

Mid-term conference - Final agenda

How to increase the uptake of ICTs by the tourism industry in rural & mountain areas?

Tools and strategies

2nd of October 2013, 8.45 - 16.00

Provincia di Torino – Corso Inghilterra 7 - Torino

Outline of the event

This event is the mid-term conference of the INTERREG IVC project DANTE - Digital Agenda for new tourism approach in European rural and mountain areas- which looks at how the use of information and **communication technologies (ICT) can positively contribute to the development of tourism in rural and remote areas.**

Tourism is a **major economic sector** which indirectly generates more than 10% of the European Union's GDP and employs about 12% of the labour force. In parallel, the digital economy is said to grow at seven times the rate of the rest of the economy. How can we best use these dynamics in mountain and rural territories?

Rural and mountainous territories host countless sites of tourism excellence, beautiful landscapes and infinite possibilities of outdoor activities, precious heritage sites and warm small rural communities who are offering tourists a **different, quality experience**. Beyond the famous but limited big tourism centres, rural and mountain tourism destinations are characterized by a great number of often small actors, hotels and B&B owners, guides, outdoor activity centres and authentic natural or historical sites. ICT have a potential to help these destinations **promote** their specific assets, **provide tourists with quality information** in a cost efficient way, help businesses to better **coordinate and connect** their offers, design **attractive new products and services** and finally give tourists the possibility to interact and share their experience in a **proactive** way.

This conference **aims to raise awareness on how ICTs can boost the attractiveness of rural tourism. Practices and solutions** collected by the DANTE partnership during its first 18 months will be shared with the audience. In addition, DANTE will present **the pilot web platform assembling the functionalities of the best practices identified in partner regions in one operational tool** that will be implemented in the Province of Torino, and beyond in other rural and mountainous areas. Input from the audience on the content and use of this platform will be sought.

In order to prepare DANTE policy recommendations and regional implementation strategies for digital rural tourism on the horizon 2020, we will put DANTE concrete results in perspective with tourism situation on the ground, with **European policies bridging the tourism policy with the Digital agenda for Europe** and with **other relevant projects** results.

Around 80 participants are expected, coming from the tourism sector, the ICT sector as well as all technicians and policy makers from local, regional, national and European level who are in charge of designing a successful policy for rural tourism and related digital strategies.

So come and have your say!

Morning

8.45 Registration & welcome coffee

9.10 Welcome & opening by Assessor Marco Balagna, Province of Turin

Session 1 - Tourism in rural and mountain areas: how to improve it through ICT? *From local observations to European policies*

Chair: Michele Fassinotti, MediaAgencyProvincia of Turin

09.25 **Summer tourism in mountainous areas of Province of Torino: based on the results of the summer 2013 season, what are tourists' needs in ICT services?** director of "Eco del Chisone", director of "La Valsusa", director of "La Sentinella del Canavese" and press agent of Turismo Torino e Provincia.

10.00 **Bridging the digital agenda with the tourism agenda – how will European policies support businesses and what opportunities for mountain and rural actors?** *Tourism policy, digital agenda for Europe and the ICT and tourism business initiative*, Alexia Rouby, Director, Euromontana

10.15 **Integrating tourism in the innovation strategy of Piedmont Region**, Department for Innovation and research, Piedmont Region, Italy

10.30 **A digital strategy integrating rural tourism**, Victor Píriz, Deputy Director of Fundecyt-PCTEX (Extremadura, Spain)

10.50 Discussion

11.10 *Networking break*

Session 2 – How to strengthen the practical uptake of interesting practices? *DANTE findings on tools and strategies*

Chair: Alexia ROUBY, Euromontana

11.25 **Overview of Good Practices & strategies built from projects findings**, Constantine Manasakis, University of Crete

11.45 **Assembling DANTE practices into a pilot web platform: description and perspectives for implementation in Torino and beyond**, Andrea Navone, CSI Piemonte

12.00 **DANTE: New strategies for linking tourism and ICT**, Elena Di Bella, Coordinator LP Dante Project

12.20 **Looking across the border: how can European Territorial Cooperation contribute to better digital tourism strategies?** Elena Ferrario, Project Officer INTERREG IVC JTS

12.40 Discussion

13.00 *Lunch*

Afternoon

Session 3 - A digital strategy integrating rural tourism: programming and technologies to make it happen

14.30 Round table discussion on how to successfully program future policies to support development of ICT for rural tourism, among panelists and with the audience

Chairman: Elena Di Bella, Provincia di Torino

Panelists:

- Experts involved in the development of digital strategies at regional level: **Victor Piriz**, Deputy Director of Fundecyt PCTEX, Extremadura, Spain
- Experts in ICT technology:
 - **Rob Van Haren**, Foundation InKnowComm
 - **Andrea Muraca**, CSI Piemonte

Exchanges between the panel and the audience.

15.45 Closure and next steps of the project

16.00 End of the conference

Languages: IT – EN