

“DUE MARI” next generation tourism



**Deliverable 2.2.1**  
**Common Strategy**  
**Methodology Developed**



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Document History:

Version	Date	Changess	From	Review
V0.1	20/04/2022	Initial Document	(Regione Molise)	
V1	03/05/2022	Final Version	(Regione Molise)	
V2		Little adjustment and revisions		



## EXECUTIVE SUMMARY

*This methodology is meant to set out the importance of the digital technology in the tourism sector and wants to provide a way to standardise researches and data gathering in the field. With the aim to develop a common strategy methodology this document has been based on the involvement of local stakeholders with an important know-how in the designing and management of touristic routes. The methodology sets out the guidelines of the activity A.T.2.2 that foresees data gathering and, afterwards, the final action plan, meant to define the next stages in promoting the territories in the upcoming years. It has been subdivided in steps and sub-activities that each territory should go through in order to develop a standardised action plan. This action plan will allow the partners to exploit the potential of data and digital itineraries. Based on the data gathered, the responsible partner will prepare the first draft for discussion with all partners. Afterwards, an updated final version will be prepared. The action plan will be prepared for period 2021-2025. Once finalized, the document will be adopted by all the project partners and properly disseminated.*



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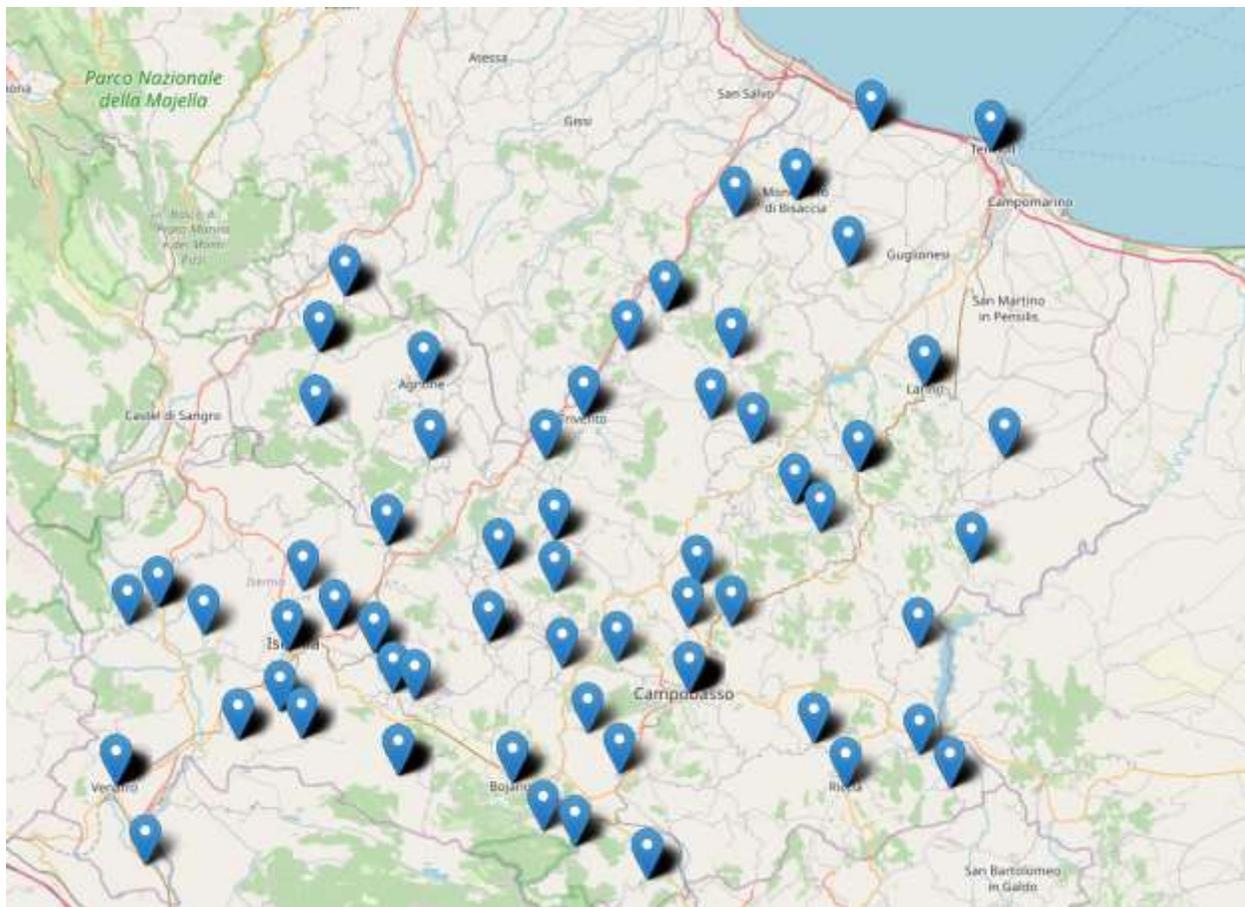
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## Action Plan Research Methodology and Action Plan Setting

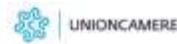
The main theme of the research is the use of the digital platform and information technology by the tourism operator in the area of interest. Since the project focuses on the creation of a digital environment for tourist points of interest, it is necessary to understand how the digital environment developed by the project can overlap with the territory and become a real development tool for tourism in inland and rural areas. The main question that our research is called to answer is: how can the digital platform be used by tourism professionals to increase visits and business in the sector?

The introductory part coincides with the introduction to the main topic that is the development of digital tools and the importance of digital technology. Subsequently, it is necessary to analyze the dislocation, conformation and frequency of points of interest in the territory of reference  
Example:

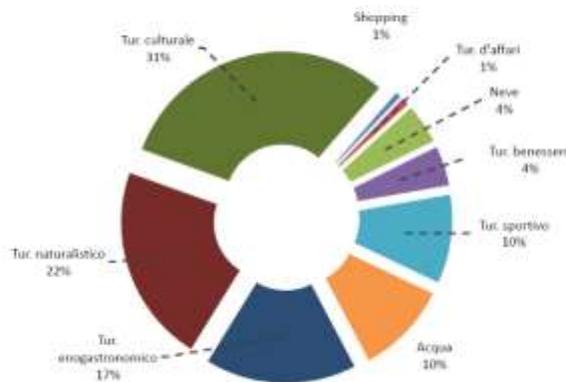


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Once the location of the points of interest has been identified, we move on to the study of the relative tourism market of the area, answering the following questions: Who are the stakeholders that can be involved? How many accommodation facilities are there? What type of tourism (naturalistic, sporting, cultural, etc.) is most present in the area of interest? Which area (coastal, inland) attracts more tourists?



Graf. 2 Distribuzione delle destinazioni per macro prodotti turistici



Example: ISNART



Tab. 2 Caratteristiche territoriali e principali dimensioni turistiche delle destinazioni del Molise

Caratteristiche territoriali e principali dimensioni turistiche delle destinazioni del MOLISE										
	Caratteri territoriali		Servizi turistici 2019				Presenze turistiche 2019			
	Popolazione all'1 gennaio 2020	Superficie (kmq)	Alberghieri	Letti (alberghieri)	Extralberghieri	Letti (extralberghieri)	Ristoranti	Residenti	Non residenti	Totale
ALTO MOLISE	9.630	348,8	6	222	41	332	17	11.447	2	11.449
COSTA DEL MOLISE	51.283	261,0	30	2.007	94	2.836	18	197.867	17.483	215.350
Destinazioni Molise	60.913	609,8	36	2.229	135	3.168	35	209.314	17.485	226.799
Regione Molise	302.265	4438	101	5850	453	5513		404.901	34.744	439.645

Fonte: Elaborazioni Isnart su dati Istat

**Step 0 (Introduction):**

Briefly define the importance of digital technology for the tourism sector in general  
 Briefly describe the structure of the developed digital platform  
 Briefly recall the European pillars chosen for the implementation of the tourism development policy.

**Step 1:**

Find the geographic location of the point of interest developed in your actions and describe their dispersions over the territory.  
 Describe the nature and landscape of the area where the point of interest is located.  
 Briefly describe the culture, economy, and landscape of your region/area of major location of the point of interest

**Step 2:**

Describe the key facts about the tourism industry in your region/area of greatest point of interest location  
 Proceed to map (and contact) key stakeholders while identifying existing tourism offerings and infrastructure in your region/area of greatest point of interest location  
 Define the challenges and opportunities for tourism (you can use a SWOT analysis)  
 Briefly identify existing communication channels and information materials

Having completed the first three steps of the research we will be able to know where our digital points of interest are located in the area, what kind of culture, landscape and nature the area of interest has, who the tour operators are and how they work in the area. The desk research phase ends here. During this phase of the research the database containing the list of stakeholders to be contacted for the survey, focus group and training activity must be implemented.

Example:

N.	Denominazione	Titolari <sup>1</sup>	Comune	Prov.		cellulare	referente
1	ACAPULCO VIAGGI	Pelusi Maria	TERMOLI	CB	<a href="mailto:acapulco@acapulcoviaggi.it">acapulco@acapulcoviaggi.it</a>	3492857372	stefania raucci
2	ANATOLIA TOUR OPERATOR	Soc. Anatolia Tour Operator di Maria Rotonno e C. S.n.c.	TERMOLI	CB	<a href="mailto:viaggi@anatolia.it">viaggi@anatolia.it</a>	3492958399	maria rotonno
3	APICE	Soc. ANDROS di CALARCO Rossella	LARINO	CB	<a href="mailto:apiceviaggi@hotmail.it">apiceviaggi@hotmail.it</a>	3471097251	calarco rossella
4	ARYTRAVEL	Arcao Davideq	ISERNIA	IS	<a href="mailto:info@arcarotravel.it">info@arcarotravel.it</a>		



It is now necessary to move on to the preparation of a questionnaire to understand how digital technologies are used and/or perceived by tour operators in our region/area of greatest interest in order to begin to develop a common vision on actions to be implemented.

**Step 3:**

Set up a questionnaire to start the online stakeholder survey, the questionnaire should propose questions on the use of digital communication for marketing in the tourism sector, for example: the extent of the use of information technology; the number (or percentage) of customers booking tourism services in the area of interest via the digital environment; questions on how digital communications are used and on which platforms the tourism operator is already present; how the issues of training and staff training are perceived by tourism operators.

On the basis of the previously prepared questionnaire, a questionnaire should be drawn up to guide the focus group or round table that will be implemented to build a common vision among stakeholders. It is possible to investigate the perspectives of the tour operators through a panel or brain storming methodology, which involves discussion among the stakeholders in order to stimulate discussion and bring out common perspectives and objectives.

This phase can be developed simultaneously

Commenting on the survey results

Elaboration of a report that brings out the common vision of the territory's operators through the cross analysis of the survey and the focus group.

At this point the common vision of the stakeholders and the long-term development objective of the platform developed by the project can be established. Finally, by analysing the results of the survey and focus group, the action plan can be established. In the action plan it is necessary to define the actions that the project partners intend to implement in their territory. The action has to be evaluated through measurable indicators, feasible actions have to be thought of.

**Step 4:**

Define a common vision of stakeholders

Recall the main pillars upon which your actions impact

Recall the guiding theme of the research and define the long-term development objective for your region/major focus area

Define the ACTION PLAN

The definition of the action plan should be presented through a list of ACTIONS TO BE TAKEN TO IMPLEMENT EFFECTIVE USE OF THE DIGITAL TOOLKIT DEVELOPED BY THE PROJECT among tourism professionals in the area of interest. Before identifying the action, it is necessary to briefly recall the public policy axes to be influenced.



Structure of the action plan:

### **Policy Context and Methodology**

Briefly define here the priority axes used by the project and report briefly on the methodology implemented to realise the action PLAN.

### **Action 1**

Describe the proposed actions with 2 - 4 pages (including pictures) in the light of the research implemented so far action plan is research results.

(For example:

Actions aim to implement training of stakeholders on notions of digital marketing and digital communication.

Implement lectures and workshops to train participants. Set up info points on the territory to promote the digital platform).

Next, the proposed action should be briefly outlined:

### **Action 2**

Define here a list of actions to be implemented

Stakeholders Involved

Define the actors involved in the action, define the actor who will implement the proposed action plan, define who is the target group

Timeline

Costs

Financial resources used





<p>Entire Action</p> <p>First Call of Public Notice:</p> <p>Second Call of Public Notice:</p> <p><b>4. Funding sources</b></p> <p>ROP ERDF/ESF 2014/2020 of Molise Region - Axis</p>
<p>Campobasso, _____</p> <p>Signature: _____</p> <p>Stamp of the organisation _____</p>

**Step 5:**

Describe the training experience with stakeholders.  
Describe the topics covered in the stakeholder training.  
During the training identify some good practices.

**Step 6:**

Define indicators to monitor the implementation of the action plan.

The indicator must be a short description of an actual measurable value: voucher provided to implement a new digital solution in the market, number of courses activated, number of visits to the website, and must be consistent with the proposed actions).



## **Example of overall Index**

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*2. Molise region*

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*2.3.3 Common vision development by stakeholder*

*2.4 Molise Action Plan - Developing the strategy*

*2.4.1 Point of interest platform - long term Vision For integrated digital tourism in Molise*

*2.4.2 Policy context*

*2.4.3 Action Plan Detailed*

### **Action 1**

#### **Action**

**Player involved**

**Timeframe**

**Costs**

**Founding resources**

**2.5 Education and training**



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## 2.6 Evaluation and monitoring of Action Plan

3. Name: INNOVAPUGLIA S.p.A.

4. Name: Ministry of Sustainable Development and Tourism

5. Name: National Tourism Organisation of Montenegro

6. Conclusion

7. Reference

