

NEST – NETWORKING FOR SMART TOURISM DEVELOPMENT

T1.3 Action Plan for creation of smart tourism destination



<https://nest.italy-albania-montenegro.eu/>

1. INTRODUCTION

The Action Plan consists on designing and defining of a toolkit based on approaches, technologies, and models to support the smart growth of the IPA destination.

2. OUTPUT DESCRIPTION

The output comprises a desk and field scanning to understand in depth the level of smartness of the tourism in the context of the involved areas – Albania, Montenegro and Italy, in terms of their readiness and promptness for the adoption of digital technologies, etc., by exploring and specifying issues related to the technologies used, their capacity for competitiveness, the level of adoption of new technologies, the capacity to network and collaborate for providing experiential tourism paths, and so on. The final aim of the WP T1 has been to identify guidelines that a destination should adopt in order to become smart.

3. ACTIONS

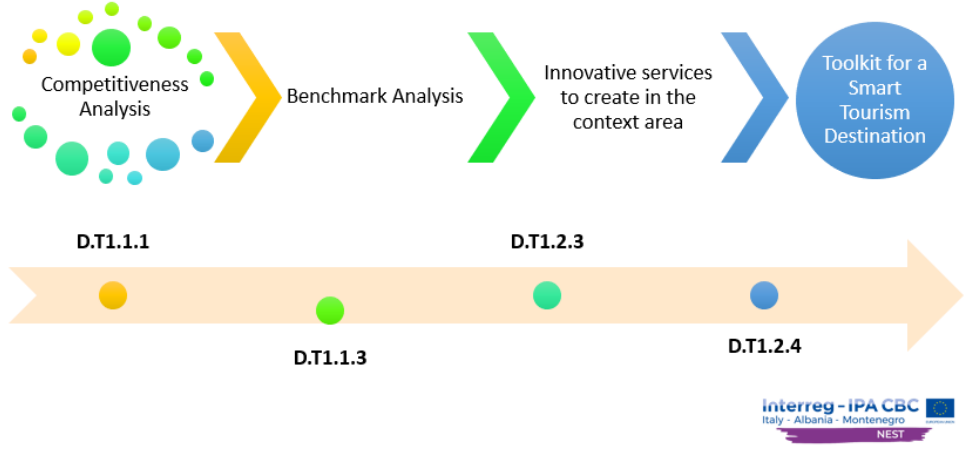
ACTION N. 1	
OBJECTIVE	SO 2.1: Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development
SPECIFIC OBJECTIVE	<ul style="list-style-type: none"> Promote the creation and experimentation of a virtual joint laboratory as a space for the development of a smart tourism community that favor cross-border cooperation and foster co-creation and co-development of experiential paths that valorize unique natural and cultural assets as well as attractiveness of landscapes, traditions, folks, crafts etc. Developing the necessary capabilities for new global tourism market and enabling the creation of network and cross-border cooperation for a smart growth
DESCRIPTION	This deliverable has focused on defining the research methodology, tools and approaches to be used for context scanning. In specific the output specifies the type of field analysis to realize, the questionnaires or interviews, the definition of questions and sections to be included, the area to be covered, the identification of primary and secondary sources. Moreover, it provide guidelines about how data will be gathered in practice as well as the tools and instruments for their analysis.
ACTIVITIES	Definition of smart tourism destination toolkit.

	<ul style="list-style-type: none"> - Methodology framework Tourism Competitiveness analysis: Italia, Albania, Montenegro - Benchmarking Analysis <p>Guidelines for a smart tourism destination</p> <ul style="list-style-type: none"> - Report on Innovative Services for Smart Tourism - Guidelines for a smart tourism destination
--	--

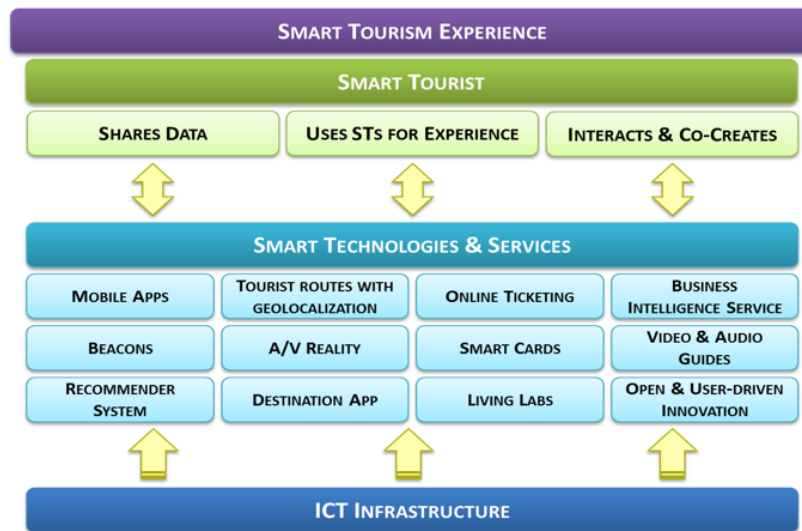
5. ANNEXES

Definition of smart tourism destination toolkit.

AIM: Delineating and defining an operational toolkit that could be of support to tourism firms and public managers for designing an appropriate smart tourism configuration of their proper offer.



Innovative Services on Smart Tourism



This project is co-financed by the European Union under the instrument for Pre-Accession Assistance (IPA II)

This document has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this document are the sole responsibility of the University of Salento and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.