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Making tourism more visible with digital tools

Seinäjoki University of Applied Sciences have started up a project to enhance the digitalisation of tourism sector in the region of South Ostrobothnia and thus raise the visibility of the tourism sector. The project has received funding from the national Regional Innovations and Experiments programme and will be deployed during 1.10.2018-30.4.2019.

Actions and Objectives

The overall aim and objective of the project is to enhance the visibility of the tourism sector in South-Ostrobothnia and improve the quality of the service provided to both operators and customers .

The project comprises of two tasks:

1. Creating a digital plan for the tourism sector in South Ostrobothnia

2. Testing a digital booking platform Bókun with 30 companies within the tourism sector.

Expected Results

Through the creation of the digital plan it is expected that the collaboration between the actors in the tourism sector will be strengthened and in addition the roles of different actors with the tourism product chain will be clarified.

The new digital plan encourages local actors and companies to become trained and use more digital tools as part of their marketing and sales and further enhance their visibility.

Through the testing of the digital booking platform in-house, the project enhances the digital skills of the companies involved

Role of ERUDITE

The project partner participated in the ERUDITE regional innovation workshop held in November 2017.

Since the workshop the ERUDITE partners and the project partners have had a continuing dialogue on how the tourism sector should and could be developed via improved use of digital tool and the development of further digital support actions.

Regional Council of South Ostrobothnia

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