



INNOVATIVE APPLICATION OF THE ICTS IN THE DEVELOPMENT OF EMERGING TOURIST TERRITORIES

A project for thematic network n^o 13
«Towns & The Information Society»
URB-AL PROGRAMME PHASE II

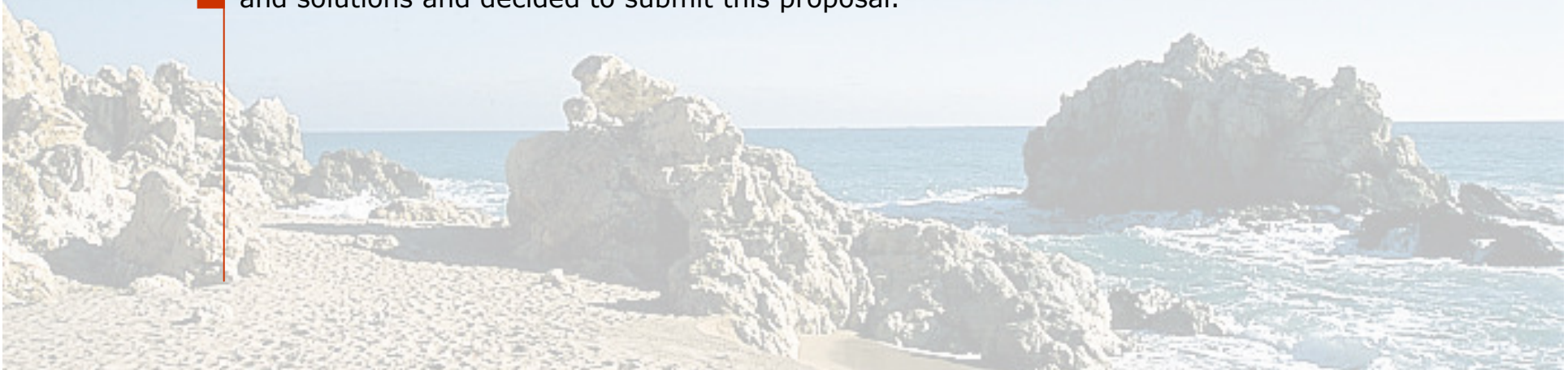
April 2005





The Beginning

- The Free Hanseatic City of Bremen is the coordinator of Thematic Network 13 «Towns and the Information society» within the URB-AL Programme Phase II.
- Bremen, in co-operation with the City of Miraflores, organized the first Annual Meeting of the Network 13 in Miraflores, Peru, from 3-5 November 2004.
- Workshops on potential joint projects proposals took place in the framework of the First Annual Meeting and the results of the workshops might become proposals to be submitted within the internal deadline of 31 March 2005.
- Our present project «Innovative application of the ICTs in the development of emerging tourist territories» is one of these proposals.
- Thirteen partners of the network (9 Latin American + 4 European) shared problems and solutions and decided to submit this proposal.





The Aim (I)

Overall objective:

The sustainable economic development of local communities by the innovative use of the ICTs for their promotion as tourist destinations complementing nearby areas of big interest.

- Innovative application of the ICTs in tourist promotion
- Local communities are unconventional, emerging tourist destinations near areas of big interest





The Partners

Coordinator:

Consell Comarcal del Maresme

County Spain

Partners:

Diputación de Badajoz

province Spain

Vila Real de Santo Antonio

town Portugal

Treviso

province Italy

Pergamino

town Argentina

Junín

town Argentina

Intendencia Municipal de Río Negro

province Uruguay

Tacuarembó

town Uruguay

Pueblo Libre

town Peru

Chorillos

town Peru

Puerto Montt

town Chile

Choluteca

town Honduras

The Vieja Providencia and Santa Catalina Islands

islands Colombia





Coordinator: Maresme



County: El Maresme
Extension: 39.700 hectares, 38 kilometres of coast
Towns: 30
Capital: Mataró
Lodging places: 55.000
10 kilometres from Barcelona
Tourists 2004: 1.257.000



The Partners





The Problem

Participating local communities are at the same time project **partners** and project **beneficiaries**.

Participating local communities have a common problem: they all enjoy a **certain amount of tourist activity which can be improved**.

They share certain features in common as tourist destinations:

- a) They are near tourist areas of great interest and so they can make the most of their proximity.
- b) They are unconventional destinations.
- c) They are well connected to these tourist areas which makes it easy for tourists to get to them from the territories.
- d) They are emerging tourist territories: they already have tourism but can be improved.





The Solution

Proximity to tourist areas of great interest
+
Well connected
+
Unconventional destinations
+
Emerging tourist territories (Potential)

Need of sustainable development

To promote themselves as tourist destinations

How?

By innovative application of the ICTs in tourist promotion



The Aim (II)

■ Specific objectives:

■ Training and participation:

■ Training local technicians in the ICTs for tourist promotion

- Awareness raising of local tourism agents about the ICTs' role in promoting tourism.
- Participation of the business sector in the design of strategies

■ Proposals:

- To design specific tourist products for each participating territory.

■ To design plans of tourism promotion based on the ICTs

- To design an *on-line* training plan for the use of the ICTs by tourist operators from the emerging destinations

■ Networking:

■ Long lasting network of similar local communities (unconventional, emerging tourist destinations which are near areas of big interest) for cooperation, training and the exchange of experiences.

- Methodological model of intervention in emerging tourism territories for tourism promotion using the ICTs
- Dissemination of results



The Actions(I)

The actions or activities of the project are distributed into five big blocks:

1. Training actions

Two training sessions for local tourism technicians:

- First training block: diagnosis, objectives and strategy
- Second training block: the design of tourist products and its promotion and marketing plans by use of the ICTs.

2. Participative actions

A working group in each participating local community, made up of those agents offering tourism services in their territory.

3. Diagnosis Actions

A diagnosis of the tourism supply and demand situation and ICTs present role in each territory
An approach towards the desired objectives and strategy for tourism



The Actions(II)

4. Actions of proposals

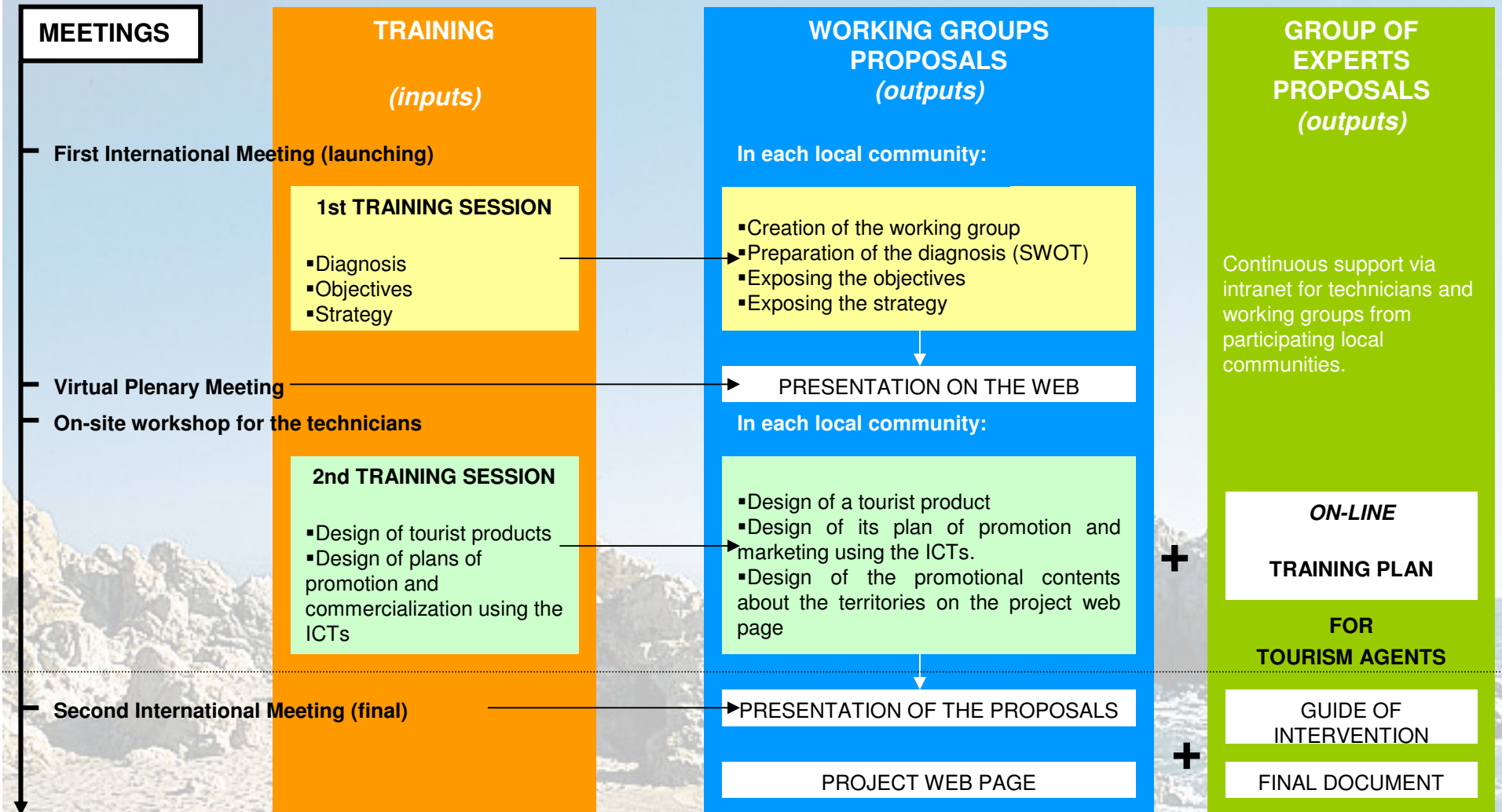
- 1. The design of a typical tourist product by each working group.
- 2. The design of a plan to promote this product based on the innovative application of the ICTs.
- 3. The design of the promotional content of the territories within the project web page
- 4. The design of an on-line training plan for the use of the ICTs by tourist operators of the emerging destinations.

5. *Networking Actions*

- 1. The project web page
- 2. The project intranet
- 3. The guide of practical intervention in emerging tourism territories for tourism promotion using the ICTs
- 4. The project final document
- 5. Proposals for URB-AL Type B projects.



Diagram of activities





Action Plan

ACTIVITY	Month	1 SEMESTER						2 SEMESTER						3 SEMESTER						EXECUTOR	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18		
I. STARTING OFF																					
1. Planning		■	■	■																	CO+GE
2. Intranet + equipment		■	■	■																	CO+GE
3. 1st International Meeting + 1st training session					■																CO+GE
II. DIAGNOSIS																					
4.1. Completion of information						■															T
4.2. Creation of Working Groups (WG)							■														T
4.3. Diagnosis by the WG								■													T+WG
4.4. Group of Experts (GE) Diagnosis								■													GE
4.5. Diagnosis Dissemination								■													CO+GE
5.1 Objectives and Strategy by the WG									■												T+WG
5.2. Objectives and Strategy by the GE									■												GE
6. Virtual Plenary Meeting										■											CO+GE
III. PROPOSALS																					
7. Second training session											■										CO+GE
8.1. Tourist Product & Promotion												■									T+WG
8.2. Tourist Doorway													■								T+WG
8.3. Review by the GE														■							GE
9. On line Training Plan											■	■	■	■	■	■					GE
IV. CONCLUSIONS																					
10. Second International Meeting (final)																			■		CO+GE+T
11. Web Page Inauguration																			■		CO
12. Guide of intervention																■	■	■	■		GE
13. Final Document + B Projects Proposals		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	CO+GE+T

CO: Coordinator - GE: group of experts - T: technicians from every local community - WG: working groups



The Expected Results (I)

■ Training and participation:

1. **Training of 13 technicians** in the innovative use of the ICTs as a tool for promoting the tourism sector.
2. **13 working groups created.** The creation of 13 mixed working groups – the local authorities and those working in the tourist sector (companies), one in each participating territory. Once the project has been finalized, the local authorities will be able to count on a community which is accustomed to participating in the continuation of the tasks.
3. The **participation of 50%** of those working in tourism of each territory in the working groups: raising awareness of the potential innovative use of ICTs in tourism promotion.
4. **9 computers installed.** Multimedia computer equipment (including a webcam) in each of the local authorities of the Latin American communities and their access to the internet throughout the two years of the duration of the project.



The Expected Results (II)

Proposals:

5. **13 specific tourist products** for the emerging tourist destinations designed by the partners
6. **13 plans of promotion and marketing** for the tourist products using ITCs, likely to be implemented in the framework of a project URB-AL Type B.
7. **An on-line training plan for the tourist agents**, likely to be implemented in the framework of a project URB-AL TYPE B.





The Expected Results (III)

■ Networking:

8. A **long lasting network of cooperation** among the local communities with the same characteristics (unconventional and emerging tourist destinations, complementing nearby centres of great interest), starting out with the thirteen participants in the project

9. The partners' **intranet network**, open to local communities in similar situations to share problems experiences, solutions and good practices.

10. **Tourism doorway (web site)** of the 13 partners.

11. A **guide of intervention** in emerging tourism territories for tourism promotion using the ICTs. Design of a methodological model of tourism investigation (diagnosis) and of participation (plans of action) for unconventional tourist destinations, which are emerging and complement the nearby centres of great interest based fundamentally on the use of the ICTs.

12. A **tourism observatory**. Possibility of periodical up-dates of diagnosis data on the web for monitoring the tourist situation of each local community.



Short- and long-term impact on target local communities (I)

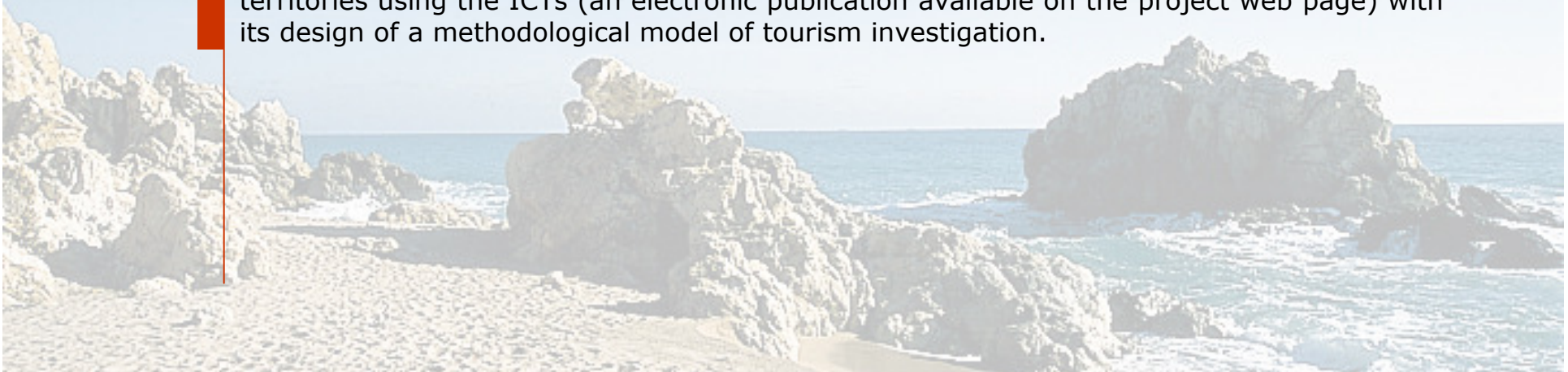
Participating local communities get:

- **training of their technicians** and
- **links with the business sector** for the promotion of tourism in each territory.

The **network** of local participating authorities will remain set up and will be expandable to those others who are interested. Moreover the network includes the necessary tools in order to continue operating: a web page of diffusion, a common doorway (web site) of promoting tourism and an intranet for the exchange of ideas.

Shared know-how. At the end of the project there will be a network of 13 local communities in emerging tourist destinations which will be able to offer their *know-how* to other communities with similar characteristics .

A **guide** available to similar local communities for the promotion of tourism of emerging territories using the ICTs (an electronic publication available on the project web page) with its design of a methodological model of tourism investigation.





Short- and long-term impact on target local communities (II)

Possibility of **reproducing the project** within the thematic network 13 «Towns and the Information Society».

Continuity. The integration of the project as a project Type A in the framework of the thematic network URB-AL no.13 «Towns and the Information Society» makes way for the possibility for some of the proposals to be defined as future Type B projects.

Some of the local participating communities have expressed their willingness to implement the resulting programmes via their areas of tourism or via the constitution of the public-private entities.





Project budget

	Cost EUR	Total Percentage %
Partners and applicant financial contribution	156.000,00	38,42
Contribution of the Commission applied for in this Action	250.000,00	61,58
Contributions from other European Institutions or European Union country members		
Contribution from other organizations		
TOTAL CONTRIBUTIONS	406.000,00	100,00
Direct income from the Action		
GLOBAL TOTAL		

Breakdown of the associates and applicants financial contribution::

Latin-American partners: 10.000 €

European Union partners: 16.500 €



ICTs application

Mobile marketing: actions of tourist promotion and marketing via mobile telephones (especially those of the third and fourth generation). These types of actions are particularly useful in non traditional destinations which need to innovate and be different in order to be able to compete in an efficient way in the world tourism sector. In the same way, they are actions which suit the scenario of network working perfectly, favouring inter-relations among its members.

Direct E-marketing: actions of tourism promotion and marketing using the techniques of Direct Marketing through the ICTs (e-mail, SMS, ...). In a sector such as the tourism one in which competition is global and in which more is invested in tourism promotion, the binomial ICTs – Direct Marketing is becoming a very useful and efficient tool in promoting tourism. On top of this, if the destinations are promoted as well, using a network, the possibilities multiply exponentially through the generating of and benefiting from synergies and complementary features.

Internet: actions of promoting and marketing tourism through the field of the Internet, including in this category Intranets, Extranets, etc... . An important aspect to bear in mind is the identification of areas and zones which ought to have a tourist web site in the framework of the network. This allows for a description of the tourist products of the local communities making up the network in an ordered fashion.

Virtual Reality Tourism: it is possible for the plan of action to include aspects of Virtual Reality Tourism, as one of the most interesting applications of the ICTs on the level of tourism.