Le prospettive di sviluppo delle ICT nella comunicazione dell'offerta turistico-culturale del territorio e nell'evoluzione della guida per il turista

07 novembre 2014

Sala di Consiglio
Provincia di Modena

ICT development perspectives for promotion of cultural tourism and towards the improvement of information services

7th November 2014

Sala di Consiglio
Province of Modena

# FACTS AND FIGURES

## Province of Modena

A land full of tradition and passion for good cooking and motors. The province of Modena is in the heart of Emilia-Romagna, in northern Italy, and extends from the ridges of the Apennine to the foothills of the plains south to the Po river. The mountain area includes the Tuscan-Emilian Apennines and the towering mount Cimone, with its peaks of over 2000 meters.

The highest part of this area is the Regional Park of the High Apennines of Modena, best known as the Frignano, a rich and extremely multicoloured environment with unique habitats favouring the growth and the preservation of rare species, animals and plants.

The plains area extends from the north side of the Via Emilia to the border with Lombardy and has landscapes characterized by typical rural houses. These plains, considered the most beautiful of Italy, are covered with castles, fortresses, towers and villages. The marks of a history which left its signs, in a landscape that satisfies the mind and the soul.

## Workshop City: Modena

Modena, situated in the middle of Emilia Romagna Region, is admired for the architectural UNESCO treasures.

The city can embrace the tourist thank to cuisine and cultural life, is able to appeal to a mixture of tradition and innovation that characterizes it. The visitor can pamper himself at the table taste of traditional balsamic vinegar accompanied by typical, may walk the city streets or gathered in Piazza Grande and can be absorbed across the mystical beauty of the Duomo or fascinated by the modern intellectual products Modena such as cars, Ferrari, Maserati.

**Conference Venue:**

**Provincia di Modena palace**

The building was projected by Cesare Costa and built in 1842 as a palace of culture during the government of Ferrara. The complex, which is distinguished by its marble porch with terrace above balustrato on the center of the facade, refers to the neoclassical canons of courtly.
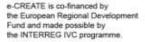
**TOTAL ATTENDANCE: 45-50 people**

**PARTICIPATING NATIONS: ITALY**

**PARTICIPATING INSTITUTIONS: Province, Municipalities, Region, Associations of local entities, tourism information offices, Museums, Tourism web marketing enterpises, Trade Associations and Consortiums of enterprises operating in the tourism sector**

**STAKEHOLDERS: economic operators, public managers and officials, public administrators, politicians, ICT experts, tourism information offices**

**PROGRAMS AND INSTRUMENTS FOR ICT AND INNOVATION SUPPORT IN CULTURAL-TOURISM SECTOR**

**Third stakeholders workshop**
**November 07th 2014, Modena (Italy)**

9.00 – Participants registration and welcoming

9.30 – Institutional greetings and overview of the e-CREATE project activities and results -
Stefano Trota (Province of Modena, Officer at Economic Development Dept.)

### SESSION 1 – OVERVIEW ON FUNDS FOR TOURISM AND INNOVATION PROMOTION

**10.00 – Cooperating in the tourism sector: European Territorial Cooperation 2014-2020**
Silvia Grandi (Director at Dept. "Institutional Agreements & Special Area Programmes" – Emilia-Romagna Region)

**10,45 – Structural interventions in the tourism sector**
Francesco Cossentino (Director at R&D of Economy Dept. – Emilia-Romagna Region)

**11,30 – Innovation in the tourism sector: EU direct financing programs 2014-2020**
Annachiara Stefanucci – Tecla Association (Brussels seat)

## SESSION 2 – PERSPECTIVES AND OPPORTUNITIES

### 12.15 – Stakeholders' workshop

### Topics:

1. ICT solutions for tourism information and welcome:
   experiences, opportunities, start-ups;
2. web marketing as business innovation tool for the customer relationship marketing;
3. Development factors of ICT in tourism sector: organisation patterns, SME's networks, vocational-training.

### 13.30 – Conclusions

# Aim of the workshop

The workshop has been set in order to:

✓ share the ultimate contents and results coming from the e-CREATE project, focusing especially on their potentials and how to apply them at the local level;

✓ display and analyse the 2014-2020 EU policies and programmes (European Territorial Cooperation, direct funds, ERDF) in order to verify and discuss how they can support tourism marketing and ICT strategy in tourism promotion;

✓ exchange experiences, strategies and ideas among local stakeholders and define further collaborations in the field of innovation and tourism promotion;

✓ continue a confrontation about topics related to e-CREATE project, concerning in particular tourism information, SMEs and start-ups, web marketing and business innovation tools, organisational models and specific vocational-training.

# Workshop round – Session 1

*The main financing tools for tourism and innovation support have been presented: European Territorial Cooperation, EU direct financing programmes, ERDF*

The session put in evidence the strategic approach and the financing opportunities of the new programmes, focusing also on:

- objectives
- priorities
- actions
- results

# Workshop round – Session 2

*Local stakeholders and public administrations exchanged experiences and points of view on the development and strengthening of tourism policies.*
*Here following the main feedbacks:*

- The number of local tourism stat-ups is increasing, also thanks to EXPO 2015, the upcoming international event which will take place in Milan from June 2015 to Oct. 2015.

- Tourism is considered a pivotal component of growth and development measures: it is therefore important to invest in welcome policies. Relational marketing is becoming more and more important: the marketing strategy requires that visitors are guided and welcomed by local operators.

- Software, app, platforms are playing an important role as tools for web-marketing and for the promotion of eno-gastronomic products, trade labels, sites and events.

- The promotion of events through ICT applications is increasing and it represents an innovative approach of the customer relationship marketing in cultural tourism . The access by streaming channels can contribute to the launch, testing and development of events, while the development of virtual reality can make the communication more effective.

- Development of platforms set to commercialise tourism packages tend to be more and more customised on attractive factors (e.g. motor sport tech tourism, typical food production, cultural heritage). Attractive factors should work as an effective mix to boost the visibility of the destination and ICT can help to achieve that synergy.

- New technologies and virtualisation systems can anticipate/continue/extend the tourist experience: e.g. augmented reality applied to museum visit can enlarge the quantity, quality and type of information, mixing textual and visual contents.

- The approach to innovation is changing also because developing, producing and testing a ICT product requires less time and money than in the past: a practice called "lean start-up", for instance, allows to test the market with the launch of minimal products enabling you to decide on potential further investments.

# Conclusions and foresight

▪ **The tourist offer needs to be coherent, creative and innovative. All stakeholders should be involved in the overall strategy.**

▪ **Promotion of territory and its attractions: the next step on the local strategy process is to move from qualified information to a smart communication approach, based on story-telling and social network interchange.**

▪ **ICT tools can contribute more to tourism development if their contents are properly identified, enhanced and organised in a brand marketing strategy.**

▪ **Innovative technologies are easier to get by operators and easier to access by the addressed user, than in the past: it is therefore important to use them in an accurate and positive way as to avoid unintended effects.**

▪**The local governance is expected to coordinate public and private stakeholders in order to maximize the effectiveness of interventions and activities for the tourism development, especially in the cultural segment where several and diverse operators act.**