



COSME

Programme for the
Competitiveness of
Enterprises and SMEs
2014-2020

Call: COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

THEME 2: DIVERSIFYING THE EU TOURISM OFFER & PRODUCTS –
PROMOTING TRANSNATIONAL THEMATIC TOURISM PRODUCTS

DIVERTIMENTO

COSME 699493

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



DIVERTIMENTO in numbers

- DURATION: 18 Months
- PARTNERS 7: GR/IT/ES/RO/BG/SI/TR
- BUDGET: 312.430,00 EUR
- WPs:6 /Activities /18/Outputs 76
- Milestones 12



MISSION

- TRACE VALUES
- REVEAL VALUES
- DISSEMINATE VALUES
- Why to do it: 3 common ingredients
- How to do it: product-process innovation
- Where to do it: 70 geolocations
- With whom: Partners and Social Partners
- Who profits: win-win



COMMERCIALIZATION

- VIA EUROTHERICA (70 geolocations)
- EUROTHERICS: 7 HERITAGE GAMES
- iOS/Android iBOOK
- ITB BERLIN 2018
- WORLD GAMIFICATION CONGRESS
2018



CAPITALIZATION

- ENPI CBC BS JOP 2007-2013 //282/48077 ALECTOR: "Collaborative Networks of Multilevel Actors to advance quality standard for heritage tourism at Cross Border Level" 1.184.327,01EUR
- SEE/B/0016/4.3/X SAGITTARIUS "Launching (g)local level heritage entrepreneurship: strategies and tools to unite forces, safeguard the place, mobilize cultural values, deliver the experience, 2.489.980,00 €
- SEEB/0015/4.3/XSUSTCULT-Achieving sustainability through an integrated approach to management of cultural heritage 1,675,452.68
- FESR POR 2007/2013 Regione BasilicataT
"THE WORD OF FREDERICK II. Design and implementation on a narrative museum and a multivision show" 1,350,000 EUR
- Region Piedmont POR 2007 2013 FESR III 3.1.1 Cultural Heritage
CHARLES DARWIN: A MAN WHO CHANGED IS MIND. concept design and implementation of a cultural heritage experience at Natural Science Museum of Turin, implementation and dissemination trough a e book on iOS platform



STRUCTURE 1/2

- PM, ADMIN, COORDINATION & MONITORING TOOLS:
- 10 PRINT-FREE & LOW CARBON COMMUNICATION & DISSEMINATION TOOLS
- 17 SME & STAKEHOLDER TRAINING ACTIVITIES
- PLANNING AND MANAGEMENT TOOLS
- 7 PILOT PROJECTS
- 3 FINAL PRODUCTS {CR/iBOOK/7GAMES}



STRUCTURE 2/2

- EVENTS: 2 GLOBAL/1 INTERNATIONAL /7 TRANSNATIONAL/7 LOCAL
- SURVEYS/STUDIES/STRATEGIES/RESEARCH REPORTS: 5
- 8 PROJECT-DRIVEN INNOVATIONS
- 6 PERMANENT NETWORKS
- 3 FINAL PRODUCTS



PROBLEMS TO COMBAT

● TIME vs ACCESSIBILITY

- Limited Time-Budget affect the Quality of Experience and the Consumption Modus
- Accessibility affects the Quality of Experience and the Consumption Modus
- Major fame assets face overuse, peripheral stay unrecognized
- Lack of concern among stakeholders disable heritage assets to perform
- Asymmetric information between consumers-producers



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EXCHANGEABLE COMMODITIES





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ACCESSIBILITY





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ACCESSIBILITY





ACCESSIBILITY



- **Enkolpion: Cameo of an Archangel (Michael?),** probably 14th century
Byzantine (Constantinople?)
Sardonyx; Overall: 1 1/8 x 3/4 x 3/8 in. (2.8 x 2.1 x .4 cm)
The Milton Weil Collection, 1940 (40.20.58)

This small oval cameo, which probably depicts the archangel Michael, was once most likely set into a metal frame to be worn suspended from its owner's neck. The cameo almost certainly served an apotropaic function, and Michael's role as the commander of the angelic host, a miraculous healer, and psychopompos (conductor of souls) would make his depiction on a phylactery a logical choice. The artist has skillfully used the material to contrast the low white relief of the saint against the rich dark red background of the matrix. The archangel is seen standing upon a suppedaneum (footstool). Dressed in full military costume, he grasps his sword sheath with his left hand and holds his sword upright with his right. This emphasis on Michael's martial role is noteworthy, for depictions of the saint more frequently show him wearing a chiton and himation. This choice may indicate the patronage of a member of the Byzantine military aristocracy. Instead of gazing intently at the viewer, the archangel focuses his gaze to the right, which gives an impression of vigilance and prevents a sense of stasis from dominating the composition. The artist has further underscored that the figure is not in absolute repose by positioning the right wing to indicate that Michael has just alighted; the same narrative detail is seen in the figure of the archangel Gabriel in a fourteenth-century icon of the Annunciation, now in Skopje. This attempt at creating a sense of movement and the figure's incongruously wide hips (a feature also seen in steatite carving) both suggest an attribution to the fourteenth century.



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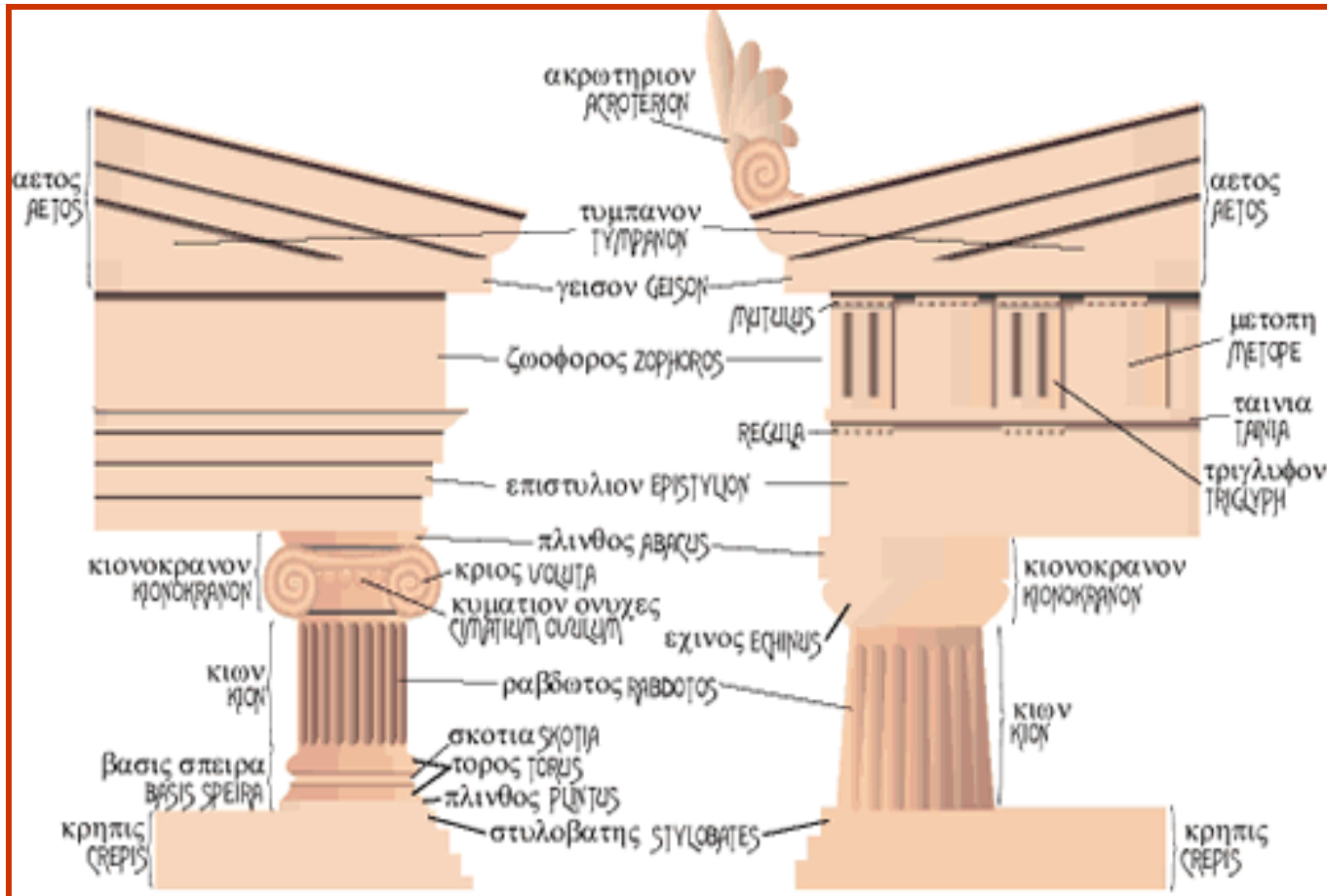
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ACCESSIBILITY





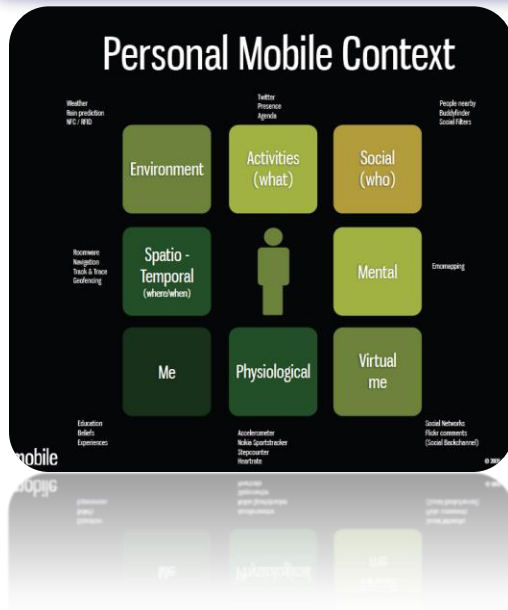
ACCESSIBILITY





GLOBAL TRANSFORMATIONS

- 1. Communication: Troja to A. Graham-Bell
- Convergence of the 3 Screens



YOUNG & WIRED



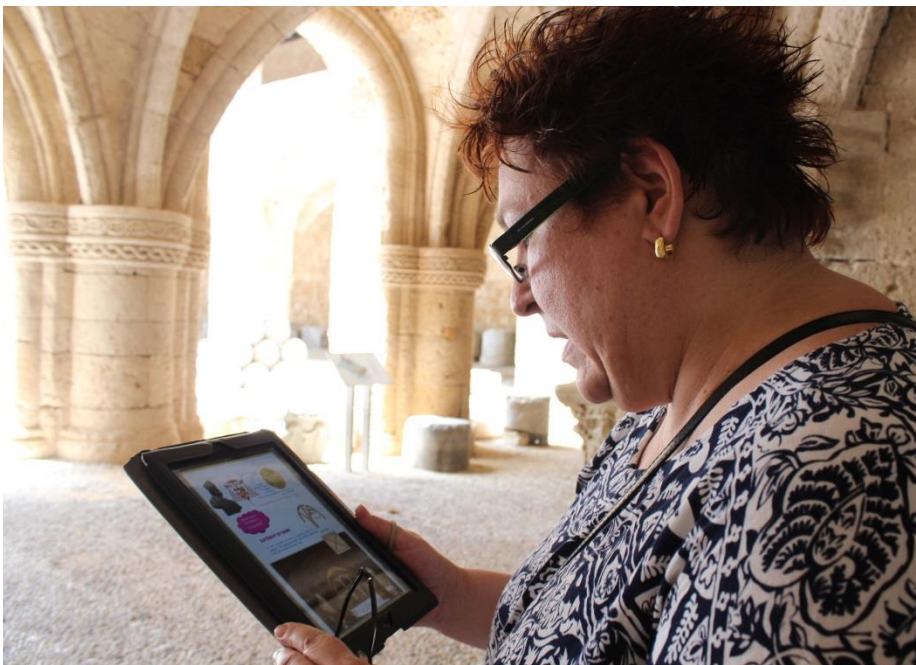


HOW DO THEY KILL???

- Information Search
- Information Evaluation
- Information Trashing
- Viral Information Distribution
 - → killing // rewarding the producer



PARTICIPATORY CULTURE



FB TL, TWITTER, PINTEREST, LINKEDIN, VIMEO, VINE,
YOUTUBE, INSTAGRAM, 4SQUARE, DROPBOX, TAPTU,
LIGHTT...



THE WORLD IS CHANGING: What is needed?

- unite social forces to unlock the values of CH
- advance CH activity in everyday life
- inspire tailor-made CH business models



EXPERIENCE IS THE PRODUCT

- Consumers know where the product are
- Quality Experience

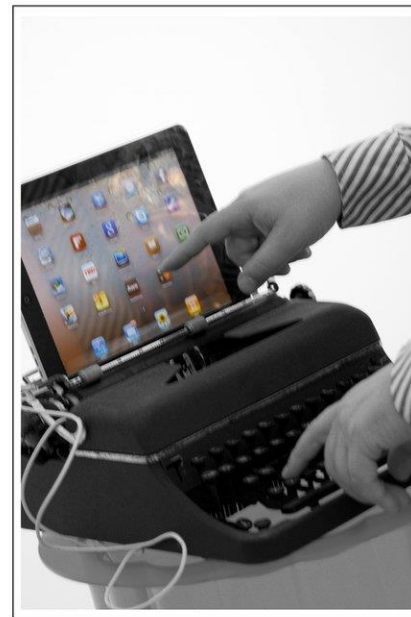
EUROTHENTICA

transforms factual information about selected geo-locations into fully comprehensible interpretive narratives
digitally expressed via different AV Media



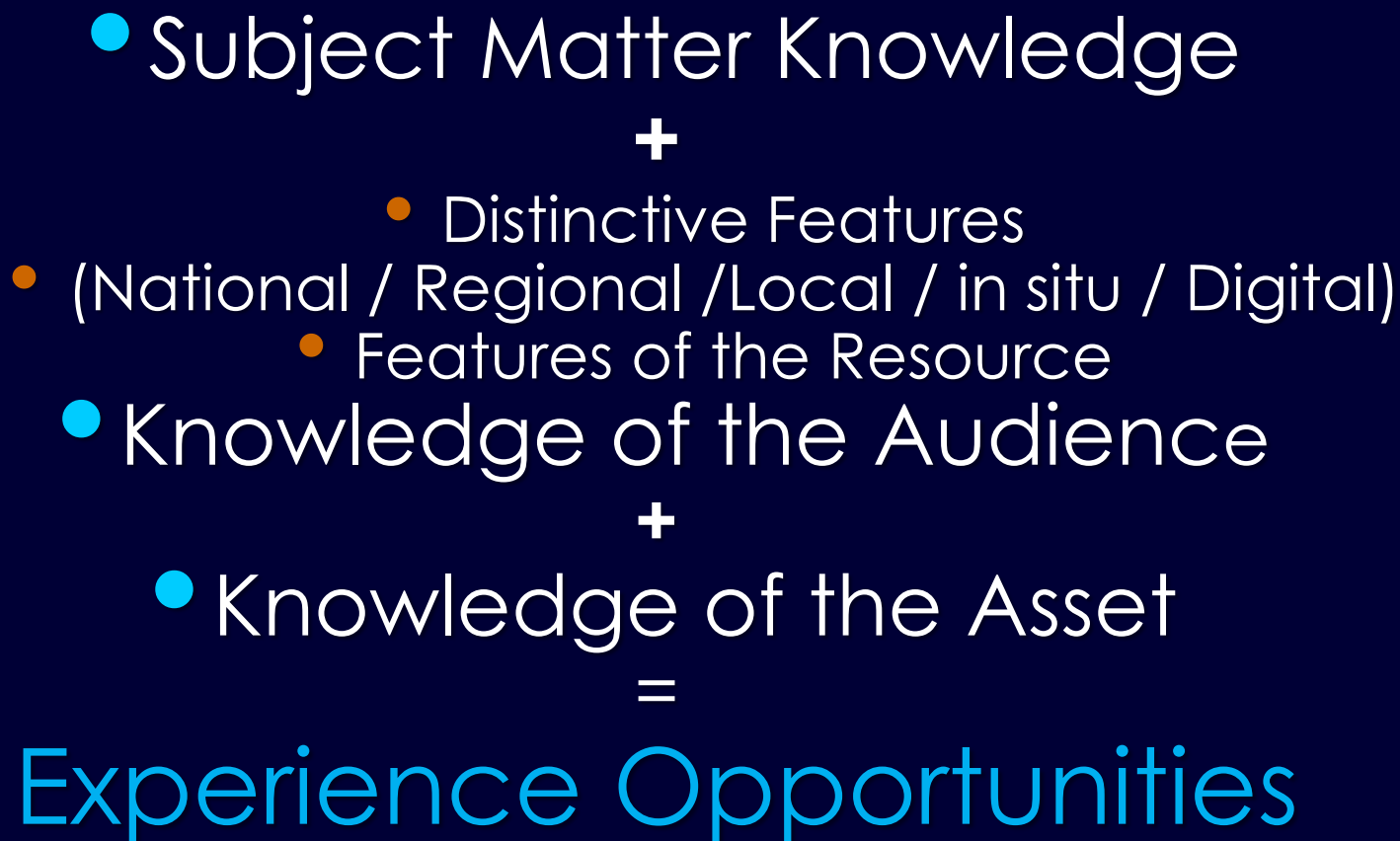
INNOVATION

- New Experiences
- New Emotions
- New Quality Standards





PLANNING PROCESS





FINAL PRODUCT

PRODUCT	VISITOR
● provokes attention	● mindful, when interest captured
● relates with the visitor's acquired experiences	● associates, if he processes quickly
● reveals meanings and relationships	● follows, if he associates
● focuses on participatory guidance	● participates, when understood
● communicates phenomena	● consumes, when realized
● offers edutainment	● hates lectures



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THANK YOU