

## **WP 3 INTEGRAL SYSTEM OF PLANNING AND EVALUATION OF THE TOURISTIC POLICY**

### **ACTION 3.1. EVALUATION OF THE CURRENT SITUATION**

#### **Deliverable 3.1.1. Assessment on current situation in tourism:**

Evaluation research for the current situation for the needs of the touristic sector at Thessaloniki

#### **Deliverable 3.1.2. Project framing meeting:**

Organization of the meeting at Thessaloniki. Deliverable of the minutes.

### **ACTION 3.2. DEVELOPMENT OF METHODOLOGY AND EVALUATION TOOLS FOR THE BUSINESSMAN AT THE TOURIST SECTOR AND THE VISITORS**

#### **Deliverable 3.2.1. Research office:**

Operation of the research office and recording of the best practices at international level as far as the measurement of satisfaction is concerned

#### **Deliverable 3.2.2. Study on tourism professionals and visitors indicators:**

Research for these measurements that have been chosen

#### **Deliverable 3.2.3. Specialized tools (i.e. questionnaires) for the statistical analysis and evaluation of tourism professionals and visitors trends and satisfaction:**

Valuation of the tools that are going to be used for Thessaloniki's platform

### **ACTION 3.3. Research for the tourist sector**

#### **Deliverable 3.3.1. Research on the professionals of the tourism industry:**

Collection of the views and trends of the specialists that are involved in the touristic industry of Thessaloniki

#### **Deliverable 3.3.2. Study on tourism sector indicators:**

Research for the trends, preferences and demands of the visitors

**Deliverable 3.3.3.000 Final evaluation research for the touristic sector:**

Research for the indicators that has been concentrated from the Research office for the touristic sector

**ACTION 3.4.000 DEVELOPMENT OF A SOFTWARE OF AN ELECTRONIC PLATFORM FOR COLLECTIVE, RECORDING AND EVALUATION OF THE ELEMENTS FOR THE PLANNING OF THE TOURISTIC POLICY**

**Deliverable 3.4.1.000 Software development**

Develops the software of the online gathering of data

**Deliverable 3.4.2.000 Pilot use of software:**

Runs a pilot use of the developed software

**Deliverable 3.4.3.000 Interconnection of the software:**

Interconnects the platform with other similar project platforms that have implemented in the cross border territory

**ACTION 3.5.000 INPUT OF THE ELECTRONIC PLATFORM WITH ALL THE APPROPRIATE ELEMENTS- TRAINING OF THE INVOLVED PERSONS FOR THE USAGE OF THE PLATFORM**

**Deliverable 3.5.1.000 Integrated collaborative network of the main stakeholders in the tourism:**

Creates an integrated network with main stakeholders in Thessaloniki to create benefits and establish dialogue.

**Deliverable 3.5.2.000 Training of lead users of the platform:**

Responsible for the training of the platform lead users in Thessaloniki

**Deliverable 3.5.3.000 Data analysis and evaluation:**

Gathers data from the platform and evaluates them