"Boosting Sustainable Tourism Development and Capacity of Tourism SMEs through Transnational Cooperation and Knowledge Transfer"

GRO/SME/19/C/077 (COS-TOURCOOP-2019-3-01)

Project Logo:

Name of the Project: Improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multi-stakeholder engagement

Acronym of the Project: TOURISME
Proposal Number of the Project: 951103
Project Duration and start date: 30 months, 16ᵗʰ September 2020
Lead partner/coordinator:

1. Consulta Europa Projects and Innovation S.L / CE (Spain)

Partners:

2. Instituto Tecnológico de Canarias, S.A. / ITC (Spain)
3. Association Des Villes Et Regions Pour La Gestion Durable Des Ressources / ACR+ (Belgium)
4. Regione Autonoma Della Sardegna / RAS (Italy)
5. Sistemi Formativi Confindustria SCPA / SFC (Italy)
6. Scuola Superiore Di Studi Universitari E Di Perfezionamento Sant'Anna / SSSA (Italy)
7. Institut D'amenagement Et D'urbanisme De La Region D'Île De France / L'InstParisReg (France)
8. Nicosia Development Agency LTD / ANEL (Cyprus)

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WEBSITE

Technical description

TOURISME

Improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multi-stakeholder engagement

D6.2 – Website

Grant Agreement No	951103		Project Acronym	TOURISME
Project Title	Improving sustainability of tourism SMEs through knowledge transfer, international cooperation and multi-stakeholder engagement			
Deliverable No	6.2			
Deliverable Full Title	Website			
Work Package No. and Title	WP 6			
Lead beneficiary	ACR+			
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Dissemination level	Public			
Document version	2.0			
Project start date	16 September 2020		Project duration	30
Document description	This deliverable describes the website that has been developed for the dissemination and communication purposes of the TOURISME project. It was created as an online tool and space for announcing project news, as well as news from the partners and as the major communication tool for announcing new deliverables, project achievements, milestones and events.			

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Abbreviations

SME	Small and Medium Enterprise
WP	Work Package
D	Deliverable
ACR+	Association of Cities and Regions for Sustainable Resource Management

1. GENERAL INFORMATION

1.1 Objective of the website

A website was created for the project by mid-March 2021, as previously defined by the Grant Agreement 951103, presenting the project's objectives, activities, progress and results and allowing interested stakeholders to find out more about the partnership and their activities within the project and to interact with the project's technical experts. The website also provides access to the knowledge base on environmental management in tourism and sustainable practices in the tourism sector developed within the WP 2 activities as well as support schemes and capacity building activities for the SMEs selected during the recruitment phase which would be developed at a later stage.

The website can be acessed through:

www.tourisme-project.eu

and the accompanying email account:

info@tourisme-project.eu

The website will also serve as a place for other stakeholders and partners outside the project to get engaged with the project and show support.

The website was imagined to be a living space, in order to be attractive for online readers and keep them coming back to the website for the latest news. In order to achieve that, regular news articles and multimedia content would be posted both covering general project updates and milestones, as well as activities and achievements coming from the four target countries – Cyprus, Italy, Spain and France. The website will be enhanced with and linked to all social media platforms used for dissemination and communication activities such as Youtube, Facebook, Twitter and LinkedIn. The participation of all project partners is essential for keeping this website a living spacer and their roles are previously described and defined in the internal Dissemination and Communication Plan.

Overall, the TOURISME website will have the following objectives:

- Present the key objectives and underlying principles of the project, as well as the project consortium, highlighting the consortium's expertise in the field of tourism, business, environmental management and sustainable development
- Highlight the project's key deliverables, including findings, publications through dedicated web pages
- Recruit and allow SMEs to become the project's beneficiaries
- Allow the consortium to continuously publish news and updates on the project and project partners
- Act as the depository of all the public deliverable coming out of the project

1.2 Target audiences

As the project is targeting a wide and mixed range of target groups, namely SMEs, local and regional business incubators and accelerators, local and regional development offices but also research institutes, local and

regional authorities, national and European policy makers, national and international industry associations, media and the most diverse stakeholders along the tourism value chain the website was set up in a way to ensure as high outreach as possible through certain functionalities included in the website.

The primary target audience of the project and thus of the website are SMEs and business accelerators and incubators and development agencies. Some of these will directly take part in the project by being members of the project consortium or selected through the recruitment phase planned for autumn 2021. They will be direct beneficiaries of several project deliverables directly targeting them including the compendium of good practices, the transnational and cross-sectoral support schemes and the capacity building activities (webinars, trainings etc.) as complementary activities to these schemes. The website will also take into account the secondary target groups listed before which will primarily act as multipliers. The TOURISME website and its features will put all the project tools on disposal to third parties with an appropriate strategy to maximise their uptake and replication. These multipliers will directly or indirectly help in the dissemination of the project, and are likely to mainstream results of the project. This is why the website is structured in a way that individual content is available for further dissemination and multiplication.

2. WEBSITE CONTENT

2.1   Content management

The content is provided by the project partners. It includes texts, pictures and other multimedia content and different documents suitable for download. ACR+ has the responsibility to manage the content properly and display it on respective pages. The website was developed in English with certain features in 4 more languages – Italian, French, Spanish and Greek.

Web Content Management System (WCMS)

The website relies on WordPress, a web content management system (WCMS), which allows modifications of the website by the administrator without needing any particular web developer skills. While the website will be managed by a website administrator (ACR+), project partners responsible for the support of 62 SMEs in Cyprus, Italy, France and Spain will have author rights in order to provide updates and news articles for the four blogs in four different languages.

2.2 Specific functionalities of the website

The following functionalities were integrated into the website for its better performance and exploitation:

- Blog entries: will allow chronological updates on the project activities, milestones and achievements in separate articles. When creating a new blog entry, it will be redirected to the appropriate page by selecting the respective category:
    - Project news – will appear on the news page, from the newest article to the oldest as well as on the home page where the newest 3 articles will always be highlighted
    - One of the four country blogs - 4 separate blogs featuring news and updates from the 4 beneficiary countries; each blog will be moderated and updated by the project partners overseeing the project implementation in Cyprus, Spain, France and Italy
- Pop-up windows: this functionality will draw attention of the visitor to the most important activities of the project which require maximal attention and outreach; the visitor will be able to ignore it and close the window and access the rest of the website. Project activity which was identified to use this functionality will be the call for SMEs. It will allow the recruitment to reach out to the maximal number of SMEs possible
- Online forms: the website will have two types of forms integrated in it. These forms will allow the event organiser to keep track of the number of attendees, their background information (who they represent) and location according to the GDPR rules and the project's Data Management Plan. This information obtained from registration forms will serve for reporting purposes only.
    - a form building tool (plugin) is available on the website, which will allow the website administrator to build and edit forms without recourse to the web developer. The website administrator is able to choose different items/categories of the registration forms as well as to

modify to which email address the registrations are sent. These forms will facilitate the organisation of various events such as webinars, trainings, conferences etc.

- newsletter subscription: the website will have a form embedded which will allow the visitors to subscribe for the semesterly newsletter

- Depositories: the website will have its dedicated storage, space intended for uploading and storing files on the server. This space will serve for storing primarily the project documents and other tools produced within the project's framework such as:

  - Deliverables which will be stored on the server and presented appropriately according to the nature of them on the Library page with links provided for download
  - Webinars, interviews and other media files will be presented on a separate Media Room page

Other features will also include

- Visitors' statistics: the website administrator will be able to access website statistics for better monitoring and reporting on the effectiveness of the website. These statistics include number of downloads, vies, visits, average stay etc. They are anonymous and aren't personalised.
- Social network integration: in order to enhance the visibility and number of visits to the website, the website has direct link to Twitter, Facebook, Youtube and LinkedIn.

2.3 Website structure

For three months prior to the launch of the website, a simple landing page was created in order to provide basic information to visitors who heard about the project through the initial communication and dissemination activities, as shown in Figure 1 below.
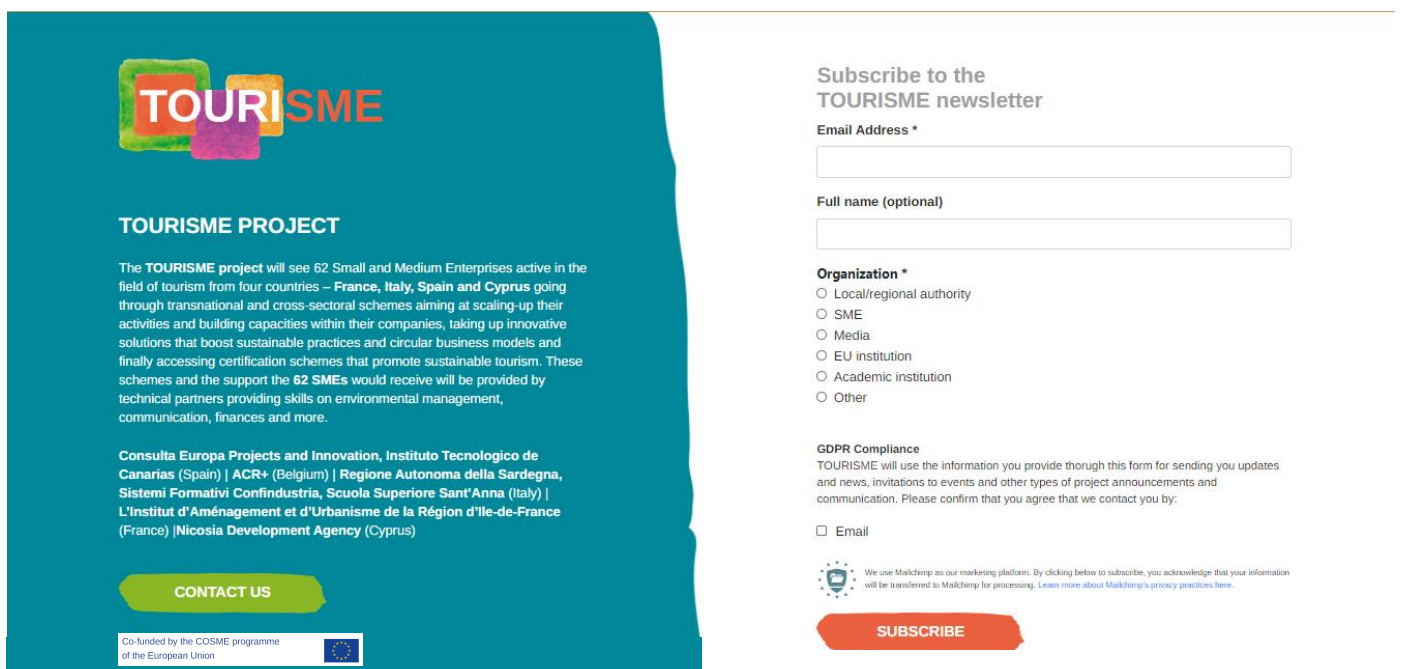

Figure 1 Static landing page prior to the launch of the website

The complete website now starts with a home page as the landing page - a modern, "all-on-one page" which allows the visitors to navigate away to the desired content. The home page features a design matching the previously defined visual identity. The landing page will contain an expanded version of the menu which will simplify as the user scrolls or navigates away from it.

The objective of the homepage is to provide essential information visitors are looking for and making the most out of their visit before the navigate away from it. The home page features the following brief information:

- What is the project about? – brief description of the project's objectives
- Who are we? – brief description of the project consortium
- What's in it for you? – explaining who the primary and secondary target groups and how to get involved
- What do we want to achieve? – brief description of the expected outcomes
- Discover more; expands into highlighted parts of the website
    - Literature on sustainable tourism and certifications
    - Best existing practices
    - Call for SMEs
    - News
    - Media
    - Project library

The homepage also has 3 sections highlighted as shortcuts on the homepage: news, events and the 4 country blogs. Furthermore, the homepage will also have the following visible at all time as recurring elements:

- YouTube, Twitter, Facebook, LinkedIn icons and the newsletter subscription button
- The project's logo (with its full name)
- The EU disclaimer: each webpage contains the disclaimer stating that the project received funding from the EU and that the content of the website does not reflect the official opinion of the European Union, as requested by EASME.
- Contact details

Figure 2 below shows what the homepage looks like and its structure.

The website structure will bring to a prominent position several pages through shortcuts on the homepage, namely:

- The compendium of best practices (D2.3) – beside a dedicated publication which will be available for download from the library, a set of webpages will break it down into individual categories highlighting the best performing and state-of-art practices in environmental management in tourism.
- Call for SMEs (D3.2) – as the website will be the gateway to the recruitment of future beneficiary SMEs, a dedicated webpage will be created in order to centralise the recruitment but also present detailed information and everything potential applying SMEs would need to know. The call for SMEs will have a prominent place on the homepage, too.
- Transnational and cross-sectoral schemes for sustainable growth of SMEs (D3.1) – since these schemes will be the key output of the project they will entirely be transformed into comprehensive and readable webpages. This would enable and increase the replicability of these schemes by third parties

through breaking the schemes down into sections following the structure of the schemes but also by providing guidance on how to use them by third parties.

■ Guidelines for enhanced sustainability in SMEs (D6.3) – this publication will come at the very end of the project and as it will wrap up all the activities and lessons learnt. In order to further enhance the replicability potential of the project and ensure the project's afterlife it will also get a prominent position on the webpage and a page summarising the deliverable itself

■ SME matchmaking – while this aspect will not be valorised in form of a deliverable it will play an important role as an added value to the various project activities. Primarily, this matchmaking will enhance the SME engagement campaign as it would attract external SMEs and provoke peer to peer learning between beneficiary SMEs and external SMEs, beside the ongoing learning between beneficiary SMEs. This part of the website will list and present all the 62 SMEs selected for the implementation of support schemes. External visitors will be able to get an overview of all the different beneficiaries, their business types, current performances and allow them to indirectly benefit from the knowledge base developed within the project's framework. This online matchmaking will only be an additional activity to other matchmaking activities planned (physical and online).
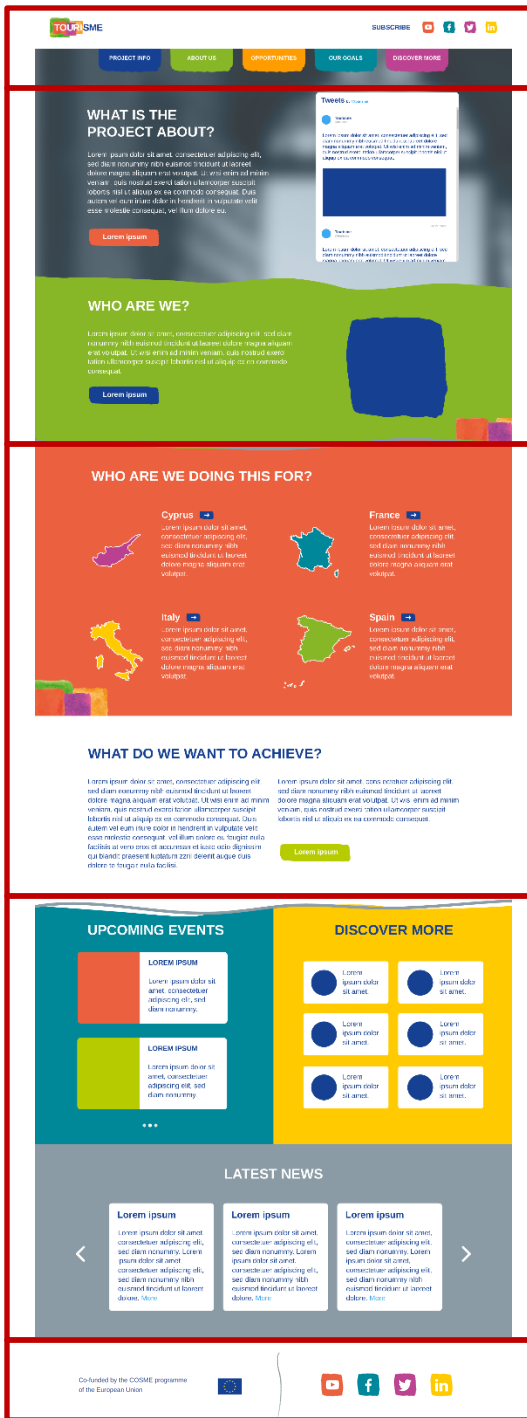
Permanent header and menu

Brief descriptions of the project and the project consortium

Brief descriptions of the beneficiaries with a shortcut to the 4 country blogs and an explanations of the key objectives and expected outcomes

More shortcuts to the key activities and outputs (events, news and highlighted deliverables)

Permanent footer and contacts, newsletter subscription

Figure 2 Screenshot of the homepage

The rest of the website is composed of static pages that can be accessed through the menu as presented in the tree in figure 3.
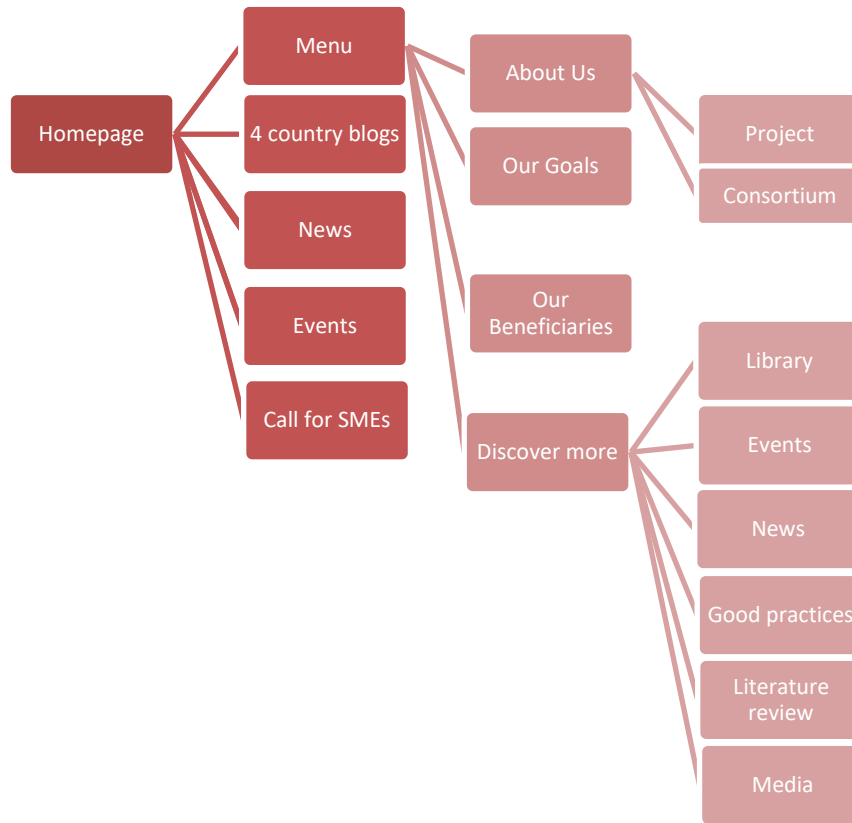
Figure 3 Navigation tree of the TOURISME website

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TOURISME

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