TOURiBOOST

Reorienting tourism education with digital, social and intercultural competences to support local stakeholders tackle strategic innovation in heritage tourism

KA2 - Cooperation for Innovation and the Exchange of Good Practices

KA203 - Strategic Partnerships for higher education

PILOT PROJECT PLANNING FORM

AND DISSERTATION TEMPLATE

Step 1: PILOT PROJECT SCOPE

# PILOT PROJECT SCOPE TEMPLATE

|  |
| --- |
|  |
| Defines pilot project main characteristics: activities, schedule, deliverables, resources, risks. |

|  |
| --- |
|  |
| Defines the goal of the cultural heritage operator |

|  |
| --- |
|  |
| Defines the specific objectives of cultural consumption and heritage tourism activities. |

# CENTRAL INTERPRETIVE MESSAGE

|  |
| --- |
|  |
| Defines the central interpretive message for all selected locations: |
| * the trail message, or/and |
| * the message of the guided visit, or/and |
| * the message for the self-guided visit |
|  |

# REGIONAL ANALYSIS

|  |
| --- |
|  |
| LOCATION |
| * Country |
| * Region |
| * Prefecture/County |
| * Municipality |
| * Locality |
|  |
| HISTORY |
|  |
|  |
| DEMOGRAPHICS |
| * Population |
| * Education |
| * Labor forces |
|  |
| ECONOMY | |
|  | |
| Accessibility | |
| * Physical | |
| * Digital | |
| * Cognitive | |
| * Emotional | |
|  | |
|  | |

**Q1. Has the Project Pilot provided for:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes, totally | Yes, partially | Not at all |
| the place/area identity |  |  |  |
| the place/area image |  |  |  |

*If the answer is Yes, please go to Q3*

*If the answer is No, please go to Q2*

**Q2. Please define the distinctive identity of the pilot Project using your own individual understanding**

Please define the distinctive image of the pilot Project using your own individual understanding

**Q3. Do you consider the Pilot Project Story as a catalyst for attract complementary economic activities?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, strongly | Yes, partially | Yes, in a very small connection | Not at all |
| Market segment development in heritage interpretation (soft activities, network development) |  |  |  |  |
| In tourism (domestic) for better understanding of national heritage |  |  |  |  |
| In tourism (international) for providing a brand image |  |  |  |  |
| Small entrepreneurship development& creative industries |  |  |  |  |
| Integrate social network (social inclusion) |  |  |  |  |
| Social entrepreneurship development |  |  |  |  |
| Increase cultural supply based on innovative interpreting of the well known assets |  |  |  |  |
| Valuing new assets and non-explored local potential) |  |  |  |  |

**Q4. Did the Project Pilot inspire to you for a new business idea**

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| As complementary activity |  |  |
| For better defining the local profile of the Heritage interpretation |  |  |
| As a competitive offer |  |  |
| Other, please specify |  |  |

**Q5. For a better communication with the audiences of the Pilot Project assets, what do you consider appropriate to be improved?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, strongly | Yes, partially | Yes, in a very small connection | Not at all |
| The story |  |  |  |  |
| The individual presentation of Pilot Project component assets |  |  |  |  |
| Information source (internet, mass media) |  |  |  |  |
| Transport infrastructure improving |  |  |  |  |
| Affordable prices for all (differentiation, gratuity for special occasions) |  |  |  |  |
| Organizing specific activities in the Pilot Project area (cultural events, seasonal activities etc.) |  |  |  |  |

**Q6. Do you consider innovative Heritage interpretation as a start point for new and more profitable public private partnership?**

|  |  |  |  |
| --- | --- | --- | --- |
| Yes, strongly | Yes, partially | Yes, in a very small connection | Not at all |
|  |  |  |  |

**Q7. Please define potential partnership appropriate to heritage products/services for local development**

|  |
| --- |
|  |
| * local authority |
|  |
| * national administrative institutions |
|  |
| * private business |
|  |
| * volunteering activities |
|  |
| * educational institutions (schools, LLL providers) |
|  |
| * social actors (NGOs, Church, professional associations) |
|  |
| * self-employed |
|  |

**Q8. Which segment of the potential consumers do you consider as the most dynamic for new models of heritage interpretation provided by the Pilot Project**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Youth | Local people | Foreign tourists | Businessmen traveling | No distinctive consumers |
|  |  |  |  |  |

**Q9. Has the Project Pilot provided for**

|  |  |  |
| --- | --- | --- |
|  | Yes | No |
| A new business model |  |  |
| The same business model but using modern ITC products/services |  |  |
| An integrative / a mix of heritage products and tourism services |  |  |

**Q10. Did the Pilot Project exploited immovability and irreplaceability of heritage assets in order to create/develop locality-based competitive products?**

Yes\_\_\_\_\_\_\_\_\_\_\_\_\_ No \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Q11. Are you interested in being involved in this type of cultural heritage products (mix of assets with one image/identity) as a business development component?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Definitely will | Probably will | Might or might not | Probably will not | Definitely will not | Never used |
|  |  |  |  |  |  |

**Q12. How do you appreciate the connectivity and complementary products/services for stimulating cultural heritage consumption in the Pilot Project area**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Excellent | Good | Poor | Not at all | It is not important |
| -tourism products/services |  |  |  |  |  |
| -complementarities with other cultural products |  |  |  |  |  |
| -participative local community |  |  |  |  |  |
| -regional networking |  |  |  |  |  |
| -good local providers of diverse products/services (information points, centers of resources, etc) |  |  |  |  |  |

**Q14. Do you consider that Pilot Project contribute to:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes, strongly | Yes, partially | Not at all |
| Increase cultural reputation of the project area |  |  |  |
| Activate national/international connectivity for common cultural heritage consumption |  |  |  |
| Stimulate a new approach of the well known assets |  |  |  |
| Provide a new type of cultural heritage product |  |  |  |
| Stimulate young audience |  |  |  |

**Q15. Are you interested in being involved in Cultural Heritage products/services development in Pilot Project Area?**

No, please explain\_\_\_\_\_\_\_\_

Yes, please explain\_\_\_\_\_\_\_\_

**For any other comments & proposals, please be free to detail below**

**Thank you for your participation!**

## The Scope Survey PART II

|  |
| --- |
| Introduction |
|  |
| *We are….. We are conducting research in the field of tourism. We would very much appreciate, if you could spare a couple of minutes for a short interview.* |
| MAIN BODY |
| 1. What are the highlights of the region to tourists? Please try to describe the |
| potential of your region (area around ……….) for tourism? |
|  |
|  |
|  |
|  |
| 1. How do you plan to generate increase for (the hinterland of) …… by tourism development? |
|  |
|  |
|  |
|  |
| 1. Now a question to the infrastructure in (of the hinterland of )……….. |
|  |
| a) What about? |
|  |
| 1) Accommodation facilities |
| 2) Food and water supply, |
| 3) Access to the area by car / public means of transport |
| 4) Roads within the area / public means of transport within the area |
|  |
|  |
| b) What efforts are being made to improve these (in the hinterland)? |
|  |
|  |
|  |
|  |
| 1. Which role play the interpretive offers for tourism in the area around ……? |
|  |
| a) Existing? |
|  |
| 🞐 Self guided trails |
| 🞐 Themed routes |
| 🞐 Museum / Exhibition |
| 🞐 Guided tours |
| 🞐 Visitor centers |
| 🞐 Historic sites with explanation |
| 🞐 Natural sites with explanation |
| b) How would you estimate the attractiveness of these offers for visitors: |
|  |
| 4.1) From the region? YES 🞐 NO 🞐 |
| 4.2) From elsewhere in …… (Turkey/Hungary/Netherlands/Greece/Italy/elsewhere)? |
| 4.3) From abroad? |
|  |
| c) How many visitors visiting the heritage offers per year? |
|  |
| d) What do you think? How many of these visitors would recommend the offer to friends, relatives or acquaintances? |
|  |
| e) Activities visitors can enjoy in your area like doing sports, relaxing, shopping, visiting other places outside the hinterland of ……… and so on. How do you rate the attractiveness of interpretive offers in contrast to these other activities? |
|  |
| 1. Visitor feedback is an important tool for improving one’s business. |
|  |
|  |
|  |
|  |
| a) Are there any visitor satisfaction surveys? |
|  |
| b) What is your opinion? What motives and expectations do visitors associate with your area? |
|  |
| c) How would you describe the satisfaction of visitors to the area? |
|  |
|  |
|  |
|  |
|  |
|  |
| 1. How would you describe the development of overnight stay figures in the past ten years? Are there new trends? How about day visitors? |
|  |
|  |
|  |
|  |
|  |
|  |
| 1. Do you expect an increasing number of visitors in the area around ………, because of interpretive offers? |
|  |
|  |
|  |
|  |
|  |
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|  |
|  |
|  |
| Thank You very much! |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
|  |
| There are any statistics? How many people stayed in this area, how long did they stay? What purpose of stay did they have? How much did they spend? |

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