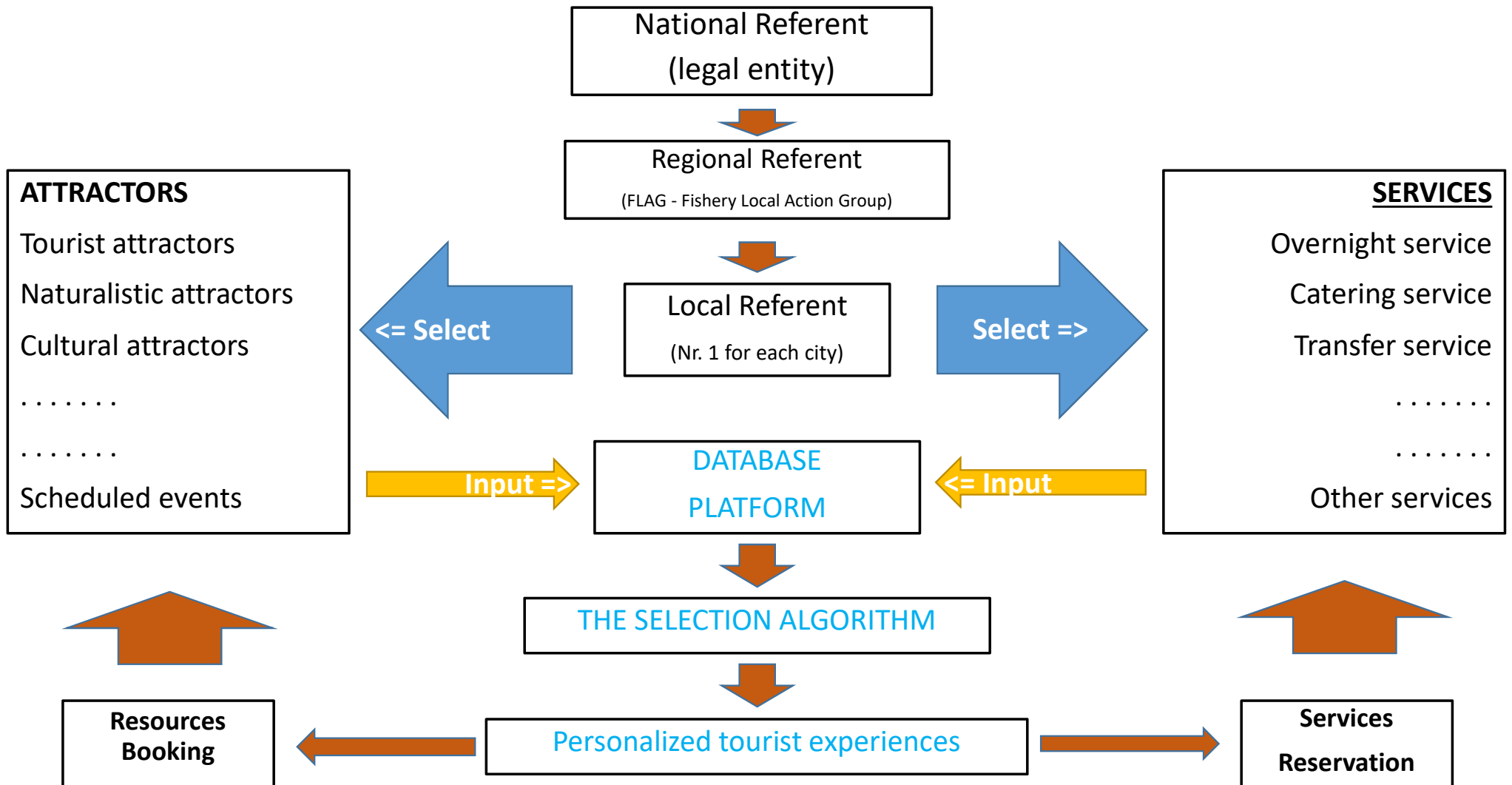


Operation of the ItineraMED system

An operative proposal for the organization of the territories
(Mazara del Vallo, 6° October 2018)

The ItineraMED System



Operation of the ItineraMED system

The main 4 actions to be implemented:

1. Creation of an IT Platform (Multilingual). Each country partner uploads the contents in its official language and in english;
2. Training of local contacts, including the use of the platform;
3. At local level: the trained contact points load the contents (Attractors - Services)
4. Online promotion of integrated tourist offers

Operation of the ItineraMED system

Financial sustainability for the START-UP phase

1.1 Sicilian FLAG (Fishery Local Action Group) resources

- Implementation of IT platform and training of local resource
- international missions for Mediterranean partners training
- Online international promotion of the ItineraMED offers (for the whole circuit)

1.2 Project partner resources

- Resources for identifying and involving of the local contacts to be trained
- Basic training resources for local contacts
- Resources for participation of local representatives in International Working Groups

Operation of the ItineraMED system

Full financial sustainability

FINANCIAL FLOWS FROM (SUPPLIED) ACCREDITED SUPPLIERS TO ITINERAMED CIRCUIT IN PROPORTION TO THE CONFIRMED RESERVATIONS.

Therefore, incoming financial flows will be used to support the assistance and growth activities of the circuit carried out by local contacts, and to support investments in promotion (online) of the overall offer of the circuit.

Operation of the ItineraMED system

END OF THE PROPOSED SUMMARY