



ADRION 5 SENSES
Building the ADRION Brand Name in Tourism: Indulging all Five Senses
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Editorial

Dear Reader,

cultural heritage is as unique as the people who create it and the senses promoting the culture and the tourism of a location. The community shapes its cultural heritage by experiencing it together. At the same time, cultural heritage and the tourism dimension promoting the preservation of it also has an impact on the community in which it is practiced. This mutual relationship has given rise to an extraordinary diversity of touristic destinations addressing the 5 senses in the Adrion area.

ADRION 5 SENSES captured this dynamic and made it visible, understandable and useful for locals and tourists alike. We managed to contribute to the preservation of the living heritage of the communities and, thereby, helped preserve the diversity of Adrion area cultural heritage.

In our 4th - and final - newsletter edition, you can browse through our outputs and achievements, which have been summarized in our Final Conference and which are concentrated in the partners location.

ADRION 5 SENSES has enabled us - the project partners - and our associates to learn a lot. In the final section of this newsletter, you can find our lessons learnt and the recommendations for the future preservation and promotion of tourism location thanks the 5 senses and ICT application.

Enjoy exploring!



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Which can be the experiences of Adrion5senses? A path along a river connecting the old city with an old town experiencing the silent way of a travel by boat? Or a scent of medicinal herbs, breath taking views, home-made food that melts in touch with the palate, the sound of silence, the texture of stone, fertile valleys and the sea sight?

Here you can find details on these experiences, together with the future of the programme Adrion financing the opportunities of transnational cooperation.

Project's life

Project Progress

The ADRION 5 SENSES project is at his final stage, finalising all the pending activities to ensure follow up to the project and capitalisation of the reached results.

Since the successful completion of the set of activities and the establishment of the ADRION 5 SENSES Transnational Network and the adoption of the Joint Strategy & Action Plan, the project partners completed the “branding” activities and the Pilot Activities!

The aim of the branding action is to create a new ADRION brand for the unified Adriatic-Ionian destination and to train tourism professionals and destination managers on how to make the best use of the brand.

Project through technology created a better and improved experience destination. The ADRION destination provides the opportunity to better develop the multi-sensory nature of the tourist experience in order to design experiences exploring the potential of ICT.

Another objective of the project is to create a multilingual web platform that will represent the new ADRION 5 SENSES brand including the “Map of Sensations”, a web-GIS application that presents points-of-interest based on their sensory experience, to create 9 exhibition

centres where visitors will be able to retrieve information on the ADRION destination. You can have a view of the web-platform here:

www.adrion5senses.eu

ADRION 5 SENSES Project final results

The ADRION 5 SENSES project can be characterized as a quite successful case story so far, mainly based on the overview of its achievements and outputs and the attainment of the set goals accomplished so far. The project has managed to achieve all its objectives with the implementation of the activities and the production of the outputs described above. Furthermore, the project has gained significant publicity due to its public events (i.e., Participation in International Tourism Fairs), as well as was presented at the 3rd ADRION Annual Event.

More specifically, the Joint Strategy and Action Plan, has been adopted by 15 organisations and the Transnational Cooperation Network ADRION 5 SENSES has 22 Founding Members.

The 9 regional Market Research studies that were conducted along with the Synthetic Study in ADRION Macro-Regional level, have provided the necessary data on which the partnership built its activities. The Collection of more than 35 Good Practices, also provide a good knowledge base, both to the partners and key stakeholders.

The creation of the ADRION 5 SENSES brand, that promotes the ADRION destination as a unified macro-destination, is also one of the major achievements of the project. The success of the brand was evident during its presentation in three International Tourism Fairs, Athens International Tourism Expo, BIT Milan and FITUR Madrid. The project's expo stands were meted with positive comments and significant foot traffic during the exhibitions.

The Web-GIS platform is also a success of the project, since the integrated Map of Sensations is offering a unique tool to both tourism professionals and destination managers, to promote points of interest, based on the 5 senses and the sensory experiences.

Finally, the 9 physical/virtual exhibition centres, established by the partners, offer a unique “window” to the ADRION region and the proposed brand of ADRION 5 SENSES.



The Audio book

One of the most innovative dissemination tool developed within the project for the locations promotion in the Adriatic area is the audiobook. It contains a tour over the partners countries to discover the traditions of the 5 senses.

ADRION 5 SENSES tour will start from the Region of Epirus - the Land of Cheese and where you can experience also the Lake Pamvotis in the Island of Ioannina - and will go to Italy and Ferrara, with an intense, emotional experience that captivates your palate and soul. The tour continues hearing the Sea Organ in Zadar and smelling tamaris and then to Slovenia where you can experience the wine-growing in the land on the sunny side of the Alps and to Bosnia and Herzegovina in Sarajevo visiting the city hall and the old bazar. Following the path you will have the opportunity to taste the rakija brandy in Serbia and then visit the Dragobia Cave in Albania and the National Park Durmitor in Montenegro.

Please visit our web site to download it and discover the practice to listen to a new way of tourism promotion!

<https://adrion5senses.adrioninterreg.eu/library/the-audiobook-is-available>



Project follow up

This part will give an overview of the key points of the future strategic plan that the partnership has prepared for the sustainability of the ADRION 5 SENSES Project, in an attempt to capitalize the acquired knowledge and experience and to formulate the best follow-up strategy for the project. The Sustainability Plans formulated by the partnership have been based on a common, simple methodology: initially, the mission and goals of each of the partners as regards each key project outcome is recorded. Then each partner is proposing what sustainability is planning to implement, what preparatory actions are required and what resources are needed.

Furthermore, partners identify opportunities and challenges arising from the continuation/ sustainability of activities and finally provide an indicative timeframe for implementation.

The key outcomes identified for further exploitation are:

1. Joint Strategy and Action Plan
2. ADRION 5 SENSES Transnational Network
3. ADRION 5 SENSES Brand
4. ADRION 5 SENSES Multilingual Platform and Map of Sensations
5. ADRION 5 SENSES Exhibition Centres

Partner News and Projects

All the partners ensured the follow up to these outcomes, keep on eye to the website of all of them to see what it's going on after ADRION5SENSES conclusion!



Conclusions

The project ADRION 5 SENSES had a significant impact on the partner's organisations as well as to key ADRION region tourism stakeholders. It is evident by the vast results that the approach of ADRION 5 SENSES has been not only innovative, but also up to date with the actual needs of the sector and the trends of the market.

During the initiation stages of the project, the market analysis of the ADRION region, indicated that the ADRION tourism product must diversify from the rest of the world, as well as build on its uniqueness of natural and cultural heritage and its niche offering, far from the mass tourism model.

The success of the ADRION 5 SENSES Transnational Cooperation Network, evident by the membership which expands beyond the partnership, has shown the necessity for transnational collaboration, even between "competing" micro-destinations.

The vision-mission-culture analysis, that led to the creation of the modern ADRION 5 SENSE Brand, indicated that authorities of all levels and DMOs, need to pay more attention to what they promise, to what they expect and to what they think they deliver. Visitors, and very often tourism professionals, have a vastly different view of what it is actually offered or what is required more, that the decision makers (and funders). Regular monitoring of each micro and macro destination is needed, to ensure that strategies, policies, and funding programmes respond to actual and current needs, instead of serving obsolete visions and goals.

The skills-gap analysis illustrated that a more digital savvy and market driven skill set is required for modern tourism professionals and destination managers, in order to become - or remain - competitive in the world destination market. The capacity building programme implemented within ADRION 5 SENSES project was a good pilot for more and wider training initiatives to be organised in the ADRION region.

The pilot tools created by the project, namely the www.adrion5senses.eu web-platform, the "Map of Sensations" points-of-interest mapping and the Exhibition Centres, provide a good starting point and a steppingstone, for implementing wider activities and creating more innovative tools to support the ADRION unified destination.

The COVID-19 pandemic and health crisis of 2020 became very quickly a tourism industry existential crisis. Across the globe tourism industry and related sectors (including travel, accommodation, F&B, services etc.) suffered a profound devastation, both in their financial results but also in their operations. Planes don't fly, hotels are closed, restaurants a no-go land and city centers of global tourism destinations resemble more a post-apocalyptic scenario stage than the vibrant destinations of the illustrative brochures and video-enriched web-banners.

A new approach, and a new demand for quitter, safer, personalized destinations, and bespoke limited-capacity services is in the rise. Destinations like ADRIAN region, need to step up, actively promote their unique, sensory-rich tourism offering, and claim their share of the tourism market pie. A "pie" which in the years to come will look more like a feast, due to the need of the visitors to explore more, live more, enjoy more; as they are ascending from their home-working, home-schooling, home-celebrating, home-entertaining norm, to a new era of travel and recreation.

THANK YOU!



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