Project:
Digital Agenda for New Tourism Approach in European Rural and Mountain Areas (DANTE)

Thematic Guidelines
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1. Chapter 1: The current macro context of the DANTE Project

1.1. The current state regarding tourism in mountain and rural areas of Europe

Mountains are rich in natural resources that include water, timber, minerals, and biodiversity. Equally important is the rich cultural heritage of mountain people. As desired destinations for many tourists, migrants and pilgrims, mountains also offer places for rest, solitude, adventure, recreation and scenic beauty.

Over the recent decades, travel and tourism have become large contributors to the world's economy. While its economic importance varies widely, it is clear that tourism plays an important role in supporting economic growth even through the current recession. Mountain regions host famous tourist destinations, generating employment and social integration, while contributing to the economic, service and infrastructure development.

However, Europe's mountain regions are not only key tourism destinations but they are also areas with rich environmental assets and fragile rural economies. As such, they are particularly sensitive to several dimensions of sustainability related to environmental protection and marginalization of rural communities. Furthermore, tourism practices in mountains areas have not always been sustainable and they are likely to contribute to climate change in various ways when at the same time, mountain areas are among the areas with greater vulnerability to the long term impacts of climate change.

Rural tourism has pioneered a range of innovative ideas. It has seen the notion of establishing a rural area’s Carrying Capacity¹ for tourism overtaken by Limits of Acceptable Change². It has worked on the ideas of local tourism development groups, local and regional sustainable tourism strategies, trails, rural festivals, nature and ecotourism and many other discussions and techniques. And it

¹ Univeristy of the AEGEAN (2002) DEFINING, MEASURING AND EVALUATING CARRYING CAPACITY IN EUROPEAN TOURISM DESTINATIONS
has moved on to the concept of second generation rural tourism as a possible way forward to beat off competition from other types of destination. It is an ideas-rich subject. But it suffers from fragmentation, from being a grouping of thousands of micro businesses. Within rural tourism, agri-tourism plays a strong role in farm diversification and heritage landscape conservation. Farm tourism is closely involved in a new, fast growing, tourism area - food tourism³.

Rural tourism has also developed a range of local development groups, and series of national agri/rural tourism marketing organizations. Accommodation is a central theme of all rural tourism – offering strong opportunities for economic gain, for conserving historic buildings as well as “green” new building. Accommodation has more enterprises than any other part of rural tourism: accommodation is part of the rural tourism product because rural accommodation is so different to resort accommodation. It also attracts a special type of rural tourism business, the lifestyle entrepreneur.

Rural tourism is very much an area rather than a single site activity, which brings together village, small town and community tourism development issues.

In recent years three main factors have led to an increase in the number of identifiable rural tourist destinations and enterprises⁴:

- declining agricultural incomes and changes to agricultural support systems placing pressure on farmers and rural dwellers to diversify their activities
- the work of rural development agencies, including LEADER groups, backed by EU Structural Funds
- increasing awareness of a duty to provide access, and the opportunity to benefit from tourism income, amongst organizations involved with environmental management, including national and regional parks and bodies concerned with the built heritage.

³ Katia Laura Sidalia, Elisabeth Kastenholzb & Rossella Bianchic (2013). Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy.
Over the same time, the market for rural tourism has been changing, with shorter stays, a greater interest in health and activity holidays and more concern for the environment. There is ongoing demand for all kinds of accommodation, but increasing consciousness of standards within each sector. Overall, there appears to have been little alteration in the seasonal pattern of demand with high peaks in midsummer, causing problems of viability and challenges for visitor management and marketing. For most rural tourist destinations, there is little scope for reducing prices to increase competitiveness. Rather, it is appropriate for them to place a greater emphasis on quality. Unlike cities and resorts, rural areas tend to be rather diffuse. Most rural local authorities have quite limited financial and staff resources for the management of tourism. It is important for them that management activities remain simple and practical. Typical characteristics of rural tourist destinations are:

- small, scattered enterprises, which may benefit from co-operative marketing and assistance
- numerous small municipalities which may need to work together to create a viable destination
- a preponderance of family businesses providing a natural welcome but sometimes inconsistent standards
- the lack of a clear tourism identity for many rural areas
- considerable scope for tourism to support the traditional rural economy, especially through the provision of accommodation and facilities on farms and through the promotion of local produce and crafts to visitors
- sensitive environments, sometimes requiring management of visitor pressure
- fragile communities, susceptible to intrusion

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• sensitivity to large scale and inappropriate development, but with opportunities to use the local rural vernacular in building projects and conversions.
1.2. The EU Digital Agenda

Digital Agenda for Europe (DAE) aims to help Europe’s citizens and businesses to get the most out of digital technologies. It is the first of seven flagships initiatives under Europe 2020, the EU’s strategy to deliver smart sustainable and inclusive growth. Launched in May 2010, the DAE contains 101 actions, grouped around seven priority areas:

1. Create a new and stable broadband regulatory environment.

More private investment is needed in high speed fixed and mobile broadband networks. The Commission’s top digital priority for 2013 is therefore finalizing a new and stable broadband regulatory environment. A package of ten actions in 2013 will include Recommendations on stronger non-discriminatory network access and new costing methodology for wholesale access to broadband networks, net neutrality, universal service and mechanisms for reducing the civil engineering costs of broadband roll-out. This will build on new Broadband State Aid Guidelines and the proposed Connecting Europe Facility loans.

2. New public digital service infrastructures through Connecting Europe Facility

With Council support, the Commission will fast-track the roll out of digital services (especially their cross border interoperability) in eIDs and eSignatures, business mobility, eJustice, electronic health records and cultural platforms such as Europeana. eProcurement alone could save €100 billion per year and eGovernment can reduce the costs of administration by 15-20%.

3. Launch Grand Coalition on Digital Skills and Jobs

A coalition is needed to take practical steps to avoid one million ICT jobs going unfilled by 2015 because of lack of skilled personnel. Such an outcome is avoidable, and would be unacceptable at a time of high general unemployment. The Commission will coordinate public and private sector actions to: increase IT training placements, create more direct education-business links, agree standard job profiles and promote skill certification to help job mobility. The Commission will also deliver an action plan to support web entrepreneurs and make Europe more “start-up
4. Propose EU cyber-security strategy and Directive

Security and freedom online go hand-in-hand. The EU should offer the world's safest online environments, valuing user freedom and privacy. The Commission will deliver a strategy and proposed Directive to establish a common minimum level of preparedness at national level, including an online platform to prevent and counter cross-border cyber incidents, and incident reporting requirements. This will stimulate a larger European market for security and privacy-by-design products.

5. Update EU's Copyright Framework

Modernizing copyright is key to achieving this Digital Single Market. Therefore the Commission will seek a solution of copyright-related issues where rapid progress is needed via a structured stakeholder dialogue in 2013. In parallel the Commission will complete its on-going effort to review and the modernize the EU copyright legislative framework, with a view to a decision in 2014 on whether to table resulting legislative reform proposals.

6. Accelerate cloud computing through public sector buying power

The Commission will launch pilot actions in the European Cloud Partnership, which harnesses public buying power to help create the world's largest cloud-enabled ICT market, dismantling current national fortresses and negative consumer perceptions.

7. Launch new electronics industrial strategy

The Commission will propose an industrial strategy for micro- and nano-electronics, to increase Europe's attractiveness for investment in design and production as well as growing its global market share.

Full implementation of this updated Digital Agenda would increase European GDP by 5%, or 1500€ per person\(^7\), over the next eight years, by increasing investment in ICT, improving eSkills levels in the labor force, enabling public sector

\(^7\) http://ec.europa.eu/digital-agenda/digital-agenda-europe
innovation, and reforming the framework conditions for the internet economy. In terms of jobs, up to one million digital jobs risk going unfilled by 2015 without pan-European action while 1.2 million jobs could be created through infrastructure construction. This would rise to 3.8 million new jobs throughout the economy in the long term.

The original Digital Agenda approach and targets will remain valid, and the implementation of the original 101 actions remains a priority. The new key transformative actions complement these, and build on what has been achieved so far.
1.3. The EU Digital Agenda in Tourism and the potentials for tourism in mountain and rural areas

The problems of data collection are great for rural and mountain tourism. As a result, it is often not fully realized how strong the rural tourism sector can now be. In part that is because of the integration of many parts of the sector within other sectors. Many farm accommodation enterprises are financially integrated into the agricultural activities of the farm: profits from accommodation are set off against losses on the farm. Visitor purchases in village and small town shops are not differentiated from local people’s purchases. Visitor numbers are rarely recorded separately by public transport undertakings, yet they are often essential in maintaining viability; that is a very real problem when assessing the viability of rural railways, where a majority of tickets may be issued outside the rural railway at stations in large urban areas. In terms of jobs, the prevalence of pluriactivity in the rural tourism sector – (one person working in more than one job, and often in jobs in more than one sector) – makes accurate assessment of job numbers difficult.

EuroGites, the European rural tourism umbrella group, collected financial data from its member associations in 2008, and extrapolated that information to include known bed numbers from associations outside its membership. These calculations suggest that rural tourism supports 900,000 direct and indirect jobs in Europe, and generates €150 billion in gross income each year. These figures are estimates but there is currently no way of getting more definite statistics. It seems that they are unlikely to be wildly inaccurate – indeed they may be underestimates - when set against the few national statistics that we have for rural tourism.

The digital economy represents a great potential for the European economy. Indeed it is growing at seven times the rate of the rest of the economy. The EU’s ICT sector accounts for 6% of GDP and is responsible for one fifth of business spending on research and development. Recent evidence shows that a 10% increase in the broadband penetration rate increases annual per-capita GDP growth by some 1 to 1.5%. Goals such as universal broadband coverage, the development of cloud computing and the improvement of digital skills and literacy are of paramount
importance in today’s modern world and are key in the development of jobs and achievement of growth. If the potential is there, there are still obstacles: in terms of jobs, up to one million digital jobs risk going unfilled by 2015 without pan-European action while 1.2 million jobs could be created through infrastructure construction. This would rise to 3.8 million new jobs in the long term.\(^8\)

\(^8\) Dante’s project 3\(^{rd}\) Newsletter 2013
1.4. The rise of Open Data and their potentials for tourism in mountain and rural areas

Data is the 21st century’s new raw material. Its value is in holding governments to account, in driving choice and improvements, in public services and in inspiring innovation and enterprise that spurs social and economic growth.9

Open data started in the Anglo-Saxon world, with initiatives such as data.gov in the USA and data.gov.uk in Great Britain, with the aim to make large amount of government data accessible to citizens. From there it has then spread to many countries (Singapore, among others, is one of the most recent ones to announce heavy investment in the development of applications for open data) and also, beyond the world of government, to the corporate world.

In the last 20 years the world has opened up and citizens across the globe are proclaiming their right to data.

Three key words that define our world are trade, collaboration, and clarity. The open data movement is consistent with these three crucial trends and a strong dynamic of momentum. This is gradually winning over a public in search of tools that are as practical as they are routine. Public administrations are committing to the opening-up of their data: public data. Finally, companies and particularly major corporations such as the partners in this white paper are starting to detect new growth opportunities. Open Data is also consistent with technological momentum. Our digital lives produce ever more machine-readable data, Web 2.0 has turned everyone from mere spectators into contributors, and Web 3.0, the Internet of Things, is about to connect machines and make sense of their data through semantic analysis. The exponential growth in the amount of data produced, stored, processed, and shared makes up what the majority of analysts call “Big Data”—a concept that is simultaneously a combination of issues that are technical (the capture, storage, archiving, organization, and protection of data), strategic (capacity to interpret data),

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and legal (protection of privacy). According to the Open Government Data Group, Open Data must be:

- Complete: each data set must contain all available data, with the exception of data subject to limitations concerning privacy, security, or access privileges.
- Primary: open data is raw data, taken directly from the source, as detailed as possible and without processing or modification.
- Timely: the data must be made available as quickly as possible to be as up-to-date as possible.
- Accessible: the data must be available to the greatest number of people.
- Machine-readable: ready to be processed by computer software.
- Non-discriminatory: accessible without registration.
- Non-proprietary: available in open format.
- License-free

These qualities are in line with the recommendations published in 2009 by the W3C (World Wide Web Consortium) on Open Data: transparency, participation, collaboration, inclusion, interoperability, innovation, efficiency, and cost savings. Open Data has these characteristics thus comprises a raw material that is freely accessible and ready to be processed to create new uses.

Open data can be mashed up with other data sets, open or not. The blending of these data produces new information and new possibilities. If the entirety of the data that is combined is open, the combination itself can become an Open Data set and a part of the added value chain. These mash-ups increase the potential of Open Data and create new uses themselves, similar to Google Maps, which allows the integration of geographic data on existing maps in order to enhance them. Open Data is therefore a source of innovation to the extent that they enable and encourage

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10 NESSI White Paper, December 2012. Big Data A New World of Opportunities
11 http://opendefinition.org/od/
the development of new uses and services from data made available to an
information technology ecosystem that is open itself.

Public authorities produce large amounts of data that could become the raw
material for new, innovative cross-border applications and services. Examples of
products and services based on the re-use of public sector information (PSI) are
GPS, weather forecasts, financial and insurance services.

There are many areas where we can expect open data to be of value, and
where examples of how it has been used already exist. There are also many different
groups of people and organizations who can benefit from the availability of open
data, including government itself. At the same time it is impossible to predict
precisely how and where value will be created in the future. The nature of innovation
is that developments often come from unlikely places.

Spatial (environmental) data can be used to explore conflicts, examine
impacts and assist decision-making. Impact assessment and simulation are
increasingly important in tourism development, and GIS can play a role in auditing
environmental conditions, examining the suitability of locations for proposed
developments, identifying conflicting interests and modeling relationships. Systematic
evaluation of environmental impact is often hindered by information deficiencies but
also tools for data integration, manipulation, visualization and analysis.

Eurostat provides a wealth of European level statistics, including various
tourism indicators (capacity, arrivals, bed-nights, expenditures etc) for all European
countries. Measurements are provided on a monthly basis. Data can be downloaded
in a variety of formats including CSV, HTML, and PDF.

Given a proper common technical infrastructure, sharing tourism data would
go beyond the current practice of providing data dumps and APIs, and consequently
facilitate the automatic and dynamic consumption of these data sets in novel
(decision supporting) applications.
2. Chapter 2: The DANTE Project

2.1. Introduction

Information Society is characterized by its transversal nature: ICT has indeed a direct or indirect impact on several regional and local policies, such as the one dealing with the tourism sector which represents the third largest socioeconomic activity in Europe.

The rationale of DANTE recognizes the potential of Information Society applied to Tourism in remote areas, which represents a strategic economy for rural and mountain territories in Europe. Unfortunately no cooperation initiatives have been launched as yet, aiming at supporting these disadvantages territories, whilst there are on-going initiatives sharing tourism practices and ICT, mainly for fully recognized tourist destinations (ISPEED project). DANTE’s rationale aims at bridging this gap. DANTE overall objective is therefore to ensure a better integration of the ICT agenda into the tourism policies dealing with mountain and rural areas of Europe, in order to improve the effectiveness of regional and local policies.
2.2. The Mission and Goals of the DANTE Project

The main focus of the project deals with the Innovation priority of INTERREG IV C, as DANTE aims to:

1. Promote a better use and integration of information and communication technologies within the tourism regional agenda of rural and mountain areas.

2. Build on the sharing of existing innovative ICT experiences among government partners who are responsible for the development of their tourism local and regional policies in remote areas.

In order to achieve its main objectives, DANTE plans to achieve the following sub-objectives:

1. To build a veritable and effective European network able to demonstrate the benefit of Information Society in the tourism sector of rural and mountain areas at EU level.

2. To spread the DANTE knowledge to external stakeholders and governments in Europe that is both dealing with tourism policy and with the Digital agenda of their remote territories.

3. To create a veritable learning framework, capable transferring the existing partners' knowledge to less advanced regions of the consortium, through dedicated thematic workshops and study visits.

4. To optimize the knowledge gained by DANTE partners with sustainable and long lasting measures, in particular with the development of a coordinated Digital Agenda aiming at supporting the delivery of eight local implementation plans dealing with rural and mountain tourism.

5. To prove the sustainability and transferability of the projects shared among the partners through a light pilot action able to demonstrate the effectiveness of the selected measures to be reported in the final implementation plans of the partners.
All this will lead to a better integration between regional policy in different area (ICT and Tourism), with a general improvement of the regional policy instruments and better use of Funds.

DANTE aims at complementing the broadband strategy (B3 Action Plans), by using it in order to promote tourism services in remote destinations. Finally, as far as other EU initiatives on tourism are concerned, DANTE presents a different approach, as the main focus is on how regional and local governments can better tailor and integrate their Digital Regional strategies in their Tourism policies (normally implemented under Cohesion Policy objectives) in order to speed up a smart growth and enhancing the competitiveness of mountain and rural territories.
2.3. The Vision of the DANTE Project

DANTE has a vision and that is to contribute to the competitiveness of the rural and mountain territories of Europe, better integrating ICT policies into the tourism strategies defined at regional level. It is important to raise awareness, at EU level, about ICT benefit on tourism Policy in rural and mountain areas. After all, 1,000,000 people, included SMEs, live in mountain and rural areas and they are the beneficiaries of DANTE results. Both public and private sectors are beneficiaries, through regional tourism policies the first, and through privately offered tourism services/products the latter.

Through the implementation of an interregional cooperation framework of 30 months, DANTE will promote a knowledge sharing process that will:

1. Exchange the knowledge gained by more advanced regions in the development of regional ICT projects for rural and mountain areas through learning instruments dedicated to the consortium

2. Support eight European Regional and Local Governments and Agencies to define an effective plan able to address the challenges of the tourism economy in their rural and mountain areas, thanks to the adoption of ICT tools and methodologies.

3. Demonstrate the feasibility of the transfer process, through a light pilot action in a rural or mountain area, able to support the regional and local authorities in the design of their strategies, thus ensuring the sustainability of the eight implementation plans.

4. Spread the benefits achieved among the consortium to external organizations, by addressing all the relevant stakeholders in Europe, from the policy and decision makers to the tourism operators and the mountain and rural associations.

Ultimately, the mission of DANTE has three keystones:

1. To promote the benefits and adoption of ICT tools tailored to the tourism sector in remote areas, thus encouraging the adoption of a dedicated digital
This project is co-financed by the ERDF and made possible by the INTERREG IVC programme

agenda to speed up growth and create the conditions for making tourism more attractive in remote areas.

2. To promote a new regional policy approach to design a knowledge-based plan for the tourism economy of the rural and mountain territories.

3. To unlock the ICT potential for EU entrepreneurship in rural and mountain territories, as the vast majority of tourism businesses are SMEs.
2.4. The role of Good Practices for attaining the DANTE objectives

Learning through Good Practices plays a fundamental and crucial role in DANTE.

In Component 3.1 (Thematic Guidelines), which is this document, an in depth meta-analysis of the collected Good Practices is made, with respect to their motivation, issues tackled, objectives, innovations and categorization.

Also in Component 3.2 (Study Visits), the goal is to analyze in depth the Good Practices so as to support their transfer and customization across regions.

Additionally in Component 3.3 (Implementation Plans), Good Practices help to describe how each DANTE Region commits itself to define and mobilize the potential of ICT into tourism policies dedicated to rural and mountain areas, within the regional Digital Agenda. Through Implementation Plans is easier to identify the connected policies, on local touristic and digital agendas, as well as the information technologies issues. By identifying the strategies, raises the awareness of stakeholders on how ICT can effectively improve the tourism offering/services in rural and mountain areas.

By examining the Good Practices it is possible to unlock the ICT potential for EU entrepreneurship in these areas, as the vast majority of tourism businesses are SMEs.

At last but not least in Component 4, Light Pilot, the most added-value Good Practices of DANTE will be aggregated. A joint Pilot in the Region of Piemonte (Italy) is being developed, based on the best Good Practices and transfer in the DANTE participating regions.

The closer examination of Good Practices, will validate the transferability of tourism related ICT tools on rural and mountain areas. Additionally it supports the regional authorities in the design of their strategies for the development and competitiveness of rural and mountain territories.

The goal is to exchange experiences and learning, dedicated to the identification and analysis of good practices among partners via several activities.
Good Practices are the means:

1. to build on the sharing of existing innovative ICT experiences relevant to tourism services in mountain and rural areas.

2. to build on the sharing of existing policy initiatives among relevant stakeholders who are responsible for the development of their tourism local and regional policies in remote areas.

3. to become an interface for communication, providing valuable feedback to the relevant stakeholders (policy makers, regional development authorities, entrepreneurs).
3. Chapter 3: The DANTE’s GP Guide

The Good Practices presented in the six workshops, as well as the ones included in the Good Practice Guide, are decomposed in the following pages based on Motivation, Issues Tackled, Objectives, Innovation, Categorization (Front Office, Consumer, Back Office).

3.1. DANTE Project’s Good Practices Guide (GP1)

1. Boosting the cultural sector by Cultural Tourism Development Plan (Poland) (GP1_1)

Motivation:
- Promote cultural assets of the region

Issues Tackled:
- Development of Cultural Tourist Development Plans

Objectives:
- Improve access to information for cultural visitors
- Improve competitiveness of cultural tourism in the region

Innovation:
- Virtual tours for not easily accessible cultural assets.
- Development of a Touristic Cluster of tourist and regional institutions

Categorization: “front office”

2. Mobile Tag System for promoting and networking the alpine station (Italy) (GP1_2)

Motivation:
- Promote and connect Turin mountain area destinations

Issues Tackled:
- Lack of promotion for minor alpine skiing stations

Objectives:
- Promote alpine skiing stations through mobile tags

Innovation:
- Location-specific content using mobile tags.
- Rich audio-visual content through smartphones

Categorization: “front office”
### 3. Extremadura Vista (Spain) (GP1_3)

**Motivation:**
- Transform local economy in an economy based on knowledge and spread local image

**Issues Tackled:**
- Develop ICT and communication strategies in local tourism.
- Advance the creation of digital content

**Objectives:**
- Spread the local Natural and Cultural heritage around the world

**Innovation:**
- Wide-scale camera installation to support online real-time views of tourism-related sites

**Categorization:** “front office”

### 4. Listening platform of tourist users’ needs (Italy) (GP1_4)

**Motivation:**
- Understand needs and requirements of tourist groups

**Issues Tackled:**
- Collect, exploit and analyze information related to tourists

**Objectives:**
- Listen to the users’ needs via multiple sources, including social networks.
- Determine whether ICT solutions increase tourist inflow

**Innovation:**
- Data standardization to integrate multiple sources of information.
- Semantic interpretation of DATA

**Categorization:** “consumer”
### 5. Arcipelago Campano project (Lauro Group (Italy) / FORTHcrs (Greece) (GP1_5)

**Motivation:**
- Inability to book a complete trip (transport, accommodation, …)

**Issues Tackled:**
- Combined promotion of tourism services

**Objectives:**
- Multimodal travel planning for tour operators/individual tourists.
- Integrated marketing strategy for all tourism services.

**Innovation:**
- Virtual tours for not easily accessible cultural assets
- Development of a Touristic Cluster of tourist and regional institutions

**Categorization:** “front office”

### 6. Innovation acceleration for new business and service development by peer learning and idea creation in an uncertain world (Netherlands) (GP1_6)

**Motivation:**
- Major challenges in rural businesses due to new markets and aging population.

**Issues Tackled:**
- Development of new products and new consumer-producer relationships.
- Repositioning in (inter)national networks.

**Objectives:**
- Employ peer learning to accelerate new business development.

**Innovation:**
- Learning strategies based on social networking with business peers.
- Novel conceptuation method from ideas to business/product concepts.

**Categorization:** “back office”
7. New product and service development for rural tourism on farms (Germany) (GP1_7)

Motivation:
- Sharing information and experience among rural businesses

Issues Tackled:
- Advance networking and cooperation within a consortium of rural SMEs.
- Support bottoms-up innovation (new ideas created by SMEs)

Objectives:
- Develop new rural tourism services using ICT and social interaction.
- Follow the evolving needs of rural tourists.

Innovation:
- Combination of social and ICT technologies to drive creativity enhancing workshops.

Categorization: “back office”

8. Tourisma’TIC: Follow the guide – Cybermassif (France) (GP1_8)

Motivation:
- Assist SMEs and VSBs in increasing ICT use

Issues Tackled:
- Low integration of ICT in local tourism companies due to lack of knowledge and experience

Objectives:
- Inform and increase awareness on ICT technologies for tourism.
- Provide training and support through development of ICT projects

Innovation:
- Complete approach to ICT integration, from informing stakeholders, to training and assisting them

Categorization: “back office”
Appendix of Good Practice Guide: Determining factors of mountain destination innovativeness (GP1_9)

Motivation:
- Promote mountain destinations for tourism

Issues Tackled
- Problems in tourism development and adaptation to changing conditions

Objectives:
- Identify innovative elements for mountain destination development.
- Establish factors of mountain destination innovativeness

Innovation:
- Socio-cultural and environment sustainability and proactiveness determined as factors of innovativeness

Categorization: “front office, consumer”
3.2. Good Practices Presented in the DANTE Workshop in Crete (GP2)

1. Good practice in implementing interactive personalized information in the field of rural tourism (Greece) (GP2_1)

Motivation:
- Provide personalized information to visitors. Promote the historic and cultural reserve of Crete

Issues Tackled:
- Unified platform for historic and cultural reserve

Objectives:
- Management and single view of information.
- Provide incentives for visitors, complete tour packages.

Innovation:
- Location-based information. Semantic social platform to share experiences

Categorization: “consumer”

2. Crete TOURnet (Greece) (GP2_2)

Motivation:
- Lack of web presence of many local tourism enterprises

Issues Tackled:
- Single portal for the promotion of tourism enterprises.

Objectives:
- Integrate existing technological infrastructure.
- Develop a web portal to support the needs of Cretan tourism SMEs

Innovation:
- Social integration and mobile support

Categorization: “front office”.
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<th>Details</th>
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<td><strong>3. This Is (My) Athens (Greece) (GP2_3)</strong></td>
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<tr>
<td><strong>Motivation:</strong></td>
<td>Negative image of Athens and Greece due to economic crisis and social unrest.</td>
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<tr>
<td><strong>Issues Tackled:</strong></td>
<td>Improve depiction of Athens in media.</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td>Engage locals in the promotion of tourism in their area.</td>
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<td></td>
<td>Present an alternative image based on user-generated content.</td>
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<td><strong>Innovation:</strong></td>
<td>Social media exploitation.</td>
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<td>Engage local volunteering</td>
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<td><strong>Categorization:</strong></td>
<td>“front office”</td>
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<td><strong>4. “Super Taxi”: a vehicle for bringing regions to the new digital era (GREECE) (GP2_1)</strong></td>
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<td><strong>Motivation:</strong></td>
<td>Boost local economy by modernizing traditional taxi services</td>
</tr>
<tr>
<td><strong>Issues Tackled:</strong></td>
<td>Offer added-value services to taxi drivers/companies and customers</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td>Provide companies with a novel fleet management interface.</td>
</tr>
<tr>
<td></td>
<td>Equip taxis with a tablet interface and train taxi drivers</td>
</tr>
<tr>
<td><strong>Innovation:</strong></td>
<td>On-board services during a taxi ride</td>
</tr>
<tr>
<td><strong>Categorization:</strong></td>
<td>“consumer”</td>
</tr>
</tbody>
</table>
5. Smart village: e-ARCHANES (Greece) (GP2_5)

Motivation:
- Give to the citizens and visitors direct access to broadband e-Municipality services
- Promotion of agricultural products (SME’s), tourism services (SME’s), cultural events.

Issues Tackled:
- Direct access of citizens and visitors to e-Municipality services.

Objectives:
- e-Municipality services.
- Quality of life upgrading.
- Familiarization with new-technologies use.
- New added-value services.

Innovation:
- Introduction of fiber optics in rural regions, combined with free broadband access to visitor and citizens.
- Portal combining e-services and promotion of agricultural products

Categorization: “front office”


Motivation:
- Disseminate the academic knowledge for the development of a tourism marketing strategy

Issues Tackled:
- Surveying both visitors and providers, as part of a gap analysis

Objectives:
- Promoting Olympia as an integrated tourism experience destination.
- Prolonging of visitors’ stay at Olympia.

Innovation:
- Free accommodation every day, for families and friends

Categorization: “consumer”
3.3. Good Practices Presented in the DANTE Workshop in Germany

1. Innovation acceleration for new business and service development by peer learning and idea creation in an uncertain world (Netherlands) (GP1_6)

**Motivation:**
- Major challenges in rural businesses due to new markets and aging population.

**Issues Tackled:**
- Development of new products and new consumer-producer relationships.
- Repositioning in (inter)national networks.

**Objectives:**
- Employ peer learning to accelerate new business development.

**Innovation:**
- Learning strategies based on social networking with business peers.
- Novel conceptuation method from ideas to business/product concepts.

**Categorization:** “back office”

2. A New product and service development for rural tourism on farms (Germany) (GP1_7)

**Motivation:**
- Sharing information and experience among rural businesses

**Issues Tackled:**
- Advance networking and cooperation within a consortium of rural SMEs.
- Support bottoms-up innovation (new ideas created by SMEs)

**Objectives:**
- Develop new rural tourism services using ICT and social interaction.
- Follow the evolving needs of rural tourists.

**Innovation:**
- Combination of social and ICT technologies to drive creativity enhancing workshops.

**Categorization:** “back office”
### 3.4. Good Practices Presented in the DANTE Workshop in France (GP3)

<table>
<thead>
<tr>
<th>1. E-tourism from A to Z (France) (GP4_1)</th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Motivation:</strong></td>
<td>• Local companies showing interest in ICT technologies</td>
</tr>
<tr>
<td><strong>Issues Tackled:</strong></td>
<td>• Lack of ICT skills from the tourism providers</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td>• Help tourism providers to develop their ICT skills.</td>
</tr>
<tr>
<td></td>
<td>• Focus on all aspects of e-tourism, from e-reputation, to websites, to e-marketing tools.</td>
</tr>
<tr>
<td><strong>Innovation:</strong></td>
<td>• End-to-end support for tourism providers, covering all ICT-related aspects</td>
</tr>
<tr>
<td><strong>Categorization:</strong></td>
<td>“back office”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2. OPEN SYSTEM (France) (GP3_2)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Motivation:</strong></td>
<td>• Facilitate tourism business development in the region.</td>
</tr>
<tr>
<td><strong>Issues Tackled:</strong></td>
<td>• Integrate tools that allow to manage and sell tourism related products, for direct exchange between providers and consumers</td>
</tr>
<tr>
<td><strong>Objectives:</strong></td>
<td>• Develop a common portal for all the tourism actors of the region</td>
</tr>
<tr>
<td><strong>Innovation:</strong></td>
<td>• Open System can either work with existing systems, or offer completely new ones, maximizing compatibility</td>
</tr>
<tr>
<td><strong>Categorization:</strong></td>
<td>“front office”</td>
</tr>
</tbody>
</table>
3. ENMAC (Digital Economy in Massif Central) (France) (GP3_3)

Motivation:
- Local companies showing interest in ICT technologies.

Issues Tackled:
- Lack of ICT skills in local SMEs

Objectives:
- Develop ICT skills of local SMEs.
- Create a network of information exchange for SMEs to access

Innovation:
- Program based on collaborative effort and information sharing.

Categorization: “back office”

4. Cybersudoe (France) (GP3_4)

Motivation:
- ICT technologies as a driver in business development.

Issues Tackled:
- Competitiveness of VSBs and SMEs in Southwestern Europe.

Objectives:
- Improve competitiveness via a better appropriation of digital technologies.
- Share methodological tools to promote ICT diffusion.
- Create an interregional network for companies to benefit from ICT use

Innovation:
- Thematic-based guides on how to exploit ICT

Categorization: “back office”
5. PODIO (France) (GP3_5)

Motivation:
- Facilitate collaboration and content exchange between companies

Issues Tackled:
- Management of content and human resources and evaluation of results

Objectives:
- Develop a collaborative tool to manage progress and results of projects

Innovation:
- Foster collaboration and content sharing in order to increase commitment

Categorization: “back office”
3.5. Good Practices Presented in the DANTE Workshop in Spain (GP4)

1. ICT for discovering Badajoz. Badajoz 360º (Spain) (GP4_1)

**Motivation:**
- Radically change the image of the city of Badajoz for both citizens and tourists

**Issues Tackled:**
- Employ ICT technologies in local tourism.
- Display cultural heritage through state-of-the-art images.

**Objectives:**
- Spread a new and modern public image of the city of Badajoz

**Innovation:**
- Use of High Dynamic Range (HDR) images and HTML5

**Categorization:** “front office”

2. Virtual Visits to Emblematic Rural hotels (Spain) (GP4_2)

**Motivation:**
- Promote and improve the image of Extremadura

**Issues Tackled:**
- Employ ICT technologies in local tourism.
- Virtually display cultural heritage.

**Objectives:**
- Create virtual visits for the tourist promotion of Extremadura, based on pictures, articles, contests and social media integration.

**Innovation:**
- Use of High Dynamic Range (HDR) images

**Categorization:** “front office”
3. **VeryConocer** ([www.veryconocer.com](http://www.veryconocer.com)) (Spain) (GP4_3)

**Motivation:**
- Promote and improve the image of Extremadura.

**Issues Tackled:**
- Employ social networking technologies in local tourism.

**Objectives:**
- Create a specialized social network to multiply the dissemination of cultural and tourist information.

**Innovation:**
- See-Know-Share: users connect with each other and share images and experiences

**Categorization:** “front office”

4. **Business Intelligence: ORAQUO** (Spain) (GP4_4)

**Motivation:**
- Understand the image of a city through the personal experience of visitor.

**Issues Tackled:**
- Lack of monitoring of information exchanged by visitors online, in relation to a city (restaurant, hotel, etc.)

**Objectives:**
- Create an active listening platform, gathering and analyzing the experiences of tourists posted online.

**Innovation:**
- Crawling, monitoring and, classification and analysis of information.
- Use of the Software-as-a-Service (SaaS) model

**Categorization:** “consumer”
5. Everybody creates Extremadura (Spain) (GP4_5)

Motivation:
- Exploit Web 2.0 and social networking technologies

Issues Tackled:
- Integration of social networking technologies into an existing traditional Web platform

Objectives:
- Create a social network that integrates all tourism stakeholders: users (both tourists and locals) and places, companies and products, tourism employees.

Innovation:
- Creation of a common network to be used by people, companies and organizations involved in tourism alike

Categorization: “front office”

6. Extremadura Rural (Smartphone application) (Spain) (GP4_6)

Motivation:
- Exploit smartphone technologies for the benefit of tourism

Issues Tackled:
- Application of novel technologies in modern smartphones

Objectives:
- Create a smartphone application that integrates tourism-related information: tourist guides, accommodation, cultural heritage, natural resources, museums, hospitals, transformation and so on.

Innovation:
- Nearly universal coverage of a large region such as Extremadura

Categorization: “front office”
3.6. Good Practices Presented in the DANTE Workshop in Slovenia (GP5)

1. Fiber optics infrastructure as a location factor in rural/mountain areas (Italy) (GP5_1)

**Motivation:**
- Facilitate broadband access in rural/mountain areas

**Issues Tackled:**
- Exploit fiber optics as the broadband medium

**Objectives:**
- Analyze socio-economic consequences of connecting to an optical fiber network.
- Explore framework conditions and realization models for the roll-out of the network. Reveal specific needs of local customers

**Innovation:**
- Introduction of fiber optics in rural regions to prevent the so-called “digital divide”

**Categorization:** “front office”

2. Bohinj Park Hotel, 2864 ski resort and the role of sustainable technologies (Slovenia) (GP5_2)

**Motivation:**
- Introduction of sustainable technologies in tourism

**Issues Tackled:**
- Improve sustainability aspects, while reducing CO2 emissions and promoting use of recycled materials

**Objectives:**
- Apply eco principles in hotel and ski resort development, supporting sustainability

**Innovation:**
- The first eco hotel in Slovenia

**Categorization:** “consumer”
3. GoOpti low-cost shuttle transportation (Slovenia) (GP5_3)

Motivation:
- Offer reliable and cheap transportation even where demand is not so high

Issues Tackled:
- Support remote destinations with low demand, while keeping costs low

Objectives:
- Adapt the business model of low cost airlines to shuttle transportation.
- Wider public support for lower cost

Innovation:
- Low cost, yield management and probability models to maximize results

Categorization: “consumer”

4. Tourist portal The heart of Slovenia (GP5_4)

Motivation:
- Integrate all tourism-relevant information for Slovenia in one portal

Issues Tackled:
- Combine several aspects such as cycling, caravanning tourism, cultural heritage and local food.

Objectives:
- Develop an integrated tourism portal for Slovenia.
- Implement a tourist guide mobile application

Innovation:
- Automatically suggest a visitor program, based on user interests, available time and special requests

Categorization: “front office”
5. Social media marketing at Slovenian Tourist Board (Slovenia) (GP5_5)

**Motivation:**
- Exploit Web 2.0 and social networking technologies

**Issues Tackled:**
- Adaptation of distribution and communication channels

**Objectives:**
- Improve Slovenia’s visibility as a tourism destination, promoting and establishing wider communication.
- Raise awareness on Slovenia as a tourism brand on social media

**Innovation:**
- Social media marketing as a tool for tourism modernization

**Categorization:** “front office”
3.7. Good Practices Presented in the DANTE Workshop in Italy (GP6)

1. a. Network Heritage Hiking/ Rete Patrimonio Escursionismo (Italy) (GP6_1a)

Motivation:
- Preservation and enhancement of hiking trails to develop sustainable tourism

Issues Tackled:
- Processing, normalization and presentation of hiking trail data

Objectives:
- Allow tourists to consult the paths and create personal routes.
- Facilitate planning of maintenance work on the territory

Innovation:
- Use of sophisticated geometric-based systems to store all hiking-related information in a regional database

Categorization: “front office”

b. The hiking network in the Province of Turin (GP6_1a)

Motivation:
- Complement the previous effort with web applications

Issues Tackled:
- Use and management of the hiking heritage network

Objectives:
- Provide useful information for planning an excursion.
- Promote user participation in conserving and enhancing hiking heritage

Innovation:
- Use of web technologies to realize the objectives of the Piedmont hiking heritage network

Categorization: “front office”
2. Meteo Vetta (Italy) (GP6_2)

Motivation:
- Proactively ensure the safety of hikers in the region

Issues Tackled:
- Create and support an online meteorological information network

Objectives:
- Implement services that deliver real-time forecasts and weather maps

Innovation:
- Online access to detailed meteorological information delivered by automatic weather stations

Categorization: “front office”

3. Tourist on the Move (Italy) (GP6_3)

Motivation:
- Provide tourists with localized information

Issues Tackled:
- Integration of existing mobile applications and mash-up of information from different sources/regions

Objectives:
- Support natural activities on-the-move, with useful information.
- Deliver public and private services along with local promotion to tourists

Innovation:
- Mobile applications to assist tourists on-the-move

Categorization: “front office”
4. Lavenaria.it: a trip to Italy, all in one Palace (Italy) (GP6_4)

**Motivation:**
- Promote the recently restored Palace of Venaria

**Issues Tackled:**
- Employ ICT technologies in local tourism.
- Virtually display cultural heritage

**Objectives:**
- Provide a portal comprising a calendar, multimedia area, virtual tours.
- Support and manage a user community based on social networks

**Innovation:**
- Enhance accessibility by employing the latest W3C standards (Web Accessibility Initiative)

**Categorization:** “front office”

5. On line services to collect and process statistical data and tourist promotion through social media (Italy) (GP6_5)

**Motivation:**
- Investigate tourism flow data in the region of Piemonte

**Issues Tackled:**
- Employ statistical analysis to determine the tourism flow trend over the years

**Objectives:**
- Demonstrate that tourism flow can be increased by improving policies, marketing and targeted tourism promotion

**Innovation:**
- Integrate social media in promotional strategies as well as in perceived quality calculation

**Categorization:** “consumer”
6. Piemonte Italia: four seasons, many chances (Italy) (GP6_6)

Motivation:
- Provide tourists with localized information

Issues Tackled:
- Provide an online promotional representation of the area

Objectives:
- Enable simplified access to tourism and cultural information.
- Provide platforms dedicated to tourism products or events

Innovation:
- Portal combining CMS, mobile application and social network technologies

Categorization: “front office”
4. Chapter 4: Trends regarding ICT for tourism in mountain and rural areas of Europe

4.1. Identifying the major trends regarding ICT for tourism in mountain and rural areas of Europe, based on the DANTE Good Practices.

After the completion of the DANTE Workshops, the next step is to gather all the Good Practices and group them based on their trends. So in the following tables we categorize all the Good Practices based on Motivation, Issues Tackled, Objectives, Innovation and Categorization.
4.2. Trends regarding Motivation

Good Practice Guide

- (GP1_1): Promote cultural assets of the region
- (GP1_2): Promote and connect Turin mountain area destinations
- (GP1_3): Transform local economy in an economy based on knowledge and spread local image
- (GP1_4): Understand needs and requirements of tourist groups
- (GP1_5): Inability to book a complete trip (transport, accommodation, …)
- (GP1_6): Major challenges in rural businesses due to new markets and aging population
- (GP1_7): Sharing information and experience among rural businesses
- (GP1_8): Assist SMEs and VSBs in increasing ICT use

Appendix

- (GP1_9): Promote mountain destinations for tourism.

DANTE Workshop in Crete

- (GP2_1): Provide personalized information to visitors / Promote the historic and cultural reserve of Crete
- (GP2_2): Lack of web presence of many local tourism enterprises
- (GP2_3): Negative image of Athens and Greece due to economic crisis and social unrest
- (GP2_4): Boost local economy by modernizing traditional taxi services
- (GP2_5): Give to the citizens and visitors direct access to broadband e-Municipality services, while promoting agricultural products (SME’s), tourism services (SME’s), cultural events.
- (GP2_6): Disseminate the academic knowledge for the development of a tourism marketing strategy
DANTE Workshop in Germany

- (GP1_6): Major challenges in rural businesses due to new markets and aging population
- (GP1_7): Sharing information and experience among rural businesses

DANTE Workshop in France

- (GP3_1): Local companies showing interest in ICT technologies
- (GP3_2): Facilitate tourism business development in the region
- (GP3_3): Local companies showing interest in ICT technologies
- (GP3_4): ICT technologies as a driver in business development
- (GP3_5): Facilitate collaboration and content exchange between companies

DANTE Workshop in Spain

- (GP4_1): Radically change the image of the city of Badajoz for both citizens and tourists
- (GP4_2): Promote and improve the image of Extremadura
- (GP4_3): Promote and improve the image of Extremadura
- (GP4_4): Understand the image of a city through the personal experience of visitors
- (GP4_5): Exploit Web 2.0 and social networking technologies
- (GP4_6): Exploit smartphone technologies for the benefit of tourism

DANTE Workshop in Slovenia

- (GP5_1): Facilitate broadband access in rural/mountain areas
- (GP5_2): Introduction of sustainable technologies in tourism
• (GP5_3): Offer reliable and cheap transportation even where demand is not so high
• (GP5_4): Integrate all tourism-relevant information for Slovenia in one portal
• (GP5_5): Exploit Web 2.0 and social networking technologies

DANTE Workshop in Turin
• (GP6_1): Preservation and enhancement of hiking trails to develop sustainable tourism
• (GP6_2): Complement the previous effort with web applications
• (GP6_3): Proactively ensure the safety of hikers in the region
• (GP6_4): Provide tourists with localized information
• (GP6_5): Promote the recently restored Palace of Venaria
• (GP6_6): Investigate tourism flow data in the region of Piemonte
• (GP6_7): Provide tourists with localized information

Summarizing the most common Motivations of Good Practices, the following list derives.

• Promote cultural and historical assets of a region
• Promote and connect regional mountain destinations
• Understand needs and requirements of tourist groups
• Provide personalized information to visitors
• Understand the perceived image of a city through the personal experience of visitors
• Change the image of a city for citizens and tourists
• Transform local tourism business economy in an economy based on knowledge
• Exploit smartphone technologies; Web 2.0 and social networking technologies
• Investigate regional tourism flow data
• Ability to book a complete trip (transport, accommodation, …)
• Motivation: Introduction of sustainable technologies in tourism
4.3. Trends regarding Issues Tackled

Good Practice Guide

- (GP1_1): Development of Cultural Tourist Development Plans
- (GP1_2): Lack of promotion for minor alpine skiing stations
- (GP1_3): Develop ICT and communication strategies in local tourism / Advance the creation of digital content
- (GP1_4): Collect, exploit and analyze information related to tourists
- (GP1_5): Combined promotion of tourism services
- (GP1_6): Development of new products and new consumer-producer relationships / Repositioning in (inter)national networks
- (GP1_7): Advance networking and cooperation within a consortium of rural SMEs / Support bottoms-up innovation (new ideas created by SMEs)
- (GP1_8): Low integration of ICT in local tourism companies due to lack of knowledge and experience

Appendix

- (GP1_9): Problems in tourism development and adaptation to changing conditions.

DANTE Workshop in Crete

- (GP2_1): Unified platform for historic and cultural reserve
- (GP2_2): Single portal for the promotion of tourism enterprises
- (GP2_3): Improve depiction of Athens in media
- (GP2_4): Offer added-value services to taxi drivers/companies and customers
- (GP2_5): Direct access of citizens and visitors to e-Municipality services.
- (GP2_6): Surveying both visitors and providers, as part of a gap analysis.
DANTE Workshop in Germany

- (GP1_6): Development of new products and new consumer-producer relationships / Repositioning in (inter)national networks
- (GP1_7): Advance networking and cooperation within a consortium of rural SMEs / Support bottoms-up innovation (new ideas created by SMEs)

DANTE Workshop in France

- (GP3_1): Lack of ICT skills from the tourism providers
- (GP3_2): Integrate tools that allow to manage and sell tourism related products, for direct exchange between providers and consumers
- (GP3_3): Lack of ICT skills in local SMEs
- (GP3_4): Competitiveness of VSBs and SMEs in Southwestern Europe
- (GP3_5): Management of content and human resources and evaluation of results

DANTE Workshop in Spain

- (GP4_1): Employ ICT technologies in local tourism / Display cultural heritage through state-of-the-art images
- (GP4_2): Employ ICT technologies in local tourism / Virtually display cultural heritage
- (GP4_3): Employ social networking technologies in local tourism
- (GP4_4): Lack of monitoring of information exchanged by visitors online, in relation to a city (restaurant, hotel, etc.)
- (GP4_5): Integration of social networking technologies into an existing traditional Web platform
- (GP4_6): Application of novel technologies in modern smartphones
DANTE Workshop in Slovenia

- (GP5_1): Exploit fiber optics as the broadband medium
- (GP5_2): Improve sustainability aspects, while reducing CO2 emissions and promoting use of recycled materials
- (GP5_3): Support remote destinations with low demand, while keeping costs low
- (GP5_4): Combine several aspects such as cycling, caravanning tourism, cultural heritage and local food.
- (GP5_5): Adaptation of distribution and communication channels

DANTE Workshop in Turin

- (GP6_1): Processing, normalization and presentation of hiking trail data
- (GP6_2): Use and management of the hiking heritage network
- (GP6_3): Create and support an online meteorological information network
- (GP6_4): Integration of existing mobile applications and mash-up of information from different sources/regions
- (GP6_5): Employ ICT technologies in local tourism / Virtually display cultural heritage
- (GP6_6): Employ statistical analysis to determine the tourism flow trend over the years
- (GP6_7): Provide an online promotional representation of the area
Summarizing the most common Issues Tackled of Good Practices, the following list derives.

- Collect, exploit and analyze information related to tourists
- Combined promotion of tourism services
- Provide an online promotional representation of an area
- Provide a unified platform for historic and cultural reserves
- Advance the creation of digital content
- Virtually display cultural heritage
- Development of new products and new consumer-producer relationships
- Integrate tools allowing the launch of tourism related products, for direct exchange between providers and consumers
- Promotion of minor alpine skiing stations
- Use and management of the hiking heritage network
- Single portal for the promotion of tourism enterprises
- Integration of social networking technologies into an existing traditional Web platform
- Adaptation of distribution and communication channels
- Lack of ICT skills from the tourism providers
- Competitiveness of VSBs and SMEs
4.4. Trends regarding Objectives

Good Practice Guide

- (GP1_1): Improve access to information for cultural visitors / Improve competitiveness of cultural tourism in the region
- (GP1_2): Promote alpine skiing stations through mobile tags
- (GP1_3): Spread the local Natural and Cultural heritage around the world
- (GP1_4): Listen to the users’ needs via multiple sources, including social networks / Determine whether ICT solutions increase tourist inflow
- (GP1_5): Multimodal travel planning for tour operators - individual tourists / Integrated marketing strategy for all tourism services
- (GP1_6): Employ peer learning to accelerate new business development
- (GP1_7): Develop new rural tourism services using ICT and social interaction / Follow the evolving needs of rural tourists
- (GP1_8): Inform and increase awareness on ICT technologies for tourism / Provide training and support through development of ICT projects

Appendix

- (GP1_9): Identify innovative elements for mountain destination development / Establish factors of mountain destination innovativeness

DANTE Workshop in Crete

- (GP2_1): Management and single view of information / Provide incentives for visitors, complete tour packages
- (GP2_1): Integrate existing technological infrastructure / Develop a web portal to support the needs of Cretan tourism SMEs
- (GP2_1): Engage locals in the promotion of tourism in their area / Present an alternative image based on user-generated content
• (GP2_1): Provide companies with a novel fleet management interface / Equip taxis with a tablet interface and train taxi drivers

• (GP2_1): e-Municipality services. / Quality of life upgrading. / Familiarization with new-technologies use. / New added-value services.

• (GP2_1): Promoting Olympia as an integrated tourism experience destination. / Prolonging of visitors’ stay at Olympia.

DANTE Workshop in Germany

• (GP1_6): Employ peer learning to accelerate new business development

• (GP1_7): Develop new rural tourism services using ICT and social interaction / Follow the evolving needs of rural tourists

DANTE Workshop in France

• (GP3_1): Help tourism providers to develop their ICT skills / Focus on all aspects of e-tourism, from e-reputation, to websites, to e-marketing tools

• (GP3_2): Develop a common portal for all the tourism actors of the region

• (GP3_3): Develop ICT skills of local SMEs / Create a network of information exchange for SMEs to access

• (GP3_4): Improve competitiveness via a better appropriation of digital technologies / Share methodological tools to promote ICT diffusion / Create an interregional network for companies to benefit from ICT use

• (GP3_5): Develop a collaborative tool to manage progress and results of projects
DANTE Workshop in Spain

- **(GP4_1):** Spread a new and modern public image of the city of Badajoz
- **(GP4_2):** Create virtual visits for the tourist promotion of Extremadura, based on pictures, articles, contests and social media integration
- **(GP4_3):** Create a specialized social network to multiply the dissemination of cultural and tourist information
- **(GP4_4):** Create an active listening platform, gathering and analyzing the experiences of tourists posted online
- **(GP4_5):** Create a social network that integrates all tourism stakeholders: users (both tourists and locals) and places, companies and products, tourism employees.
- **(GP4_6):** Create a smartphone application that integrates tourism-related information: tourist guides, accommodation, cultural heritage, natural resources, museums, hospitals, transformation and so on.

DANTE Workshop in Slovenia

- **(GP5_1):** Analyze socio-economic consequences of connecting to an optical fiber network / Explore framework conditions and realization models for the roll-out of the network / Reveal specific needs of local customers
- **(GP5_2):** Apply eco principles in hotel and ski resort development, supporting sustainability
- **(GP5_3):** Adapt the business model of low cost airlines to shuttle transportation / Wider public support for lower cost
- **(GP5_4):** Develop an integrated tourism portal for Slovenia / Implement a tourist guide mobile application
- **(GP5_5):** Improve Slovenia’s visibility as a tourism destination, promoting and establishing wider communication / Raise awareness on Slovenia as a tourism brand on social media
DANTE Workshop in Turin

• (GP6_1): Allow tourists to consult the paths and create personal routes / Facilitate planning of maintenance work on the territory

• (GP6_2): Provide useful information for planning an excursion / Promote user participation in conserving and enhancing hiking heritage

• (GP6_3): Implement services that deliver real-time forecasts and weather maps

• (GP6_4): Support natural activities on-the-move, with useful information / Deliver public and private services along with local promotion to tourists

• (GP6_5): Provide a portal comprising a calendar, multimedia area, virtual tours / Support and manage a user community based on social networks

• (GP6_6): Demonstrate that tourism flow can be increased by improving policies, marketing and targeted tourism promotion

• (GP6_7): Enable simplified access to tourism and cultural information / Provide platforms dedicated to tourism products or events

Summarizing the most common Objectives of Good Practices, the following list derives.

• Improve access to information for visitors

• Raise awareness on a region as a tourism brand on social media

• Identify innovative elements for mountain destination development

• Spread a new and modern public image of a city-destination

• Create virtual visits for the tourist promotion of a region through pictures, articles, contests and social media integration

• Information support of natural activities on-the-move
• Develop new rural tourism services using ICT and social interaction / Follow the evolving needs of rural tourists
• Integrate existing technological infrastructure / Develop a web portal to support the needs of local tourism SMEs
• Inform and increase awareness on ICT technologies for tourism / Provide training and support through development of ICT projects
• Develop ICT skills of local SMEs / Create a network of information exchange for SMEs to access
• Implement services that deliver real-time forecasts and weather maps
4.5. Trends regarding Innovation

Good Practice Guide

- (GP1_1): Virtual tours for not easily accessible cultural assets / Development of a Touristic Cluster of tourist and regional institutions
- (GP1_2): Location-specific content using mobile tags / Rich audio-visual content through smartphones
- (GP1_3): Wide-scale camera installation to support online real-time views of tourism-related sites
- (GP1_4): Data standardization to integrate multiple sources of information / Semantic interpretation of data
- (GP1_5): Booking systems integration / Interface unification
- (GP1_6): Learning strategies based on social networking with business peers / Novel conceptuation method from ideas to business/product concepts
- (GP1_7): Combination of social and ICT technologies to drive creativity enhancing workshops
- (GP1_8): Complete approach to ICT integration, from informing stakeholders, to training and assisting them

Appendix

- (GP1_9): Socio-cultural and environment sustainability and proactiveness determined as factors of innovativeness
DANTE Workshop in Crete

- (GP2_1): Location-based information / Semantic social platform to share experiences
- (GP2_2): Social integration and mobile support
- (GP2_3): Social media exploitation / Engage local volunteering
- (GP2_4): On-board services during a taxi ride
- (GP2_5): Introduction of fiber optics in rural regions, combined with free broadband access to visitor and citizens. / Portal combining e-services and promotion of agricultural products
- (GP2_6): Free accommodation every day, for families and friends

DANTE Workshop in Germany

- GP(1_6): Learning strategies based on social networking with business peers
  / Novel conceptuation method from ideas to business/product concepts
- (GP1_7): Combination of social and ICT technologies to drive creativity enhancing workshops

DANTE Workshop in France

- (GP3_1): End-to-end support for tourism providers, covering all ICT-related aspects
- (GP3_2): Open System can either work with existing systems, or offer completely new ones, maximizing compatibility
- (GP3_3): Program based on collaborative effort and information sharing
- (GP3_4): Thematic-based guides on how to exploit ICT
- (GP3_5): Foster collaboration and content sharing in order to increase commitment
DANTE Workshop in Spain

- **(GP4_1):** Use of High Dynamic Range (HDR) images and HTML5
- **(GP4_2):** Use of High Dynamic Range (HDR) images
- **(GP4_3):** See-Know-Share: users connect with each other and share images and experiences
- **(GP4_4):** Crawling, monitoring and, classification and analysis of information / Use of the Software-as-a-Service (SaaS) model
- **(GP4_5):** Creation of a common network to be used by people, companies and organizations involved in tourism alike
- **(GP4_6):** Nearly universal coverage of a large region such as Extremadura

DANTE Workshop in Slovenia

- **(GP5_1):** Introduction of fiber optics in rural regions to prevent the so-called “digital divide”
- **(GP5_2):** The first eco hotel in Slovenia
- **(GP5_3):** Low cost, yield management and probability models to maximize results
- **(GP5_4):** Automatically suggest a visitor program, based on user interests, available time and special requests
- **(GP5_5):** Social media marketing as a tool for tourism modernization

DANTE Workshop in Turin

- **(GP6_1):** Use of sophisticated geometric-based systems to store all hiking-related information in a regional database
- **(GP6_2):** Use of web technologies to realize the objectives of the Piedmont hiking heritage network
• (GP6_3): Online access to detailed meteorological information delivered by automatic weather stations

• (GP6_4): Mobile applications to assist tourists on-the-move

• (GP6_5): Enhance accessibility by employing the latest W3C standards (Web Accessibility Initiative)

• (GP6_6): Integrate social media in promotional strategies as well as in perceived quality calculation

• (GP6_7): Portal combining CMS, mobile application and social network technologies

Summarizing the most common Innovations of Good Practices, the following list derives.

• Enhance accessibility by employing the latest Web Accessibility Initiative standards

• Location-based information & content using mobile tags

• Wide-scale camera installation for real-time views of tourism-related sites

• Booking systems integration / Interface unification

• Semantic social platform to share experiences

• On-board services during transportation

• Use of High Dynamic Range (HDR) images and HTML5

• Social media marketing

• Use of sophisticated geometric-based systems to store hiking-related information

• Online access to detailed meteorological information by weather stations

• See-Know-Share: users connect with each other and share images and experiences
4.6. Trends regarding Categorization

Good Practice Guide

- (GP1_1): Front Office
- (GP1_2): Front Office
- (GP1_3): Front Office
- (GP1_4): Consumer
- (GP1_5): Consumer, Back Office
- (GP1_6): Back Office
- (GP1_7): Back Office
- (GP1_8): Back Office

Appendix

- (GP1_9): Front Office, Consumer

DANTE Workshop in Crete

- (GP2_1): Consumer
- (GP2_1): Front Office
- (GP2_1): Front Office
- (GP2_1): Consumer
- (GP2_1): Front Office
- (GP2_1): Consumer

DANTE Workshop in Germany

- (GP1_6): Back Office
- (GP1_7): Back Office
DANTE Workshop in France

- (GP3_1): Back Office
- (GP3_2): Front Office
- (GP3_3): Back Office
- (GP3_4): Back Office
- (GP3_5): Back Office

DANTE Workshop in Spain

- (GP4_1): Front Office
- (GP4_2): Front Office
- (GP4_3): Front Office
- (GP4_4): Consumer
- (GP4_5): Front Office
- (GP4_6): Front Office

DANTE Workshop in Slovenia

- (GP5_1): Front Office
- (GP5_2): Consumer
- (GP5_3): Consumer
- (GP5_4): Front Office
- (GP5_5): Front Office
DANTE Workshop in Turin

- (GP6_1): Front Office
- (GP6_2): Front Office
- (GP6_3): Front Office
- (GP6_4): Front Office
- (GP6_5): Front Office
- (GP6_6): Consumer
- (GP6_7): Front Office

Summarizing the Categories of Good Practices, the following list derives.

- Front Office: 22 Good Practices
- Consumer: 9 Good Practices
- Back Office: 8 Good Practices
5. Chapter 5: Opportunities regarding ICT for tourism in mountain and rural areas of Europe

The combination of the trends of the previously analyzed GP could result in new innovative ideas that could contribute to the growth of tourism in mountain and rural areas. In every case, it is a fact, the need of greater investment in broadband infrastructure. A few ideas could be the following:

- Self-Service Terminals for tourists offering services from just information, to booking accommodation or even call a taxi.
- Portal combining booking a complete trip, comments from users and net sentiment.
- Mobile Information systems for visitors providing information for destinations and attractions – audio, video, text, sign-language.
- Web-based applications accessible for all visitors
- On-board transport information systems – boat, train, bus, taxi, etc.
- Use of mobile tag system in places linked with visual tours.
- Mobile augmented reality applications showing history of a place
- Geo – aware applications providing guided tours combined with navigation systems
- Social media integration in portal with congested information about a place.
- Application offering customized suggestion, based on full profile of an individual in social media.

All this can lead to creating a premium and useful customer experience to achieve results as bookings, enquiries, sales. But for potential visitors to engage with a tourism website, application or social media channel, someone’s already done a brand job on the destination, activity, accommodation or event. The best website with a booking platform and multiple services attached to it, won’t get people to a destination or event if they’re not aware of it.