WP 5 -TOURIST SUPPLY CHAIN, DMC & WEB PROMOTION

Month 17 - Month 30

WP coordinator: DELTA 2000

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WP5/T3: ACTIVITIES

1   # 5.1 Setting up of Tourism Supply Chain

2   # 5.2 Establishment of Destination Management Companies

3   # 5.3 Web Promotion

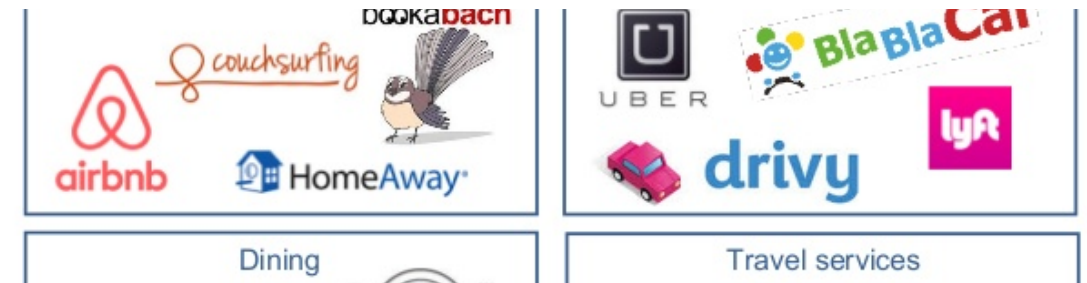- **# 5.1 Setting up of Tourism Supply Chain**

5.1 Setting up of Tourism Supply Chain: Sharing economy platforms

common cross-border Guideline on tourism-related Sharing Economy platforms

common cross-border Guideline elaborated by the WP coordinator

meetings and workshops with residents on existing Sharing Economy platforms

groups of residents will be involved, through ad hoc meetings and workshops, in each area/territory involved in EXCOVER to promote the use as tourist resources of their under-utilised skills (e.g. a story-telling of the place), goods, rooms, cars, kitchen etc.

They will be acquainted with the use of the existing Sharing Economy platforms regarding transports, accommodation, catering and complementary services to create and sell new tourism services and hence build, de facto, a local Tourism Supply Chain.

5.1 Setting up of Tourism Supply Chain

Establishment of 10 local Tourism Supply Chains

#5.1: Deliverables

D.5.1.1

1 cross-border Guideline to set up local Tourism Supply Chain based on the Sharing Economy Platforms

target value: **1**

date of delivery: **30/09/2020**

D.5.2.2
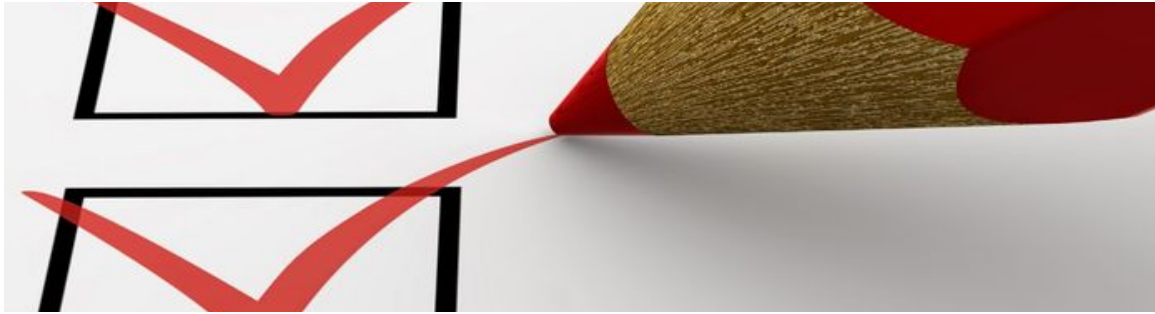
Establishment of 10 local Tourism Supply Chains

target value: **10**

date of delivery: **30/06/2021**

- **# 5.2 Establishment of Destination Management Companies (DMC)**

5.2 Establishment of Destination Management Companies

common set of criteria to identify or create ex-novo DMC/ DMO

A common set of criteria will be agreed by the partnership at cross-border level, to identify or create ex-novo at least 1 DMC in each territory/area involved in EXCOVER.

To simplify the model, it will be required to fulfill also the tasks covered by the DMO (Destination Management Organization).

10 DMC/DMO established

Following the common set of criteria agreed by the partnership at cross-border level, at least 1 DMC will be identified or built ex-novo in each territory/area involved in EXCOVER

During the project life-time will be tested their capacity of "packaging" and selling the tourism products and services designed through EXCOVER.

These DMCs will not receive grants from the PPs budget and will operate under market conditions

#5.2: Deliverables

D.5.2.1

Common set of criteria to establish the DMCs

target value: **1**

date of delivery: **30/09/2020**

D.5.2.2

10 DMCs established

(at least 1 for each territory/area involved)

target value: **10**

date of delivery: **30/06/2021**

- **# 5.3 Web promotion**

5.3 Web promotion: creation of Destination Marketing System website

creation of a multi-lingual Destination Marketing System website

The multilingual website will be the virtual showcase in the web world of the places concerned. It will show what of distinctive and/or appealing/interesting can be found in these places and some useful information (accessibility, accommodations, restaurants etc.). Considering the overdose of communication and information on the web, the best solutions to get a higher visibility on the search engines will be adopted.

5.3 Web promotion: multi-lingual video documentary

multi-lingual video documentary

Development of a multi-lingual video documentary on the places involved in EXCOVER, to be uploaded on the multi-lingual website, as well as on YouTube

5.3 Web promotion: Monitoring of the web generated traffic

Monitoring of the web generated traffic

The web traffic generated by the activities above will be monitored in real time, in order to assess (and if it is the case re-calibrate) the actions undertaken

5.3 Web promotion: multi-channel approach to communication

multi-channel approach to communication

A multi-channel approach to communication the places in a coordinated manner on Social media. It will developed in synergy with the activities described in the WP2. The consequent intense social media activity (Facebook, Twitter, Instagram, Linkedin, Blogs) is oriented to reach a high number of people potentially interested in discovering the places concerned.

5.3 Web promotion: Involvement of Travel bloggers

Travel bloggers

Involvement of Travel bloggers, as "e-Ambassadors" of the towns/areas concerned.

#5.3: Deliverables

D.5.3.1

Multilingual website

It will be the virtual showcase in the web world of the places concerned

target value: **1**

date of delivery: **30/06/2021**

D.5.3.2

Multilingual documentary video showing the places concerned

target value: **1**

date of delivery: **30/06/2021**

D.5.3.3

Monitoring Report on the web generated traffic

target value: **1**

date of delivery: **30/06/2021**

Contakts

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