

Project team

- 1) Karapanou Vasiliki, as project manager
- 2) Lantavou Konstantina, as Financial Manager
- 3) Chaviarlis Ioannis, as responsible for the technical supervision of deliveries and the submission of the progress and financial reports of the project

Project Duration	15.05.2018 – 14.05.2020 (24 months)
Total Budget	€ 866.913,00
ERDF Funding	€ 736.876,05 (Co-financing from EU)
Project Website	www.interregcinovatec.eu
Further Information	dap@pde.gov.gr

PARTNERSHIP

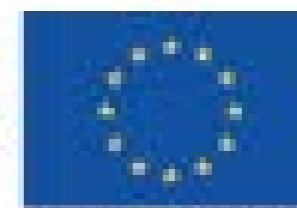
Partner Number	Partner	Country
Lead Partner (LB)	Region of Western Greece	Greece
PB2	University of Patras - Department of Electrical and Computer Engineering	Greece
PB3	Region of Epirus	Greece
PB4	Apulia Region	Italy
PB5	Chamber of Bari	Italy
Associated partners 1 (AP1)	Chamber of Achaia	Greece
Associated partner 2 (AP2)	Chamber of Brindisi	Italy



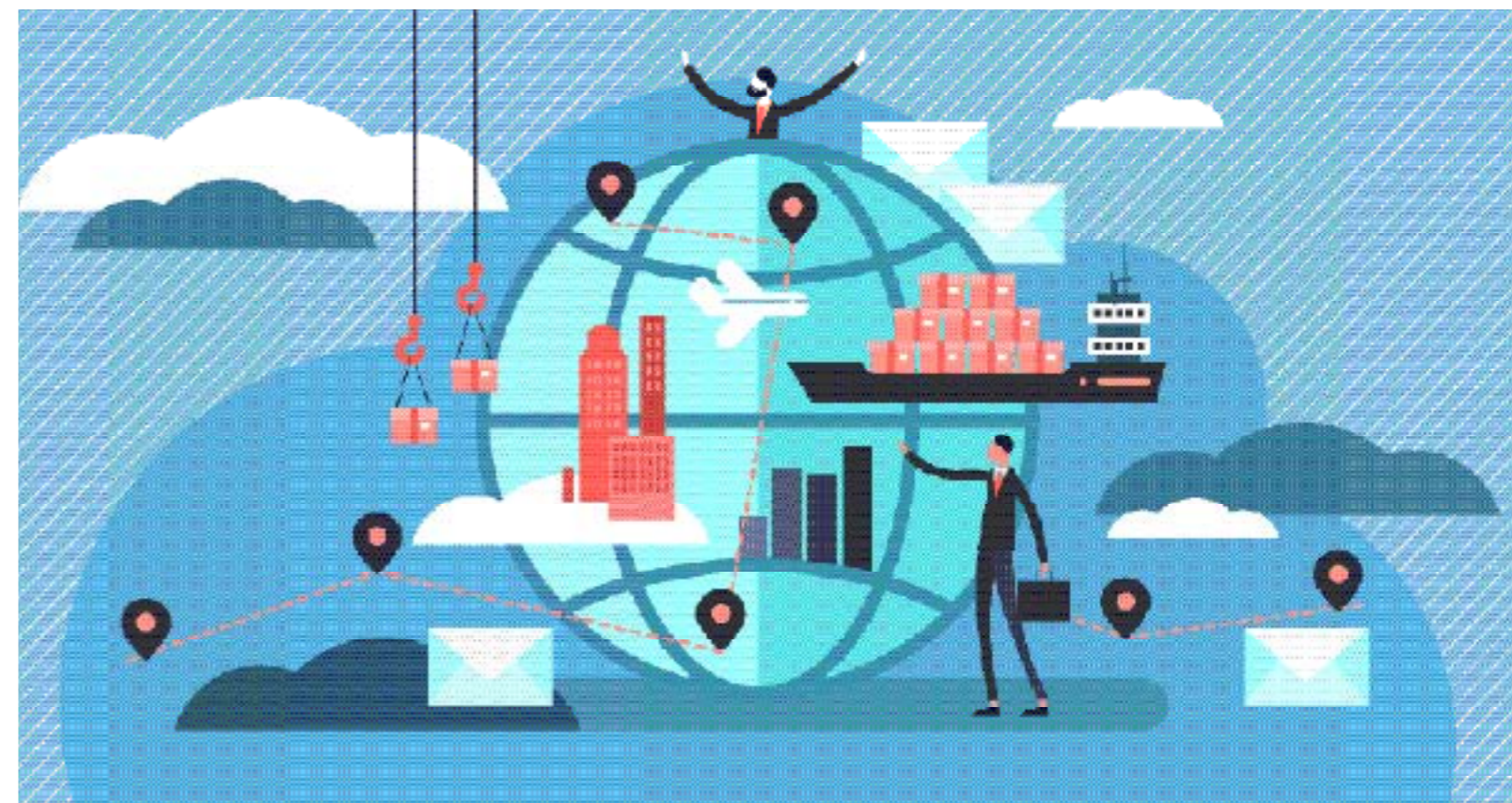
CI-NOVATEC

Customer Intelligence for innovations Tourism ECosystems

**Interreg
Greece-Italy
CI-NOVATEC**
European Regional Development Fund



EUROPEAN UNION



CI-NOVATEC

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CI-NOVATEC Project

The European project “CI-NOVATEC”, with the title “Customer Intelligence for innovations Tourism ECosystems”, is funded by Interreg Greece - Italy 2014-2020 Territorial Cooperation Program, which targets Priority Axis 2 “Innovation & Competitiveness” and specifically the Special Objective 1.1 “Provision of innovation support services and the development of cross-border clusters to enhance competitiveness”, with a budget of approximately EUR 867 thousand, by promoting investment in Research and Innovation by developing links and synergies between business, research and development centers with the high-education sector, investing in particular in product and service development, technology transfer as well as networking and clustering through smart specialization in the above areas.

The objective of the project is to focus on Local Tourism Clusters, which are one of the most important factors in strengthening local economies within the cross-border area and are comprised of geographically concentrated SMEs that provide services to the same customer or a group of customers, that is, the visitor, but may belong to a variety of industries such as Tourism, Creative Industries, Nutrition, Commerce, Recreation, Transportation, etc.

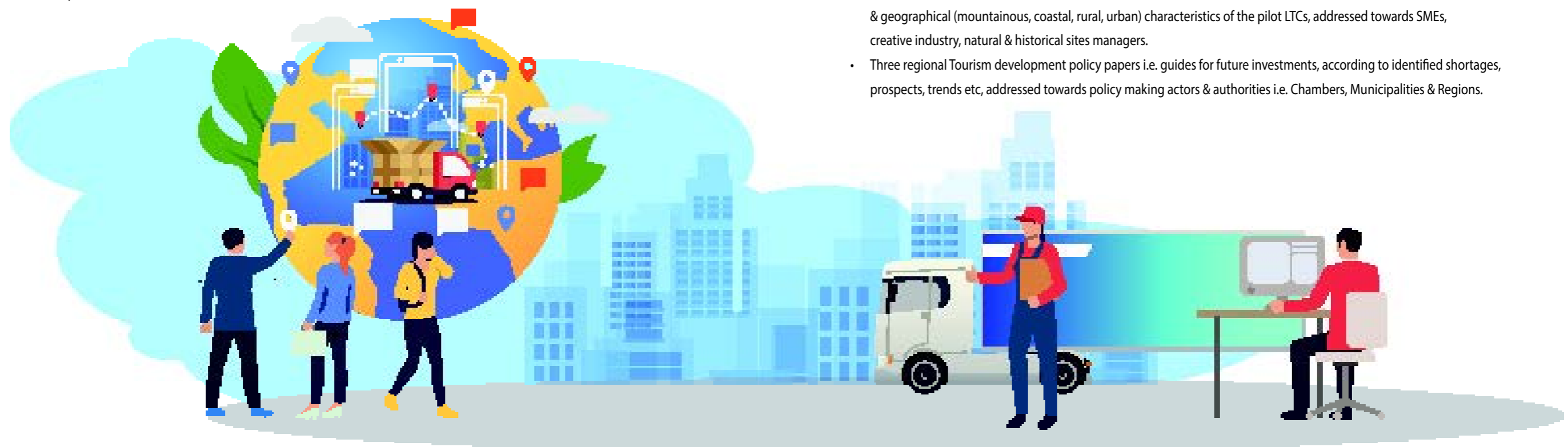
The other important factor influencing the visitor’s experience is Points of Interest (POIs). These can be distinguished in two main categories:

Focal Points of Interest (FPIs) are linked to the already widely recognized tourist sites (archaeological, natural, cultural, etc., and landmarks), which are promoted by tour operators and local authorities.

Pivot Points of Interest (PPIs) - related to dynamic anthropogenic activities and other products of the creative industry, such as local festivals, art exhibitions, traditional festivals, gastronomic events, and other combined activities such as sporting events and exhibitions generally.

The CI-NOVATEC project, through the implementation of an innovative methodology, will collect experience-based experience data from the visitor itself that will be used to facilitate business and political decisions in order to create added value for the local ecosystem of tourism.

The Region of Western Greece is the lead partner of the project in collaboration with two Greek partners, the University of Patras - Department of Electrical and Computer Engineering, the Region of Epirus, and two Italian partners in the Apulia Region and the Chamber of Bari. Associated partners are the Chamber of Achaia and the Chamber of Brindisi.



Objectives

The proposed project aims to enhance the local performance of the tourism ecosystem by introducing innovative techniques, data-collecting technologies (bottom-up) based on results experience, which will be analyzed and categorized in order to promote the SMEs of each pilot area and support policy makers actors to make the right decision at regional and local level respectively. The project supports a cross-border cooperation structure and applies innovative customer service techniques in 9 local LTC pilot projects with a variety of themes geographic features, from which conclusions will be drawn and will be encourage the transfer of knowledge and innovative practices between them. According to the project, the Region of Western Greece, Region of Epirus and Region of Apulia have nominated and selected the following areas for the pilot implementation of the project.

More specifically:

- The Region of Western Greece: Ancient Olympia, Kalavrita and Nafpaktos.
- The Region of Epirus: Konitsa, Arta (city center) and Pramanta.
- The Region of Apulia with the Chamber of Bari has defined: Monte Sant’Angelo, Ostuni, Ruvo di Puglia.

Each region, establishes in the above selected pilot areas a regional network (RN) that is consisted by policy makers and local tourism clusters. The role of the network will be as a supportive tool for the implementation of the European project and mobilization of local tourism clusters.

Outputs

CI-NOVATEC activities and project methodology will result to the following tangible outputs:

- A registry with the Points of Interest (FPIs and PPIs) for each participating Region
- An ICT based system for collecting result-driven, bottom-up data, enhancing Customer Intelligence in CB Tourism Clusters of SMEs (CO26).
- A scalable Customer Intelligence platform consisting of Mobile Applications & a backend Big Data Management system
- Datasets of visitors’ experience related data attributed with locality and chronological coordinates
- Training seminars & material for Tourism Ecosystem members (LTCs, PPIs & FPIs, administrative & policy actors) on Local Tourism Clustering & Customer Intelligence
- A Cross Border synthesis report on visitors’ satisfaction, highlighting best practices, weaknesses, conclusions and proposal, based upon at least 7500 tourist reports
- A Cross border LTC performance improvement study taking into consideration thematic (Cultural, Natural & Historical) & geographical (mountainous, coastal, rural, urban) characteristics of the pilot LTCs, addressed towards SMEs, creative industry, natural & historical sites managers.
- Three regional Tourism development policy papers i.e. guides for future investments, according to identified shortages, prospects, trends etc, addressed towards policy making actors & authorities i.e. Chambers, Municipalities & Regions.