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**DIVERTIMENTO**  
Europe: motion, emotion, imagination

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# **DIVERTIMENTO - Short Project Description**

## **ACRONYM**

DIVERTIMENTO

## **TITLE**

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating microenterprises

## **TRANSNATIONAL PARTNERSHIP**

- GREECE: CULTUREPOLIS
- ITALY: UNICITY S.r.l.
- SPAIN: HOTELOFI S.r.l.
- SLOVENIA: POSEJDON DOO
- ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY
- BULGARIA: UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
- TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA



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## PROJECT SUMMARY

DIVERTIMENTO diversifies tourism offers in peripheral destinations with heritage based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market. The Project combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mindsets with a new, shared vision for development. Seamlessly connected with tourism consumption points at place level, the product offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities.

The product builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable by price. Fully in accordance with the EU2020 GRAND SOCIETAL CHALLENGES and the NEW NARRATIVE FOR EUROPE, 2014, 7 peripheral destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism. The final product is a Trilogy (Cultural Route, iBook, Heritage Games) inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory. It enters the global distribution channel ITB Berlin in 2017 addressing primarily the connected consumer market, the senior and youth market. The Project Legacy with 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.



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### **The Transnational Partnership**

7 partners in Greece, Italy, Spain, Slovenia, Romania, Bulgaria, and Turkey share a common vision to boost the tourism potential of peripheral destinations, acquire new knowledge, capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism. Spatial-level distribution in 7 countries/10 regions is thus generating transnational synergies, which incorporate concrete outcomes into durable good practices.

To ensure impacts and avoid isolated initiatives, they mix horizontal-vertical networks on a multilateral working basis serving EU 2020 smart, sustainable and inclusive growth goals and the COSME 2014-2020 / THEME 2 objectives. This dynamic integration defines planning opportunities; enhances comprehension of natural & social systems offering a variety of choices and solutions; identifies knowledge links and gaps; develops effective communication channels among PPs and external actors.

By employing 4 interacting groups, size and synthesis are appropriate to accomplish tasks envisaged. To maximize benefits, they follow task distribution according to their complementarities, expertise and institutional/technical capacity and shall forming an effective Public-Private Partnership with 27 staff members with increased capacities in the implementation of the COSME 2014-2020 Programme.

**COS/TOUR DIVERTIMENTO/699493**

<http://divertimento.unicity.eu/index.php>