



Newsletter n°2 May 2013

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Foreword

Our project has shyly entered its second year of activities. In this newsletter, you will have the opportunity to find out some tourism news, to discover our last achievements and good practices, to get more information about our Spanish and Slovenian partners and, last but not least, to find out what we are planning for the future. Enjoy your reading!

EU NEWS: European Tourism Indicator System for Sustainable Management of Destinations on-line

In its efforts to promote an internationally competitive tourism industry and to enhance the sustainability of destinations across Europe, the European Commission has recently launched the European Tourism Indicator System (ETIS). The aim of this initiative is to provide Destination Management Organizations (DMOs) across Europe with a tested, improved and easy to use toolkit and system of indicators with which they can assess, monitor and manage the sustainability of their tourism destinations. The toolkit includes 27 core indicators plus 40 optional indicators, and it is conceived as a system compatible with previous ones. The ETIS has been designed as a system and not as a simple list of indicators. The EC expects that Destination Management Organizations start using ETIS as soon as possible and that they will find it of use.

Access now the toolkit indicator system and supporting materials on European Commission, DG ENTR website (direct link [here!](#))

DANTE activities

DANTE involves **13 project partners**, covering a wide geographic area of **10 regions in 8 Member States**. The partnership includes partners with ICT experience at regional level and with knowledge in developing tourism strategy of rural and mountain territories.

During the project, the partners **exchange on their experience** in running regional ICT projects for rural and mountain areas. The transferability of the good practices will be demonstrated in a **pilot action** (in the province of Torino). Based on this work, **in each region, an implementation plan will be developed** to address the local tourism challenges using ICT tools and methodologies.

We are on the web!
<http://danteproject.eu>
<http://facebook.com/danteproject>



Towards a better integration of the ICT in the tourism industry

DANTE partnership gathered on 7-8 November 2012 in Badajoz, region of Extremadura, Spain. During this workshop, several experiences implemented in this region have been shared with the rest of the partners. All the initiatives had as a common topic: how to influence the "**Seven Step Travel Process**"? These "steps" are moments of a travel, when tourists decide, organize, book and then share their travel.

What are the 7 Steps of the Travel Process?

We will present here the different moments a trip involves in the XXI century, intentionally, in a funny way. Attention: tourists, you might find yourself in these lines!

1. It starts with a moment of Inspiration for a trip (for some people, this may be called a desperate need to escape).

2. Research is then required to discover and evaluate the myriad of travel options. This can be fun or frustrating depending on each other's approach.

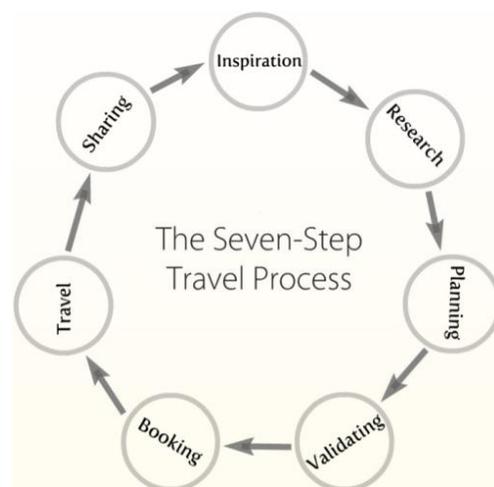
3. Planning comes next – filtering out all the alternatives.

4. Validation, that moment of panic when you start asking everyone, including people you don't know, don't like, for help to determine if you have truly created the trip of a lifetime.

5. Booking is the moment of truth when dreams become a series of scary and interdependent realities – most having obscure, even terrible, change or cancellation fees.

6. Travel. Which is supposed to be the fun part. Well, yes, until you realize, after having only a fractional amount of sleep due to the stress of completing last minute projects at work and packing, you forgot to make some arrangements for.

7. Sharing; to quote Dickens, "It was the best of times, it was the worst of times." Either way, Facebook, Twitter and TripAdvisor will make you certain that both your social network and perfect strangers will find out everything about your triumphs and hopefully avoid any pitfalls you encountered.



Having this in mind, how can tourists' providers reply to tourists needs? The initiatives developed in Extremadura were very enlightening in this regard. Some of these projects are focused on the **creation of inspiration for tourists**: like the project **Badajoz360°** www.360.turismobadajoz.es or **veryconocer** www.veryconocerextremadura.es. Other projects are directed towards the creation of **tourism packages** or the **analysis of the online reputation** of a destination, as Oraquo www.oteara.com. Sharing through marketing 2.0 has been the aim of another tourism initiative ROUTE 2.0 www.route-20.eu.



All these initiatives and much more is to be found on the project website: www.danteproject.eu .



DANTE partnership in Badajoz, Spain

Good Practice of creating inspiration: *Badajoz 360°*

When this project was created, the city of Badajoz did not have a good touristic image, even though it had a large patrimonial heritage. The state of conservation of buildings was not the best and they were unknown, even for the population of the city. The images/communications depicting the city of Badajoz were old and not attractive. It was necessary to give a radical change to this image and this is where the 360° technology (perhaps 'photography would be better) became a way to spread the Badajoz "product" to the final users: inhabitants, tourists, potential visitors.



In the first phase of the project, the images presenting the main monuments were included. The next year, the project included images of 100 symbolic places, including the inside of the buildings (Museums, Cathedral, etc.). Besides this, audio tracks were introduced as sound for the images and the website became very user friendly. Thanks to this project, empowered by the restoration of buildings and a large communication, more and more visitors come every year in the city of Badajoz, contributing thus to the local budget and a better conservation of the local patrimony. **For more info, visit:** <http://360.turismobadajoz.es>



What is a good practice (GP)?

In the context of the INTERREG IVC programme, a good practice is defined as **an initiative** (e.g. methodologies, projects, processes or techniques) undertaken in one of the programme's thematic priorities **which has already proved successful and which has the potential to be transferred to a different geographic area**. Proved successful is where the good practice has already provided tangible and measurable results in achieving a specific objective. *Source:* <http://i4c.eu/afficheGlossaire.html>

DANTE partnership has produced a collection of 8 good practices + a scientific review. You can read it on our [website](#) in the section Exchange of experiences, Good practice collection.

Sharing feedback: Everybody creates Extremadura!

The starting point of www.extremadura.com was a static web portal with information about the region. The boom of social networks transformed it in a dynamic social network involving the entire society in the communication process. It became thus **a platform for connecting the people of Extremadura. The final result of these exchanges is in the hand of normal citizens, reflecting people's true opinion.** The social network is organised in several profiles, trying to facilitate the use and to make the tool more accessible for the public. The different profiles are the following: Users (Citizen, Professional, Organization, and Company), Places, Destinations, Events, Products, Companies, Employers and Social Cities. This last category "**Social Cities**" is the last challenge of this social network connecting the city hall to citizens and thus facilitating the open government.



Get to know DANTE partners...

FUNDECYT-PCTEx



FUNDECYT-PCTEx is a Spanish foundation aiming to create the space and services needed to facilitate the exchange of knowledge, science and technology leading to the socio-economic development of the region of Extremadura.

To achieve these aims, the Foundation will undertake activities, mainly, but not only, in the following areas: Science, Technology and Knowledge; Business and Social Innovation, R&D and innovation; Support to Innovative Entrepreneurship based on Science, Technology and Knowledge.



Get to know DANTE partners...

FUNDECYT-PCTEX



Participation in DANTE:

In this project are included three important challenges for the Region of Extremadura: the development of Rural Areas, as the Region of Extremadura is a completely rural zone; the Tourism, given that it is an important economic sector in the region; and, last but not least important, the use of ICT to integrate the previous ones.

Key factors for innovativeness of mountain destinations

DANTE partners have met last 23-24 January in Ljubljana, Slovenia, for a very interesting seminar to analyze the factors for innovativeness of mountain destinations.

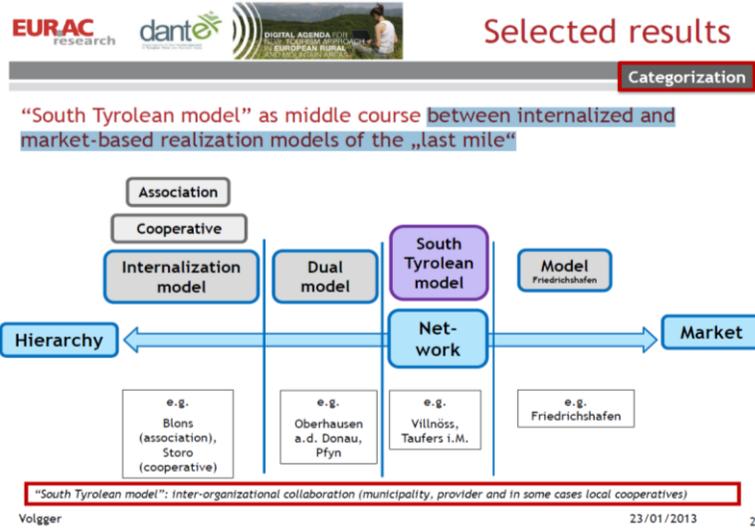
Optical fiber infrastructure as a location factor in rural and mountain areas

The new infrastructures, like the ones bringing internet in mountain and remote areas, have a huge role in the generation of innovation by boosting the attractiveness of territories. The case of South Tyrol has been presented in Slovenia by Michael Volgger from the European Academy of Bolzano (EURAC).

The availability and quality of local infrastructures is considered to be a “hard” location factor, together with the wages costs, the availability of highly qualified workforce and sales markets. These factors come in addition to the “soft ones” considered to be: the opportunities for recreation, the residential, education and training and the child care supply offered in the area to new comers.

In the remote areas of South Tyrol, like in many other remote/less densely populated areas, the municipalities have found themselves in a situation of market failure with big internet & phone companies not interested to invest in modern infrastructures (fiber). Or the population considered internet infrastructure as important as transport ones (results from a survey done locally).

So the regional government decided to step in and invest in optical fiber infrastructures. The originality of the South Tyrol method consists in the fact that the network is owned locally (by a cooperative) and the service is provided by a regional company. This can be resumed as follows:

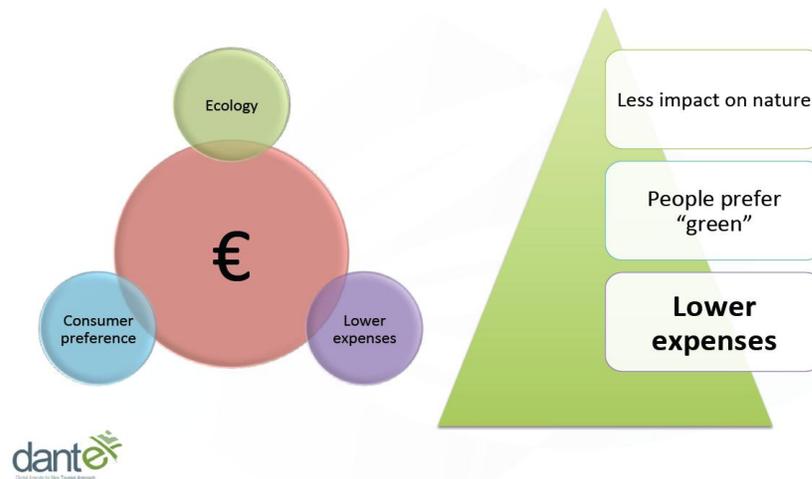


The most important factors for the success of this initiative were: the available financing & the cooperation between local & regional but also public and private actors.

5 stars of sustainable development in Slovenian Mountains

Another factor of innovativeness that has been stressed by Slovenians is the sustainability of mountain destinations and the economy of natural resources. A brand new hotel in the area of Bohinj, the 1st eco hotel in Slovenia has been showed as an example. With the motto "Leave nothing just footprints, take nothing than memories" the investors of this family owned business propose to tourists a 5 stars accommodation and different entertainment services, all this with a minimum impact on the nature. The image below resumes the interests for such an investment in mountain areas:

Why ECO Hotel?





In a long term run, the extra costs of the investments are reimbursed by the economy in energy and natural resources. The profitability of the structure depends on yearlong frequentation and extension of touristic seasons. Investment in different infrastructures: bike park, sledge and snow park, as well as cultural activities, etc. ensure the flux of all tourists categories at different moments of the year.

Low-cost shuttle transportation possible thanks to ICTs

GoOpti's case GoOpti is a new type of transport. It is successful where existing public transportation companies could not be. It provides individual travelers with airport connections, to and from their area. They offer reliable and cheap transportation to big but also smaller cities, where demand is not high, but still exists. You can see in the image down their business philosophy:

A banner image with a light green background. On the left is the 'danteX' logo. In the center is a small version of the banner image from the top of the page. On the right is the 'GoOpti' logo with the tagline 'We take you there'. Below the banner, the text 'How can we offer low prices?' is written in a dark blue font.

- **Low cost model** – The first seats are the cheapest and special promotions
- **Probability model**– When is more time between the date of purchase and travel, the lower is price as it is more likely extra passengers will join
- **OPTI time window model** – We guarantee we take you there but we set the time of departure based on minimizing average waiting time per passenger. OPTI time window defines longest possible waiting. Every OPTI route has specified time window. The online system optimizes average waiting time per passenger and communicates Exact time of departure is communicated 1 day prior to departure .



Common actions because together we are stronger: the brand Heart of Slovenia

The heart of Slovenia is the name of the marketing brand used as an incentive for rural tourism in 16 municipalities, representing 1,555 km² and 196,000 inhabitants. Their successful brand has been created from scratch some years ago and has 3 components: environment, entrepreneurship and touristic activities. Activities developed include the promotion of the territory, a pilot action for local products distribution in schools and public organisations, creation of thematic paths, one stop shops, festival and events, as well as the promotion of new forms of tourism like the caravans inside farms, etc. Both the brand and diverse activities have encountered a lot of success. The promotion of activities through the use of a specific mobile application is now on the agenda:



Mobile application

- Electronic Mobile Tourist Guide (e-Turist) – mobile application
- Tourism attractions (100) in The Heart of Slovenia
- Summer 2013
- For individual tourists and small groups
- Partners in the project: Faculty of tourism studies – Turistica, Institut Jožef Štefan (Ljubljana)
- User insert interest, available time and special requests, application offers program of visit, adapted to demands. GPS guiding and description of each attractions (multilingual).
- Feedbacks by users – to improve tourism offer

Get to know DANTE partners...

The Faculty of Economics Ljubljana University (FELU)



The **Faculty of Economics Ljubljana University** is a national leader and an internationally recognised academic institution in the fields of business and economics. FELU's mission is to develop **principled leaders to work in a globally competitive business environment** by combining economics and business education with **innovative research** while creating and disseminating knowledge in a global society. Our vision is to rank among the best business and economics schools in the world by 2020. Our **core values** are: **integrity, cooperation, responsibility, knowledge and academic freedom.**



Get to know DANTE partners...

The Faculty of Economics Ljubljana University (FELU)



Participation in DANTE

FELU provided a research entitled *Determining factors of mountain destination innovativeness* as basis of reflection when it comes to the categorisation of good practices selected in the project. This research identifies important elements of innovativeness that contribute to mountain destination development.

Get to know DANTE partners...

Development centre of the Heart of Slovenia



The **Development Centre of the Heart of Slovenia** was founded in 2000, its primary task being the acceleration of the entrepreneurship of small economy in the municipality of Litija. Through the years, the organisation started outgrowing the boundaries of the municipality of Litija and linking up with other municipalities. Today they are known as a coordinator of development projects in the region of closely interlinked municipalities in the central region of the country.

The **Development Centre of the Heart of Slovenia** is manager of the sub-regional brand “**The Heart of Slovenia**”. The Heart of Slovenia is an area in central Slovenia, East of the capital Ljubljana, in the shape of a heart which stretches around GEOSS – the geometric centre of Slovenia. The basis is the geographic position of municipalities in the heart of the country, yet the real essence of the trademark of the Heart of Slovenia is the encouragement for the development of creative potentials of space and quality of life in it. The offer of the Heart of Slovenia is based on three pillars: tourism, environment and entrepreneurship.

Participation in DANTE

DANTE represents an **opportunity for the development of new directions in the field of tourism development and use of different information-communication technologies in the Heart of Slovenia**. Through the project, partners have the opportunity to get acquainted with the **latest trends in the use of various information and communication technologies**.



dante

Digital Agenda for New Tourism Approach
in European Rural and Mountain Areas



The DANTE project in short

Dates and figures

13 partners from 8 countries

3 years from January 2012 to December 2014

Final conference: June 2014, Brussels, Belgium

The project will produce

1 Good practices catalogue presenting the good practices analysed

1 Pilot action and **guidelines**

8 Implementation plans for developing information society and tourism

Expected results

Shared and Improved Knowledge regarding how ICT can help the competitiveness of the tourism sector in the participant regions.

Improved Competences and Capacities of the stakeholders in charge of the tourism sector at regional level

Integration of Digital and Tourism Agendas at regional level through the elaboration of 8 regional implementation plans

General improvement of regional policy instruments and better use of Funds.

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Imprint

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- 2 Euromontana, BE
- 3 University of Crete, GR
- 4 Decentralised administration of Crete, GR
- 5 Fundecyt PCTEX, ES
- 6 CSI Piemonte, IT
- 7 Cybermassif, FR

- 8 Inknowcom, NL
- 9 Bauernhofferien, DE
- 10 Development centre of the Heart of Slovenia, SI
- 11 University of Ljubljana, SI
- 12 Regional Development Agency Bielsko-Biala, PL
- 13 Metropoli, IT

