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### V newsletter

Dear readers,

We are proud to present the fifth newsletter of the ADRIATIC ROUTE project!

This newsletter will talk about the Intermediate Conference held in Padua last 22/04/2014.

Have a nice reading!

### Adriatic Route project in a nutshell

- The **Adriatic Route for Thematic Tourism** project has been financed in the framework of IPA Adriatic CBC Programme 2007/2013 – Measure 3.3 Communication Networks
- The **total budget** is equal to euro **1.784.484,22**
- Adriatic Route project started in **October 2012** and will end in **September 2015**
- **Five Countries** are involved for a total of **6 Project Partner**

For more details, have a look at our project web site [www.adriatic-route.com](http://www.adriatic-route.com) and follow our Social Profile on Facebook [Adriatic Route Project](#) and Twitter [@AdriaticRoute](#) !





## Intermediate Conference



On April 22, the Province of Padua organized a conference in the framework of the Adriatic Route project, in which tourism, transport and telecommunication operators were invited to participate, but also people generally interested and even citizens curious to hear news on the topic. The conference was an opportunity for us, to explain to the audience the project's objectives, but even more, to explore the theme of ICT and Tourism, topics that interest a wide audience.

At the conference, Mr. Fabio Bui, the vice-president of the Province of Padua, was in charge for the institutional greetings.

The first speaker was Mr. Marco Selmin from the Province of Padua, who presented Adriatic Route project to the guests.

More specifically, they directed their attention mainly to the Strategic and Operational Plans, drafted from all the project's partners, which are focused on strength and weakness points of the partners' territories and aim to find future strategy to improve our tourism.



The title of the conference was **“The technology in support of tourism”**, and for this reason three sector experts had been invited.

The first to speak was Mr. Giovanni Corazzol from Corvallis Spa, an IT oriented company based in Padua which has been contracted by the Province of Padua for technical support to



Adriatic Route project.

He presented the innovative application “City view” which is an interactive guide that delivers multimedia content in an innovative way, allowing the users to follow or to build itineraries, taking the form of an indoor and outdoor audio-video-guide.



The second speech was dedicated to the presentation of the Web –GIS Platform whose aim is to improve the visibility of tourism products of the regions involved in the project and to promote thematic tourism routes.

The speech by Konstantinos Papanikolaou of Comitech SA, the company commissioned by the Region of Epirus to develop and implement the platform Web - GIS, highlighted trends related to the choice of tourist destination, more and more linked to the possibility of a unique experience and authentic contact with the

local culture. The most popular destinations will be those suggested on user friendly portals enhanced with state of the art multimedia content, social media integration, user provided content, open data and proper access via smart phones and other mobile devices. The Web - GIS is only one of the technologies, among others such as digital marketing, social networks and Web 2.0 media, which allow the tourist to create their own customized holiday. The platform Web - GIS that will be created within the project Adriatic Route will have highly developed functional features and will be able to provide a wealth of information to tourists, on how to reach the destination, points of interest to visit, traditional food, good and different types of leisure and entertainment in the chosen area.



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The conference ended with the presentation of [A gipsy in the kitchen](#) blog, given by its founder and author, Alice Agnelli. The blog, originally created to tell about food and fashion – Alice’s two big passions – has rapidly grown into a true internet success, becoming a full-time job for both the blogger and a small team of communication experts. Thanks to this success, Alice now travels the world to discover the cultural and culinary treasures of the places she visits, sharing her experiences and discoveries with her social media followers. Her contributions in the [Youtube](#) channel are particularly appreciated amongst Alice’s followers. By publishing the videos of the places she visits, she communicates all her sensations and feelings about a place and its recipes. According to the blogger, food plays a fundamental role in the discovery of a place and its distinctive traits. That’s why tourism destinations offering fine dining and drinking excellence should focus on the promotion of genuineness and quality. Emphasis should be given to peculiarities, good raw materials, and traditional recipes adapted to the needs and expectations of contemporary tourists, since visitors look nowadays for strong sensorial and emotional experiences. Technology and social media are essential tools for sharing personal experiences as they foster interaction and opinions exchange, allowing a more customized and personalized tourist experience.



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