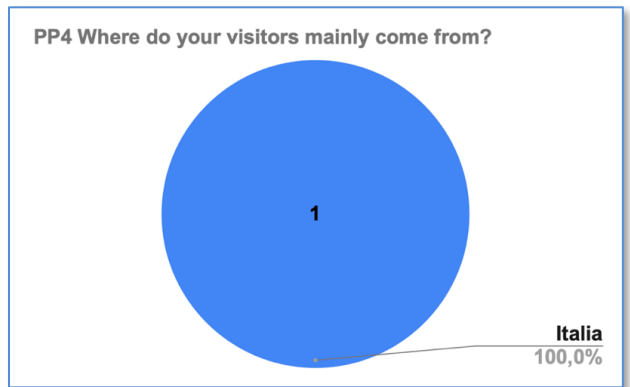
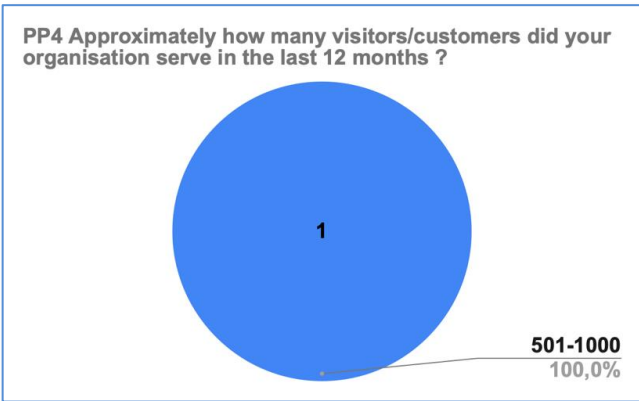
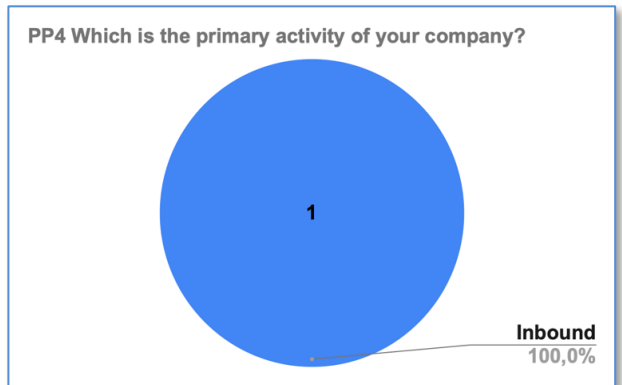
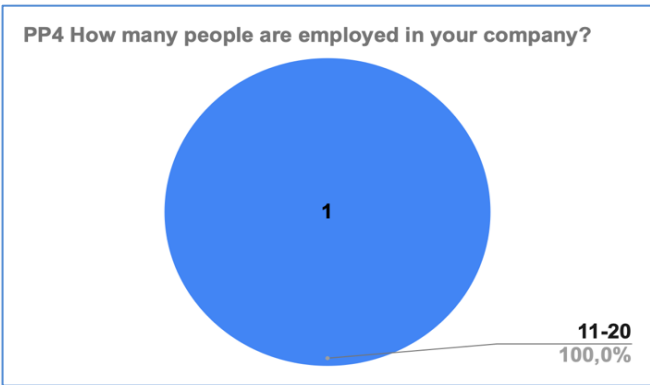
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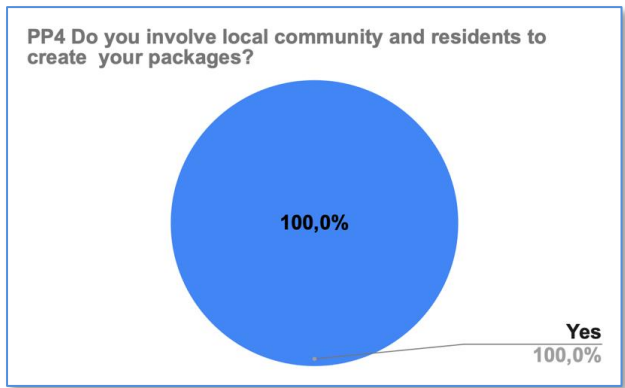
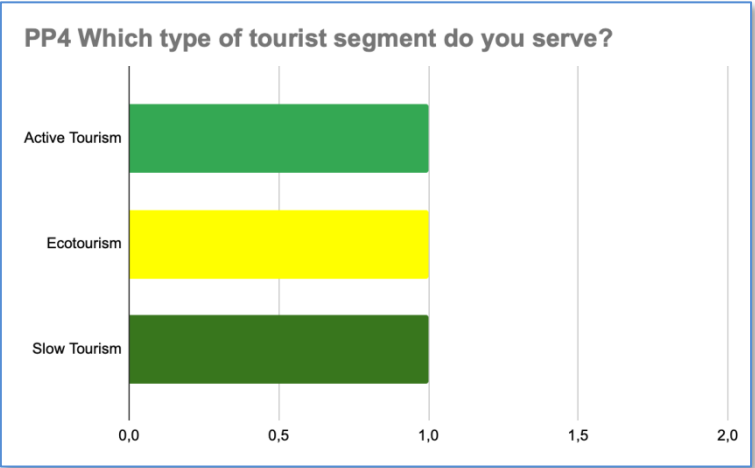
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PP4 UTI CARNIA



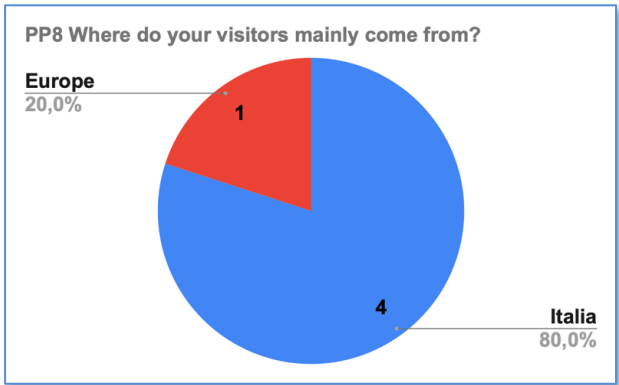
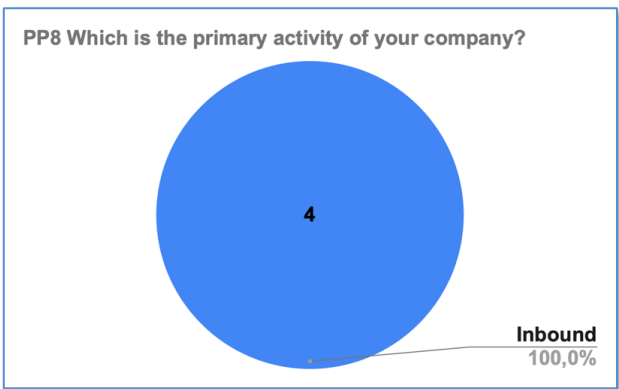
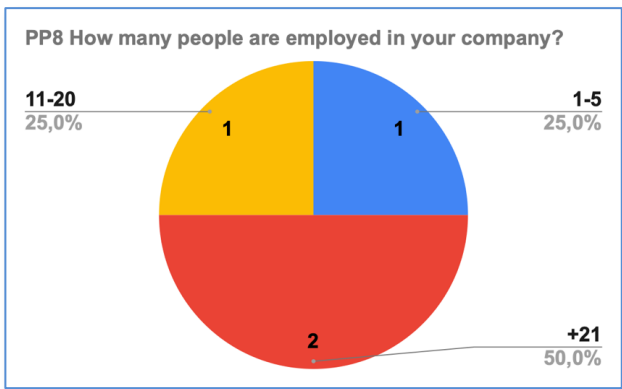


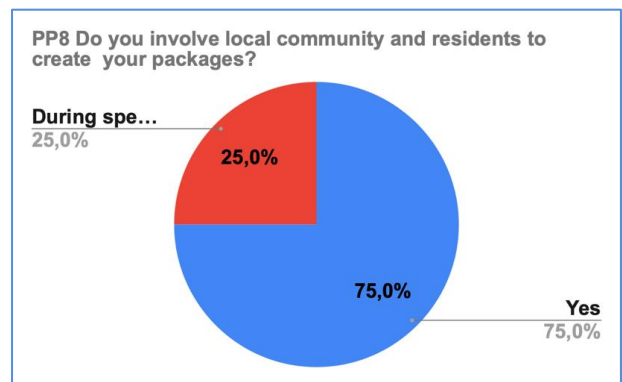
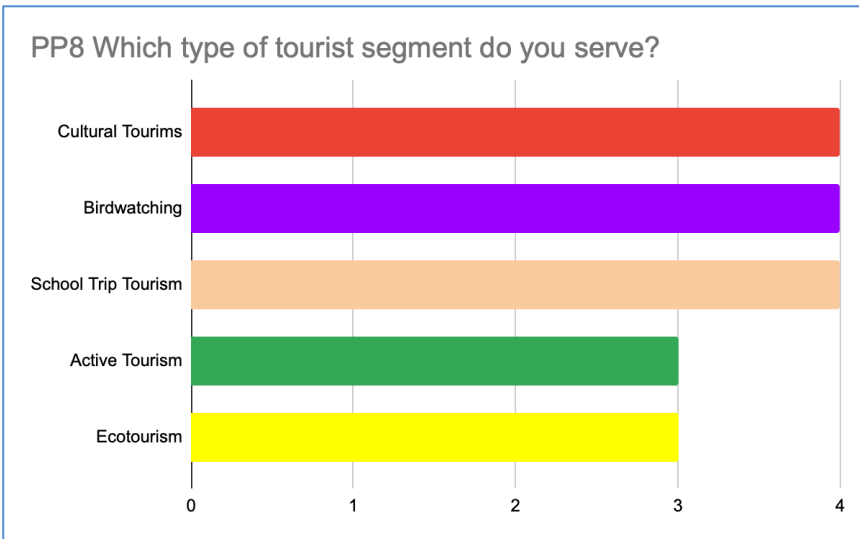
PP7 RIVE D'ARCANO MUNICIPALITY



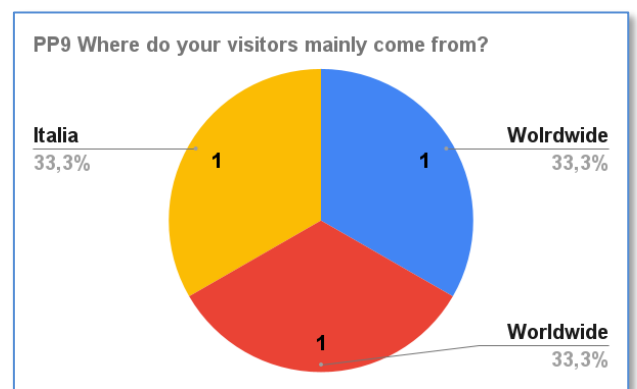
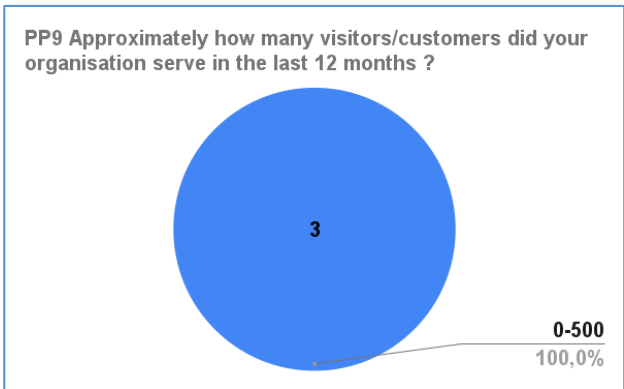
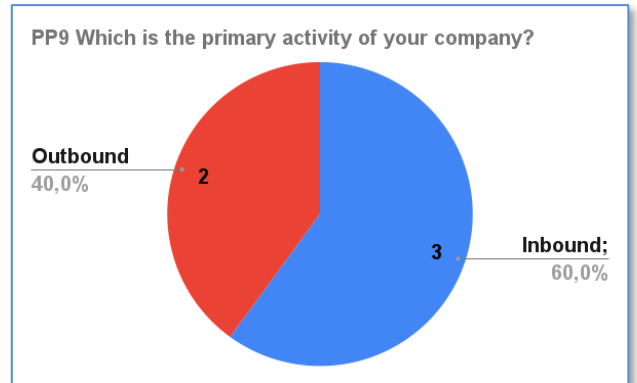
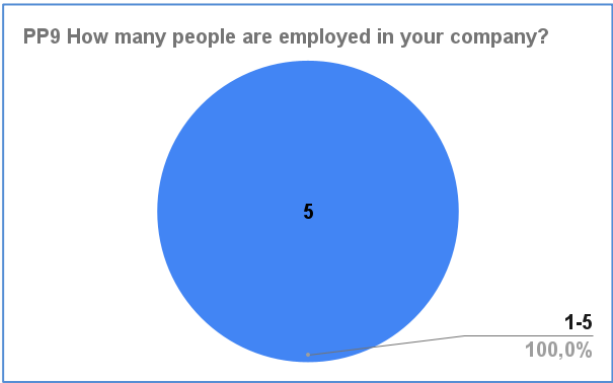
PP8 DELTA 2000

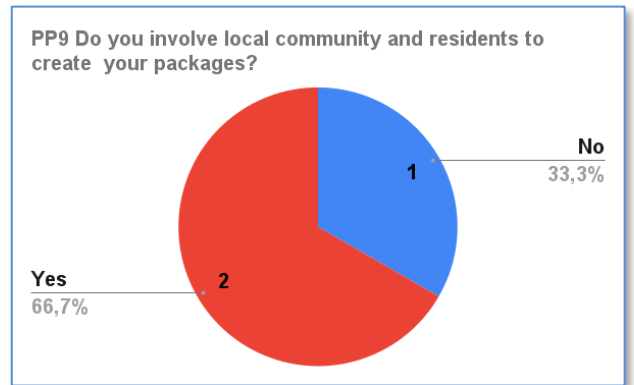
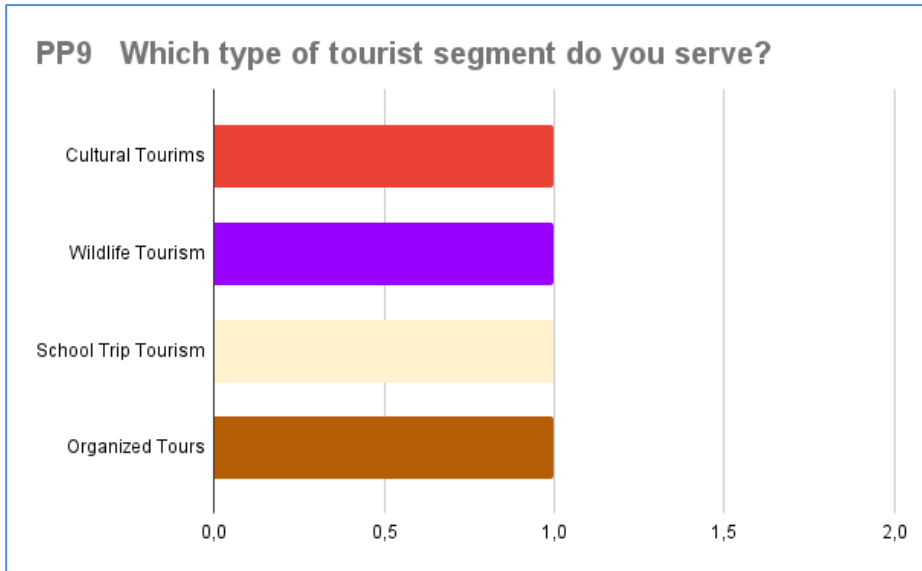
TOTAL NUMBER OF DMC/TO/TA CONTACTED





PP9 MUNICIPALITY OF CAMPOBASSO

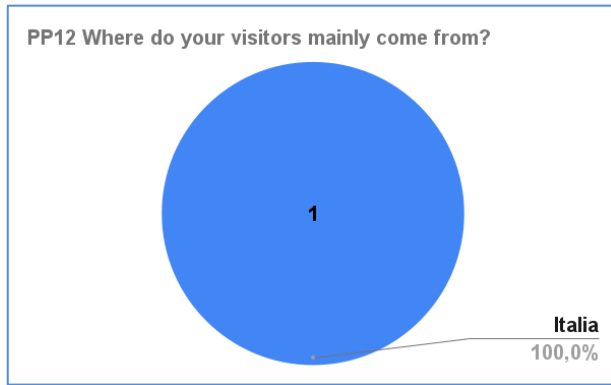
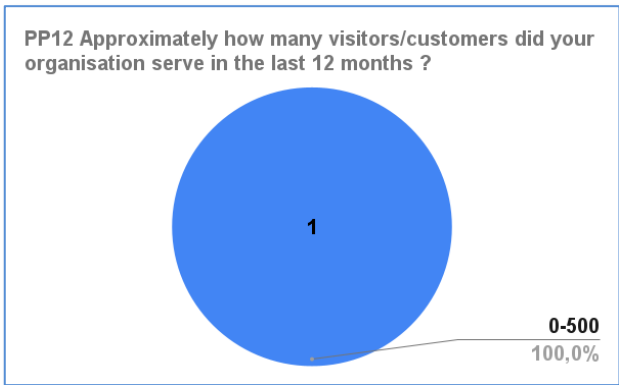
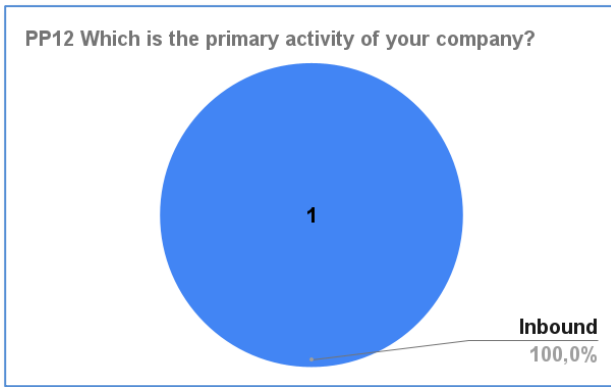
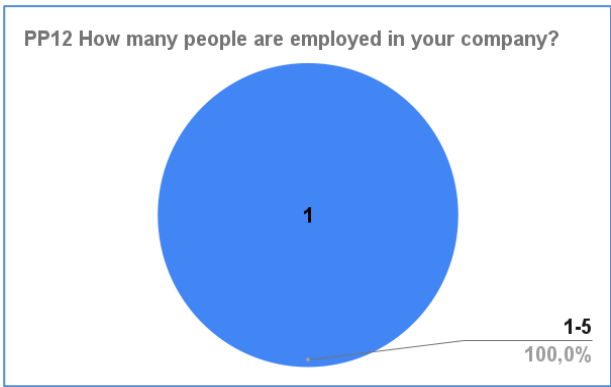


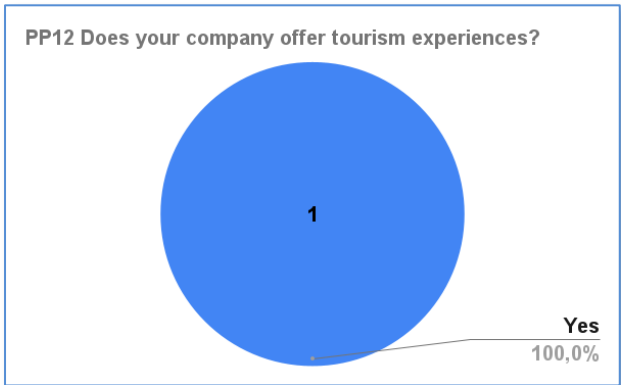
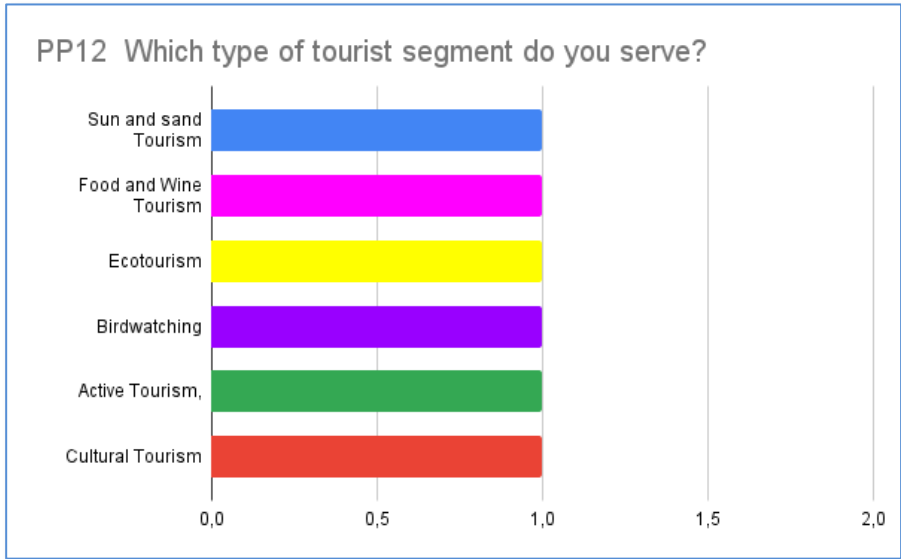


PP10 SASSO SIMONE AND SIMONCELLO PARK



PP12 MUNICIPALITY OF PREDAPPIO





PP 13 GAL MONTEFELTRO SVILUPPO



3) THE PROCESS OF EVALUATION TO SELECT LOCAL DMCS

Once the responses to the survey have been collected, to SELECT the most suitable local organization/s that will promote EXCOVER products, each PP completed the evaluation scheme. A point rating system has been developed to identify DMC's that most closely match the philosophy and vision of the Excover project. The scoring is particularly concerned with the activities of dmc's that involve the active participation of the citizenry in the production of tourism packages, the focus on tourism sustainability to preserve the natural heritage of the areas and the offering and selling of authentic tourism experiences that enhance the traditions, customs, and intangible heritage of tourist places.

Name of the DMC TOUR OPERATOR TRAVEL AGENCY	
1) Which of the following statements best describe your organization?	
<i>Score given for each answer:</i>	
a – 1	
b – 1	
c – 0	
d – to be evaluated based on response (1)	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) Other	
Total	
2) Does your company offer tourism experiences?	
<i>Score given for each answer:</i>	
a – 1	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	

3) Do you involve local community and residents to create your packages?	
<i>Score given for each answer:</i>	
a – 2	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	
4) Are you part of local tourism network that involves different tourism suppliers?	
<i>Score given for each answer:</i>	
a – 1	
b – 0	
c – to be evaluated based on response (1)	
a) Yes	
b) No	
c) Other	
Total	
5) Which marketing and sales tactics do you put in place to attract new customers and grow your business?	
<i>Score given for each answer:</i>	
1 point for each response	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	
6) Is your company engaged in implementing sustainable initiatives?	
<i>Score given for each answer:</i>	
1 point for each response	
We are involved in increasing awareness on sustainable tourism in our customers	

We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	
TOTAL SCORE	

LP LIRA

PP2 PGZ

PP3 KAZUP

PP4 UTI CARNIA

PP4 UTI CARNIA DMC: SILENT ALPS	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
Total	2
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	2
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics do you put in place to attract new customers and grow your business?	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	1
TOTAL SCORE	12

PP7 RIVE D'ARCANO

PP8 DELTA 2000

PP4 DELTA 2000 DMC: CA' TOURISM	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	2
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics di you put in place to attract new customers and grow your business?	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	1
TOTAL SCORE	11

PP4 DELTA 2000 DMC: PO DELTA TOURISM	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other: during special events	
Total	1
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics di you put in place to attract new customers and grow your business?	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	1
TOTAL SCORE	10

PP4 DELTA 2000 DMC:SLOW BIKE TOURIMS	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other WE PROMOTE LOCAL EXCELLENCES	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	1
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics di you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	3
TOTAL SCORE	13

PP4 DELTA 2000 DMC:AQUA DELTA DEL PO	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	1
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics di you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	7
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	1
TOTAL SCORE	12

PP9 CAMPOBASSO

PP8 CAMPOBASSO DMC: MOLITOUR	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	2
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics di you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	2
TOTAL SCORE	12

PP8 CAMPOBASSO DMC: BUS TRAVEL CERRESI	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	0
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	0
5) Which marketing and sales tactics di you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	2
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	1
TOTAL SCORE	5

PP8 CAMPOBASSO DMC: IL NOSTRO MONDO	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	2
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	0
5) Which marketing and sales tactics do you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	1
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	0
TOTAL SCORE	5

PP10 SASSO SIMONE

PP12 PREDAPPIO

PP12 PREDAPPPIO DMC: INROMAGNA	
1) Which of the following statements best describe your organization?	
a) Our organization promotes the destination as a 'stand-alone' destination	
b) Our organization promotes the destination as part of a wider package/itinerary	
c) Our organization tends not to promote the destination as a destination/place to visit	
d) other	
Total	1
2) Does your company offer tourism experiences?	
a) Yes	
b) No	
c) Other	
Total	1
3) Do you involve local community and residents to create your packages?	
a) Yes	
b) No	
c) Other	
Total	2
4) Are you part of local tourism network that involves different tourism suppliers?	
a) Yes	
b) No	
c) Other	
Total	1
5) Which marketing and sales tactics do you put in place to attract new customers and grow	
Tour operator partnerships	
Google AdWords advertising	
Travel trade shows	
Email marketing	
Social Media Advertising	
Content marketing	
Printed catalogues	
Other traditional communication and promotional tools	
Other	
Total	5
6) Is your company engaged in implementing sustainable initiatives?	
We are involved in increasing awareness on sustainable tourism in our customers	
We consult local stakeholders and local associations	
We think residents can influence the success of tourism in a destination	
We involve residents who can give tourists an unforgettable experience of welcome	
Other	
Total	2
TOTAL SCORE	12

PP13 MONTEFELTRO

4) CONCLUSIONS

DMC providers are the key to unlocking quality local experiences and can bring knowledge only locals can provide. They can tell you the best times to visit, the essential experiences to have there, and how to keep the trip safe and comfortable. What's more, a DMC partner can give you insight into what services you'll need, helping you to plug gaps or bringing new considerations to your attention. Essentially acting as a third party, connecting local businesses with potential travellers, the presence of a DMC means that their clients only have to deal with one point of contact rather than multiple different suppliers.

As a result of both the administration of questionnaires and the local meetings with representatives of tourism agencies, which took place during the construction of the tourism supply chain, it was found that all destinations in the Excover project have at least one local DMC or incoming travel agency.

The presence of already structured tour operators, which in most cases, as reflected in the questionnaires, also offer tourism experiences through citizen involvement, has made it unnecessary to establish new DMCs in the territories involved.

Excover tour packages were presented to all selected DMC's and for each destination one or more DMC's will be responsible for promoting and marketing them.