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CI-NOVATEC: Customer Intelligence for inNOVative Tourism Ecosystems

www.interregcinovatec.eu

The European Project CI-NOVATEC aims to capture the Local Tourism Clusters which affect the visitor experience and consist of Small and Medium Enterprises (SMEs) which may belong to various sectors such as Tourism, Creative Industries, Nutrition, Commerce, Recreation, Transportation, etc. The other important factor affecting the visitor's experience, is Points of Interest (POIs) which can be distinguished into Focal Points of Interest (FPIs) associated with the already widely recognized tourist sites (archaeological, natural, cultural sites, etc.), and Pivot points of interest (PPIs) related to dynamic anthropogenic activities and other products of the creative industry (local festivals, art exhibitions, traditional festivals, gastronomic and sporting events, etc.).

Visitor Experience

To share your experience as a visitor please use
the following QR code or link: <https://cutt.ly/cinovatec>



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CI-NOVATEC
European Regional Development Fund



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