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REGION OF WESTERN GREECE  
*full of contrast!*



UNIVERSITY OF PATRAS  
ΠΑΝΕΠΙΣΤΗΜΙΟ ΠΑΤΡΩΝ



Camera di Commercio Brindisi

# CI-NOVATEC: Customer Intelligence for inNOVAtive Tourism ECosystems

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### The European project CI-NOVATEC

CI-NOVATEC aims to capture **Local Tourism Clusters** which are one of the most important factors in strengthening **local economies within the cross-border area** and are comprised of **Small and Medium Enterprises (SMEs)** providing services to the same customer (or group of customers), that is, the visitor, but 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 in two main categories: **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.). The project applies innovative customer service techniques in 9 local LTC pilot projects with a variety of themes and geographic features, from which conclusions will be drawn and the transfer of knowledge and innovative practices between them will be encouraged. The Regions and the respective pilot areas participating in the project are: **the Region of Western Greece (Ancient Olympia, Kalavrita and Nafpaktos)**, **the Region of Epirus (Konitsa, Arta (city center) and Pramanta)** and **the Region of Apulia (Monte Sant' Angelo, Ostuni, Ruvo di Puglia)**

### Partners

The **Region of Western Greece** is the lead partner of the project in collaboration with two Greek partners, the **University of Patras - Department of Electrical and Computer Engineering**, the **Region of Epirus**, and two Italian partners in the **Apulia Region** and the **Chamber of Bari**. Associated partners are the **Chamber of Achaia** and the **Chamber of Brindisi**.

### Project Objectives

Encourage a smart, sustainable and transnational tourism ecosystem that will benefit tourism complexes, supporting their competitiveness in order to create added value in local tourism ecosystems. Data is collected from visitors, using modern electronic tools, which is then analyzed, in order to support business decision-making by those involved in local economies and political decisions by policy makers, such as Regions, Municipalities and Chambers.

### Results

- **Customer Intelligence Platform** consisting of: **Repositories of SMEs and Points of Interest, Applications for Smartphones and a Big Data Analysis system**
- **Tourists Satisfaction reports** in a comprehensible form for all final beneficiaries of the project: SME owners, POI managers, Municipalities, Chambers and Regions
- **Local Action Plans** for Municipalities, Local Economy **Development Studies** for the Chambers and **Policy Proposals** for the Regions
- **Training seminars** and materials for all members of Ecosystem Tourism and innovation transfer **support sessions**.

### Collecting Visitor Experience

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

