



## **FAST – LAIN workshop**

Prisavlje 14, Zagreb  
February 29th, 2011.



### **Agenda:**

- ✓ **10.00 -10.15** - Introduction to the Workshop
- ✓ **10.15 – 11.00** - "Tourism Competitiveness and Sustainability through Innovation - the European Perspective" by Mr. Herbert Hamele and Mr. Gordon Sillence
- ✓ **11.00 – 11.30** - Introduction to the DestiNet Sustainable Tourism Communications Portal and its Application in Croatia
- ✓ **11.30 – 12.00** - Coffee break
- ✓ **12.00 – 14.00** - Discussion: Designing the Croatian web portal for sustainable tourism development
- ✓ **14.00 – 14.20** - Discussion: Promotional flyer – purpose, design of the draft proposal, distribution
- ✓ **14.20 – 14.30** - Expected results, sustainability and feedback on the project
- ✓ **14.30 – 15.00** - Conclusion - Question and Answer session, Summary and Next Steps



## Introduction

- ✓ Short introduction of the participants
- ✓ Short introduction of guest experts  
Mr. Herbert Hamele and Gordon Sillence
- ✓ Presentations



## Project steps

To do list:

- a. **web portal** - criteria, input, design of the draft proposal, distribution
  - ✓ who: working group members + Ministry + Ecotrans
  - ✓ conclusion: determined criteria and draft proposal
- b. **revision of delivered materials**
  - ✓ who: Ministry + subcontracted (UNEP/IFT)
  - ✓ changes in government; update
- c. **promotional flyer** - proposed by Ecotrans
  - ✓ who: WG members + Ministry + Ecotrans

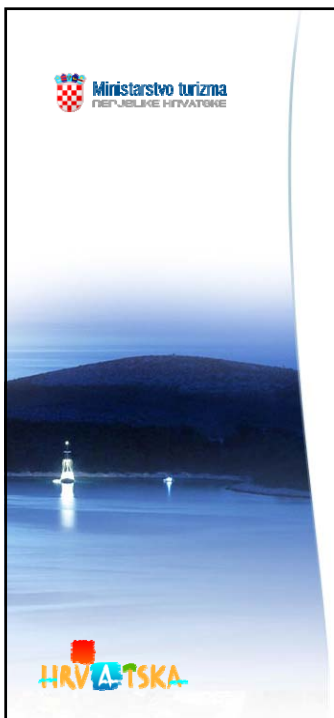


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## Web page

- **based on DestiNet layout** – for easier content transfer and use
- **what to publish** – stakeholders in STD, legislation, certificate programmes, projects, events, research, examples of good practice, news- delivered by the relevant authority/members in the project
- **scope**- links with short descriptions for permanent documents (legislation, strategy), news section with daily update, best examples for DestiNet

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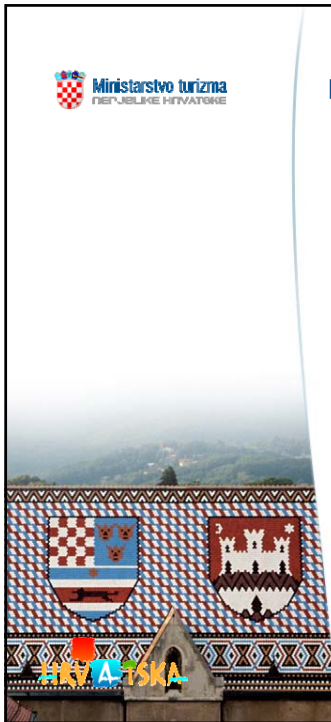
## Web page contd.

- **deliverables** – partners in the project as representatives of the NGOs and other organizations under their authority/competences
- **where** – accordingly to the web layout
- **future cooperation** – regular updates from project members, 1-2 annual meetings

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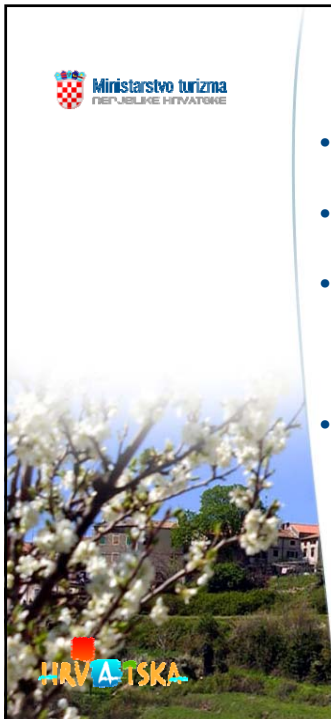
## Revision of the delivered materials

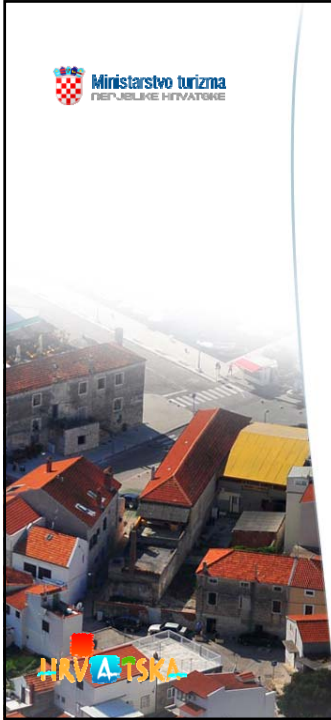
- update due to government changes
- update of the organizations and members – exclusion of non-active and inclusion of new members
- who: Ministry of Tourism + members



## Promotional flyer

- purpose- to disseminate the project/results of the projects
- One A4 sheet: 2x folded = 6 little pages; nr of copies can be limited upon need
- Publication as pdf. file, dissemination through email and websites, as download and small number of printed
- Content:
  - 2-3 little pages: international information (Knowledge networking for competitive and sustainable tourism: from research to market place, DestiNet as platform)
  - 2-3 little pages: Croatia: from research to market place: Sustainable Tourism website)
  - 1 page: logos, EC CIP programme, Fast-Lain short Info





## Expected results

- March-April 2012. – web page ready for publishing
- May 2012. – promotional flyer to be disseminated
- sustainability – determine person within the ministry for continuation of the project after its completion - continuous
- feedback – from project members and general public - continuous



## Conclusion

- question & answer session
- summary

Thank you for your attention!