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# **SDITOROMAN - Supporting the Promotion and Development of Transnational Thematic Tourism Products Linked to Cultural and Creative Industries**

*Defined set of standards for info centers*

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## 1. Defined set of standards for info centers

The set of standards defines the level of service a visitor can expect aiming to provide the customers with a consistent product quality along the route. Standards and appropriate organizational structures secure the operation of the network beyond the projects lifetime. They include criteria on the necessary quality of the possibilities to get to the sub-destination, to move within the sub-destination and the connections to other sub-destination as well as the quality of information and services provided. Mobility is a very important factor because all areas of life, trade, economy and tourism are dependent on mobility. Being part of this network will increase the visibility of the participating destinations offering their visitors the unique possibility to travel the Danube, following and getting to know the historical facts and monuments.

Visitors center relates to the entire appeal of the archaeological site and the center for visitors, which measures the quality and quantity of the content, accessibility (inclusive tourism), souvenirs, toilets and accommodation. Another important part of the segment in the folder is related to creative interpretation, how the sites are presented with the help of static – VR, augmented reality, monitors, LCD, panels and boards, shelves, applications and live - guides, professors, archaeologists, curators, actors, volunteers – which directly influences the experience of visitors.

Information center shows the level of information which can be obtained before and during the visit to the destination, as well as the logistic for easier getting around the destination.

It's important to note that the last two folders especially show two entities:

a) The visitors' center, located within the locality as physical (specially defined space), but it can also be a person trained to give information and coordinate *tourism, cultural and other relevant suppliers*.

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b) The tourist info center, which offers much more information about a destination, is usually the first contact with tourists (airports, railway stations, city center etc.), but the important link in directing guests to the locality (especially when they don't have previous knowledge or a plan to visit it, but are there for another reason).

**Descriptions of marks used**

Marks are defined as points 1, 2 and 3, and they describe the following need-fulfilment:

Low – minimal fulfillment of basic needs, with potential for advancement 1

Middle – basic need-fulfilment with potential for advancement 2

High – complete need-fulfilment – very developed infrastructure 3

The sum total of all points on the table is divided by the number of needs, giving the total mark of the standard. Compared to the marked standards, potential tourists can expect a certain level of services and offers, in relation to their habits and needs. Also, starting and defining points can be used for advancement an all levels.

**Procedure for creating sets:**

Guidelines from the project indicating to the crucial activities and expected results.

Desk research and analysis of sub-destinations.

Notes and conclusions from the study trip.

Analysis of professional literature on the topic of tourist destination management.

<b>VISITOR CENTER</b>	<b>Low</b>	<b>Middle</b>	<b>High</b>	<b>Description / Way to communicate with visitors and create experiences</b>	<b>Marks / Sum total of points</b>
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					divided by the number of categories marked.
Providing information		A person trained to coordinate activities	A well-arranged space with trained personnel	The visitors' center must be well conceived, arranged and organized. Meaning that, through the physical space (open or closed) with trained personnel or just via a trained person we are offering all necessary info related to the locality and the services that it offers. The idea of the visitors' center is that you can complete everything in one place and get information where to go next.	
Parking	Unarranged space/free parking	Car and Bus Signalization Free or Payment method	Car, Bus and bicycle Free or Payment method	Parking facilities for day visitors in suitable places near the visitors' center and locality. The signalization is very important because it makes getting around easier as well as the need for additional information.	
Accessibility	/	Partially available/there are certain spaces that are unreachable	All segments completely available	Tourism for all Tourism literature and other promotional material employed in tourism should provide a clear indication of accessible services and facilities, preferably accompanied by easily understandable international symbols. Signing / Information, check-in and ticketing desks should be clearly indicated and have an accessible customer-service area for use by persons with reduced mobility and as near as possible to the entrance. Parking area available for the vehicles	

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Languages	Domestic	2-3 languages	More than 3 languages	Languages where information can be obtained (English, German etc.) This relates to several segments.	
Restaurant, cafe or bar	/	Cafe	Cafe and restaurant	Locations for accommodation, within or near the localities for the needs of visitors' refreshment and rest.	
Souvenir shop				Souvenirs with the theme of the Roman period	
Toilet	No toilets or inside private subjects	Toilets for visitors	Toilets for visitors + accessible	Toilets accessible for all, meaning that it does not relate only to the availability of some of the toilets, but a specially defined space for additions which help people with disabilities or older people. Accessible toilet stalls and washbasins should be installed at the same location as the standard toilets. Both the dimensional aspects and the technical aids needed to move from the wheelchair to the water closet and vice versa shall be taken into account in such toilet stalls.	
<b>Creative Interpretation</b> *				Creative interpretation means conceiving and rehearsing the way that the locality is presented, based on double-checked and coordinated facts and historical data. Two types of creative interpretations can be singled out. Creative industries, involving science, technology and the arts represent an opportunity to create new and innovative forms of cultural tourism experiences.	
<b>Static</b> – monitors, LCD, Panels and boards, shelves Application,	Shelves	Panels and boards, Monitors with PC	Panels and boards, Monitors with PC, interactive screens	Simple and creative solutions which make getting to know the destination easier. All the instruments should be well-positioned – visible, electrical instruments must be functional.	
<b>Live</b> – guides,	Ticket	Guides,	Guides Professors	This is one of the best ways of creative interpretation of localities. The	

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professors archaeologists, Actors, volunteers	vendors or volunteer s	Curator	Actors Curator VR technology	creative interpretation includes a well-conceived and rehearsed way of presenting the localities based on checked and coordinated facts and historical data. An especially strong influence on creating the atmosphere and close relationship with visitors. The possibility of asking questions and participation in a discussion gives privileges to visitors who retell and relate what they learned. The role of creating an atmosphere is also given to especially dressed and trained actors. The interpretation of the way of life for the period represented at the locality is of the utmost importance for creating an atmosphere and giving a realistic image.	
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<b>INFORMATION CENTER</b>	<b>Low</b>	<b>Middle</b>	<b>High</b>	<b>Description</b>	
Tourist signalization				General and thematic set (points to the Roman archaeological sites)	
Information about Archaeological sites	No visible information	Website (information) or brochures /fliers	Website (information) or brochures /fliers, posters and application	The standardization of cultural heritage interpretation: website, posters, brochures, applications. The information includes text about a site with at least two photos, which can be found in one of the sections of the site, pages of a brochure or as part or all of the applications on the subject.	
Tourist and mobility information	/	Can be found on the official site.	Can be found on the official site. Presented as	Information about services, products, attractions. Trained personnel acquainted with the project who can give information and direct guests. The ability to navigate into the destination and to the next destination	

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		Presented as information in brochures and on bulletin boards.	information in brochures and on bulletin boards.	on the route.	
Cooperation with stakeholders (Product club)	/	Loose arrangements with partners at the destination s.	Contracts which precisely define mutual obligations of the partners.	Database of all stakeholders in the sub-destination Local travel agencies dealing with incoming tourism Communication through info center between the project partners and local partners, the media, the public, especially from the area of tourism Unique information about the project and its goals	
Souvenirs	1 souvenir	2-3 souvenirs	More than 3	Souvenir program with the topic of Rome and localities which evoke a person, place or event.	
Rental services		Bicycles,	Bicycles, e-cars, Segway etc.	The possibility of renting a bike, e cars or other vehicle in tourist info center or other companies (information about possibility)	



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**2. Project Partners**

	<p><b>LP</b> Danube Competence Center</p>	<p>SERBIA</p>
	<p>Histodian</p>	<p>NETHERLANDS</p>
	<p>Ruse Regional History Museum</p>	<p>BULGARIA</p>
	<p>Mascontour</p>	<p>GERMANY</p>
	<p>Tourism Ministry of Romania</p>	<p>ROMANIA</p>
	<p>Zsolnay Cultural Quarter</p>	<p>HUNGARY</p>
	<p>National Museum Zajecar</p>	<p>SERBIA</p>