



## I-M02: Ηλεκτρονικά Συστήματα Διαχείρισης και Μάρκετινγκ Τουριστικών Προορισμών

i4M Lab



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## Οργανωσιακή μορφή & Πηγές Χρηματοδότησης

- Δημόσιος φορέας ή οργανισμός
- Μια μη κερδοσκοπική συνεργασία και σύμπραξη δημόσιου – ιδιωτικού τομέα (Private – Public Partnership, PPP)
- Ένας μη κερδοσκοπικός συνεταιρισμός τουριστικών επιχειρήσεων
- Μια κερδοσκοπική τουριστική επιχείρηση
- Κρατικοί πόροι
- Τοπική Αυτοδιοίκηση
- Ξενοδοχειακοί ή άλλοι έμμεσοι φόροι
- Συνδρομές μελών από την τουριστική βιομηχανία
- Εισόδημα από προβολή επιχειρήσεων

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## Roles of DMOs

The coordination of the many constituent elements of the tourism sector (including local, political, civic, business, and visitor industry representatives), so as to achieve a single voice for tourism;

The fulfilment of both a leadership and advocacy role for tourism within the local community that it services. The DMO should be a visible entity that draws attention to tourism so that residents of the destination understand the significance of the visitor industry;

Helping to ensure the development of an attractive set of tourism facilities, events and programs and an image that will help position and promote the destination as one that is competitive in the experiences it offers;

Assisting visitors through the provision of visitor services such as pre-visit information, and additional information upon arrival;

serving as a key liaison to assist external organizations, such as meeting planners, tour wholesalers, and travel agents who are working to bring visitors to the destination.

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## Λειτουργίες & Ρόλος

- «Οικονομικός μοχλός»
- «Δημιουργός και Marketer της εικόνας, εμπειριών και υποδομών του προορισμού»
- «Συντονιστής & ρυθμιστής της αγοράς και των ομάδων συμφερόντων»
- «Διαχειριστής κρίσεων»
- «Διαχείριση επισκεπτών»
- «Επίτευξη βιώσιμης ανάπτυξης»
- «Ανάπτυξη ανθρωπίνων πόρων»

**ΠΡΑΓΜΑΤΙΚΟΤΗΤΑ;**

**Υπερβολική έμφαση στις λειτουργίες του ΜΑΡΚΕΤΙΝΓΚ και ΟΧΙ στη ΔΙΑΧΕΙΡΙΣΗ τουριστικών προορισμών**

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## DMOs have to manage three Informational Streams

- Dissemination of knowledge about community/destination assets to visitors & potential visitors so that they will know how to use these assets to meet their needs to live, work, meet, and/or play. DMOs disseminate this knowledge by implementing their branding strategy, sales strategy, meetings & convention marketing strategy, web strategy, & leisure marketing strategy.
2. Dissemination of knowledge about the needs, wants & expectations of visitors so that all entities can see how they directly benefit from visitors. DMOs disseminate this knowledge by implementing their strategy for managing industry stakeholders & part of their strategy for managing community stakeholders.
  3. Dissemination of knowledge about the indirect benefits that visitors bring to the community to all community/destination stakeholders. DMOs disseminate this knowledge by implementing the remainder of their strategy for managing community stakeholders.

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## Two major roles of DMOs

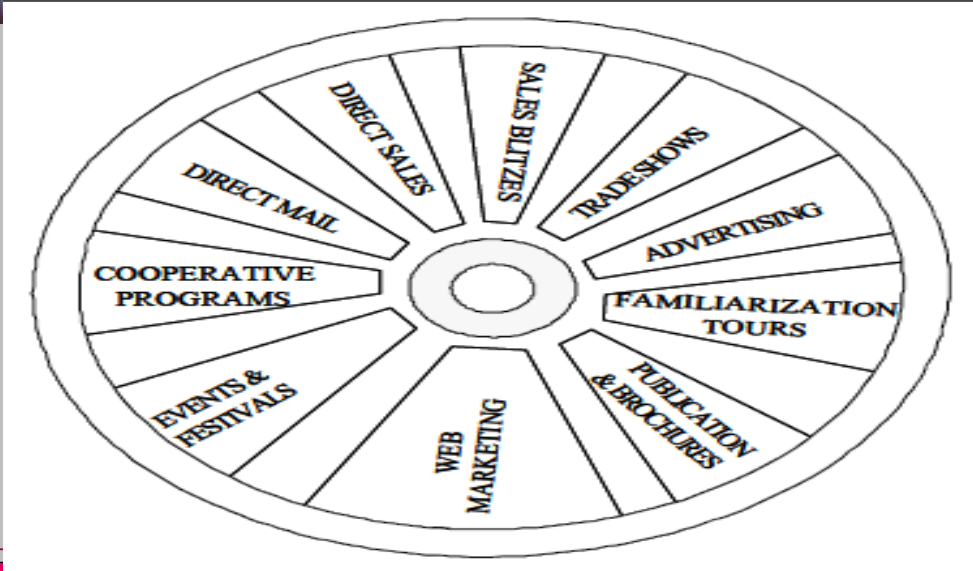
External destination marketing  
Internal destination management

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# External Destination Marketing

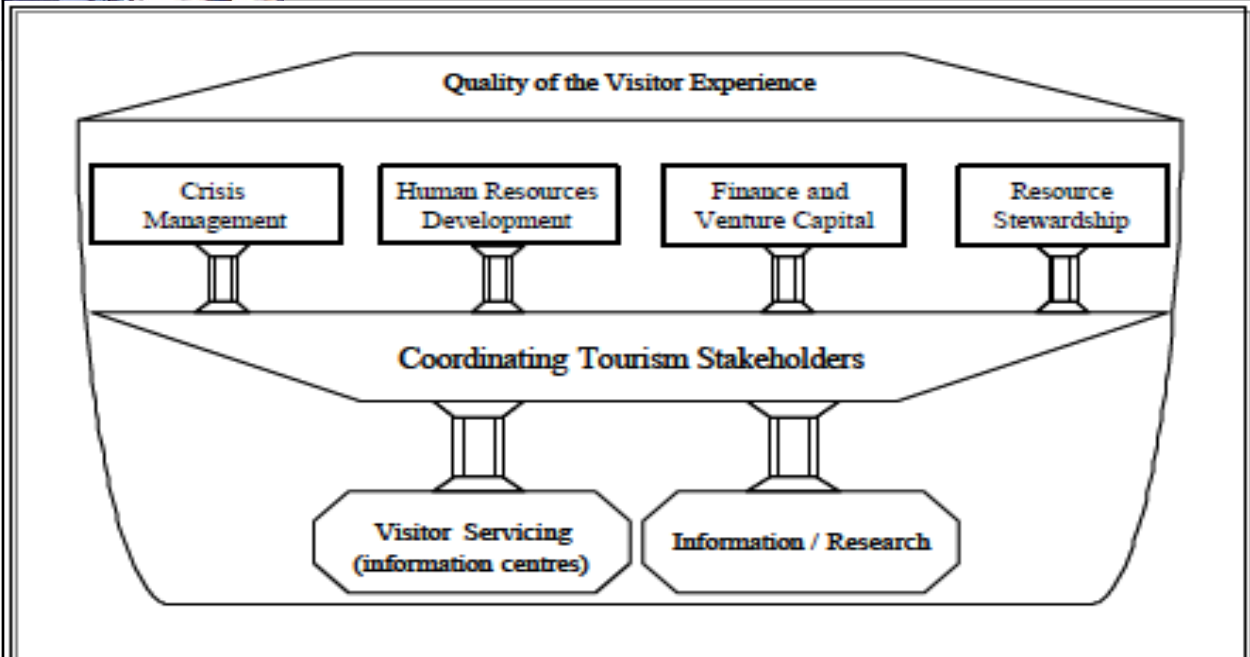


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www.sageon.gr  
ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ

# Internal Destination Management





# Κατηγοριοποίηση ΗΣΔΠ

- Σε 3 + επίπεδα:
  - Εθνικό
  - Περιφερειακό
  - Τοπικό
- **Ήδη δημιουργείται το [www.visiteurope.com](http://www.visiteurope.com)**
- Θεματικό - εμπειρίες
- Οργανωτική δομή
  - εθνικά συγκεντρωμένο, π.χ. [visitbritain.com](http://visitbritain.com)
  - περιφερειακά συγκεντρωμένο, π.χ. [Tiscover.com](http://Tiscover.com)
  - περιφερειακά – τοπικά δικτυωμένο, π.χ. [Santorini.gr](http://Santorini.gr)

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Tourism PLUS - Croatian National Tourist Board - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.croatia.hr/English/TurizamPlus/TurizamPlus.aspx>

Central portal Cultural tourism Camping Nautics Croatian Convention and Incentive Bureau

**CROATIA**  
Croatian National Tourist Board

The Mediterranean As It Once Was

• Destinations • Accommodation • **Tourism PLUS** • Events • Arrival • About Croatia

**Tourism PLUS**

Hiking  
Hikers in forest

You are here: [Home](#) • [Tourism PLUS](#)

**TOURISM PLUS**

- Adventure racing
- Canoeing
- Climbing
- Cycling
- Diving
- Flying
- Golf

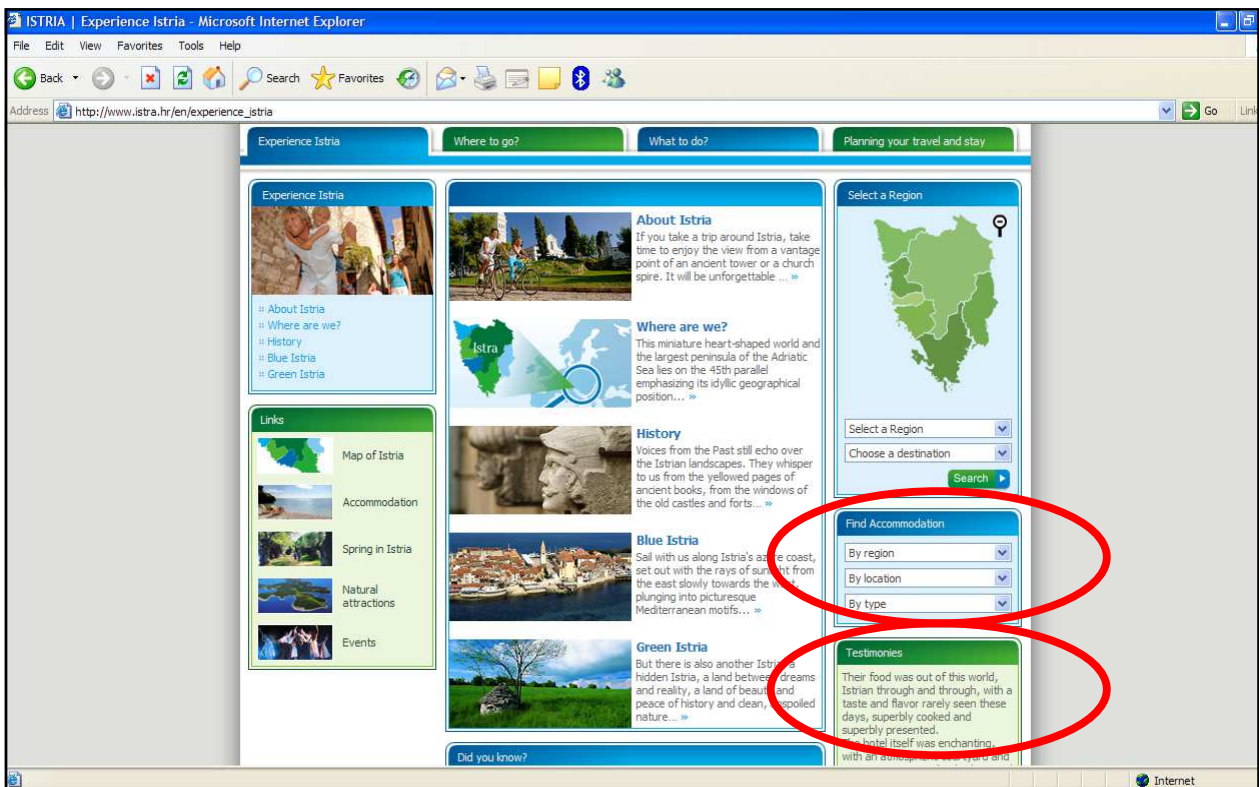
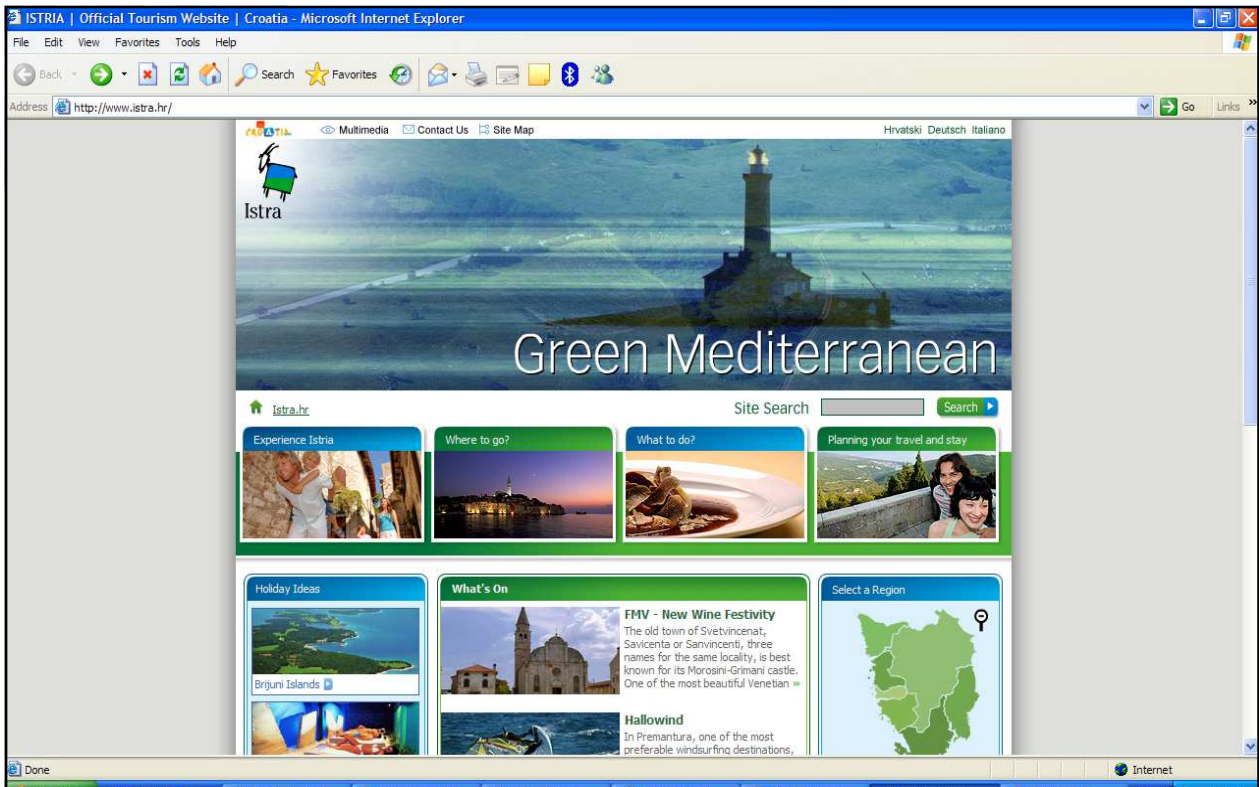
**Tourism PLUS**

**Cycling**

• From north to south, from the east to the west of Croatia, run the bike paths as well as the mountain bike tracks...

GO







http://www.rfr.gr/

# ΞΕΧΩΡΙΣΤΕΣ

**ΡΕΘΥΜΝΙΟΤΙΚΟΣ ΚΑΡΝΑΒΑΛΙΣ**  
ΤΟ ΚΑΡΝΑΒΑΛΙ ΤΗΣ ΚΡΗΤΗΣ

ΕΠΙΚΟΙΝΩΝΙΑ

ΔΗΜΟΣ ΡΕΘΥΜΝΗΣ  
ΔΗΜΟΤΙΚΗ ΑΝΑΠΤΥΞΙΑΚΗ  
ΕΠΙΧΕΙΡΗΣΗ ΡΕΘΥΜΝΟΥ

ΓΡΑΦΕΙΟ ΚΑΡΝΑΒΑΛΙΚΩΝ ΕΚΔΗΛΩΣΕΩΝ

ΚΟΥΝΤΟΥΡΙΩΤΟΥ 113, 74100 ΡΕΘΥΜΝΟ  
ΤΗΛ: 2831 051199 - 2831 051499 FAX: 2831 051299  
Email: carnival@rethymno.gr  
www.rethymno.gr/carnival

**ΑΝΑΓΕΝΝΗΣΙΑΚΟ ΦΕΣΤΙΒΑΛ ΡΕΘΥΜΝΟΥ**  
ΚΑΛΟΚΑΙΡΙ 2006 ΠΡΟΓΡΑΜΜΑ ΕΚΔΗΛΩΣΕΩΝ

ΙΟΥΛΙΟΣ		ΑΥΓΟΥΣΤΟΣ	
7	ΝΕΟ ΘΕΑΤΡΟ ΒΕΖΑΛΩΝΙΚΗΣ ΕΥΡΕΣΗ ΤΡΙΑΣ - ΣΠΟΥΤΑ ΕΠΙΧΡΟΜΕΙΑ - ΚΩΝΟΣ ΠΥΛΟΣ	1	ΣΗΤΕ ΒΕ ΠΑΤΡΑΣ ΣΠΕΤΣΑΝΗ - GRISSES DE ARISTOPHANES - THE BIRDS
7	ΡΕΙΤΑΙ ΚΙΒΑΡΑΣ PEPE ROMERO CONCERT ΑΒΟΥΤΑ ΟΜΕΙΟΥ	3	ΣΥΝΑΥΛΙΑ ZARINA ΓΙΑΝΝΑΤΟΥ - PRIMAVERA EN SALONCO
10	ΦΑΝ ΘΕ ΡΕΘΥΜΝΟΥ ΣΑΥΤΕΡΗ ΠΡΕΒΕΛΑΚΗ - ΜΟΝΑΧΙΑ	5	ΒΕΤΡΟ ΝΕΟΥ ΑΚΚΩΔΟΥ ΣΑΥΤΕΡΗ ΚΩΒΕΛΑΚΗ SHAKESPEARE: OTHELLO
11	ΣΗΤΕ ΒΕ ΚΗΦΙΣ ΣΤΕΡΗ ΠΑΤΑΤΖΗ - ΣΟΝ ΚΑΜΙΛΟ	7	ΕΚΒΕΒΗ ΣΤΡΑΦΗΚΗΣ ΦΡΕΔΕΡΙΚΟΣ ΠΗΤΑΜ - FREDERICK J. FEATHAM ΑΒΟΥΤΑ ΠΥΡΟΒΟΛΟΥ - FORTEZZA
14	Κ.Ο.Ε.Μ. ΣΥΝΑΥΛΙΑ ΜΑΡΙΟΣ ΤΟΧΑΣ	8	Κ.Ο.Ε.Μ. ΣΥΝΑΥΛΙΑ - ΚΟΥΚΛΙΝΟΣ ΚΗΛΙΔΩΝΗΣ
15	ΟΜΙΑ ΣΤΟΥΝΤΟ ΒΑΒΑΝ ΜΕΤΗΡΑΛΑΚΗΣ - ΗΡΑΚΛΕΙΟΥ ΜΟΝΑΧ ΚΟΥΛΙΣΑΝΟΥ - HEART OF A DOG	9	ΘΕΑΤΡΟ ΠΡΟΔΗΜΟΥ ΠΑ ΝΥΧΤΑ ΤΗΣ ΤΟ ΣΑΥΤΕΡΗ NIGHT WITH SHAKESPEARE
19	ΕΛΛΗΝΙΚΗ ΘΕΑΤΡΟΝ - ΚΑΡΜΕΛ ΡΟΥΤΕΡΗ ΣΑΥΤΕΡΗ ΤΟ ΑΝΕΡΘΙΑ ΤΗΣ ΣΤΡΕΠΤΙΑΣ	10	ΚΑΡΑΜΗΛΕΣ ΕΚΔΗΛΩΣΕΩΣ ΣΥΝΑΥΛΙΑ - ΣΤΕΛΙΟΣ ΜΠΕΚΑΚΗΣ
22	ΣΥΝΑΥΛΙΑ DAVID NOON CONCERT	11	ΠΑΡΑΜΗΛΕΣ ΕΚΔΗΛΩΣΕΩΣ ΣΥΝΑΥΛΙΑ - ΜΙΧΑΗΛ ΤΣΟΥΤΑΝΑΚΗΣ
23			
24			

**THE ROUTE OF THE OLIVE TREE**  
**ΟΙ ΔΡΟΜΟΙ ΤΗΣ ΕΛΙΑΣ**

**دروب زيت الزيتون وشجرة الزيتون**


Reporters  
Future plans  
News of the "Routes"  
Olive oil  
To know more

**LES ROUTES DE L'OLIVIER**



Δ. Θήρας / Η ιστορία της Σαντορίνης - Microsoft Internet Explorer


Address http://www.agrotravel.gr/agro/site/AgroTravel/t\_docpage?doc=/Documents/Agrotravel/learnabout/kyklades/santorini/istoria



agrotravel.gr Η επίσημη ελληνική πύλη για τον τουρισμό υπαίθρου - αγροτουρισμό

Περιεχές Ενδιαφέροντα Κατάλογοι Ελληνικά / English Ποιοι είμαστε | Εκδόσεις | Αγροτουρισμός

Αρχική σελίδα > Ελλάδα > Νησιά Κυκλάδων > Δ. Θήρας > Η ιστορία της Σαντορίνης



### Η ιστορία της Σαντορίνης

Η Σαντορίνη αρχικά κατοικήθηκε από τους Κάρες, μετά από τους Κρήτες και στη συνέχεια από τους Φοίνικες. Παλιότερα το νησί είχε **ονομαστεί Στρογγυλή** λόγω του σχήματός του. Στη συνέχεια όταν η Σαντορίνη αποτέλεσε **τμήμα του μινωικού πολιτισμού** γνώρισε ιδιαίτερη ανάπτυξη και παράλληλα της δόθηκε το όνομα **Καλλίστη** λόγω της ιδιαίτερης ομορφιάς της. Το 1520 π. Χ. όμως με την **έκρηξη του ηφαιστείου καταστράφηκε η Σαντορίνη** και ολοκληρώσε ο **Μινωικός Πολιτισμός**. Τον 8ο αιώνα π. Χ ο **Θηβαίος ήρωας Θήρας εγκατέλειψε τη Σπάρτη** όπου ζούσε και εγκαταστάθηκε στο νησί, το οποίο πήρε έτσι το όνομά του. Το **όνομα Σαντορίνη** το πήρε από το εκκλησάκι της Αγίας Ειρήνης που δέσποζε στο νησί και το οποίο οι Βενετοί κατακτητές το αποκαλούσαν **Santa Irini**.

### Προϊόντα

#### Κρασί από τη Σαντορίνη

Στο νησί των ηφαιστειών παράγονται μερικά από τα πιο εκλεκτά κρασιά. Η Σαντορίνη αποτελεί μια από τις πιο φημισμένες ονομασίες προέλευσης.

#### Παραδοσιακά προϊόντα και φαγητά της Σαντορίνης

Αφρόνια γευστικών απολαύσεων σας περιμένει στη Σαντορίνη

#### Εκδηλώσεις

01/08/2005 - 31/08/2005

#### Καμαριανό θαλασσινό πονηγύρι

Το Καμαριανό θαλασσινό πονηγύρι διοργανώνεται στο Καμάρι τον Αύγουστο και περιλαμβάνει συναυλίες...

01/08/2005 - 31/08/2005

#### Σχετικά / Ελλάδα

##### Η ιστορία της Μήλου

Μια μπά στην ιστορία της Μήλου, από τη νεολιθική

Κατά την εισβολή των Περσών, η Θήρα προσέφερε «γη και ύδωρ» αλλά το **425 π. Χ υπετάγη στους Αθηναίους** και στη συνέχεια στους Μακεδόνες, τους Πτολεμαίους και τους Ρωμαίους. Κατά την **Φραγκοκρατία** υπήρξε **τμήμα**

start Inbox - Outlook Express Δ. Θήρας / Η ιστορία ... DMS MARIANNA SIGALA-e-business fo... 12:22 μμ

Welcome to Wine Roads of Northern Greece - Microsoft Internet Explorer

Αρχείο Επεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

Διεύθυνση http://www.wineroads.gr/en/default.asp



Wine Roads of Northern Greece Walk in a vineyard...

- PROFILE
- WINE ROADS OF N. GREECE
- OUR NEWS
- WINE ROUTES
- WINE PRODUCERS
- CO-OPERATING MEMBERS
- VARIETIES
- APPELLATION OF ORIGIN
- WINE REGIONS
- WINE TASTING
- INTERNATIONAL WINE COMPETITION OF THESSALONIKI
- PRESS ARTICLES
- MAILING LIST
- LINKS
- DOWNLOADS
- CONTACT
- GUEST BOOK

Designed & Developed by A.S.T.

### Wine Roads



The **Wine Roads of Northern Greece** is a trail - blazing program that grew out of the joint effort of the members of the Wine Producers Association of the Northern Greece Vineyard. It is a unique tourist program, a wine tourism program more specifically and an innovating proposal for Greek and foreign visitors, to reach the variety of our viticulture regions, discover their local characteristics, familiarize with the wine-producers local environment and participate in the variety of cultural activities.

The wine-producers, wove this web in and through the various places where they live and work and practice their craft. All around them unwinds the skein of history, of architecture, of

### International Competition



The **Wine Producers Association of Northern Greece** organizes the only International Wine Competition held in Greece. The Competition's main objective is to present the variety of international quality wine production to both the public and the commercial community. The Thessaloniki International Wine Competition it is considered already an institution for the wine events of our country, as well as for the whole wine industry, with considerable participations from Greece and from the other great wine-producing countries.

More...

### Wine Producers



Get to know the Wine Producers Association Members and their products

Today, the 24 wineries that have joined forces within the association, which now includes Epirus and has been renamed the **WINE PRODUCERS ASSOCIATION OF THE NORTHERN GREECE VINEYARD and THE WINE ROADS OF NORTHERN GREECE**, have directed part of their corporate activity towards a set of common objectives. These are:

- Building up the image of the wines of the Northern Greece Vineyards and promoting them in Greece and abroad. This is a very worthwhile initiative, since on the one hand the Greeks are still generally very poorly informed about wine and continue to perpetuate a host of myths about it (e.g., bulk wine

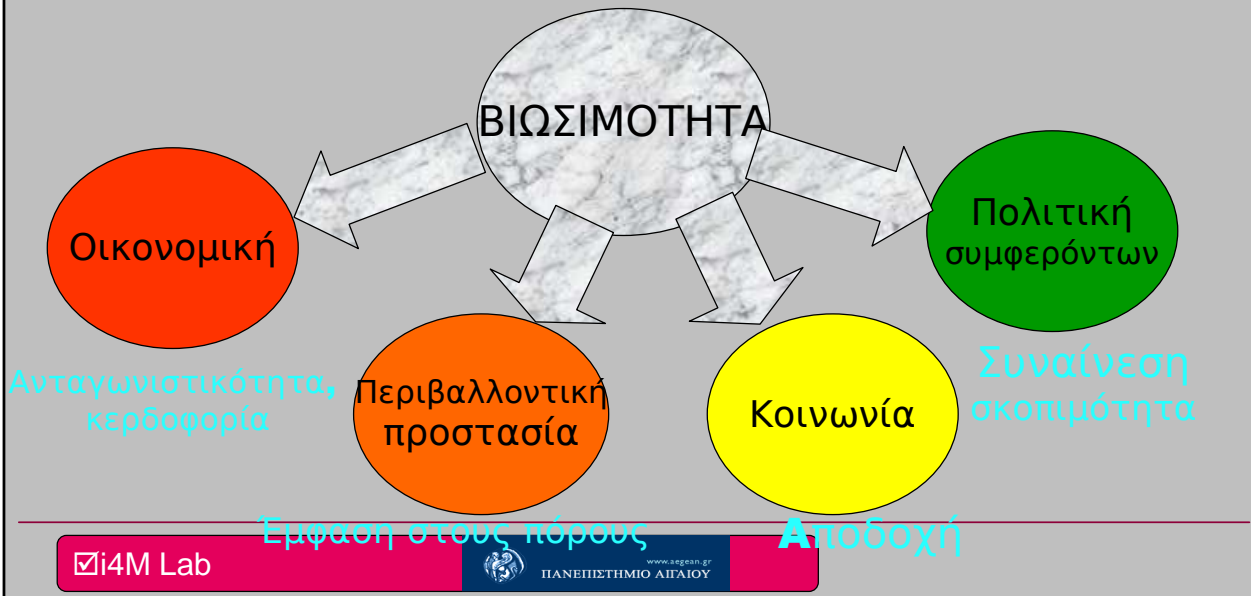
Ανάπτυξη του Κρασιού της Βόρειας Ελλάδας

Internet





# Βιωσιμότητα στον τουρισμό



## Αξιοποίηση των ΗΣΔΜΤΠ για μια βιώσιμη ανάπτυξη

### Οικονομική:

- Τεχνολογική και διοικητική υποστήριξη μικρομεσαίων και οικογενειακών επιχειρήσεων
- Χρονική και γεωγραφική διάχυση της τουριστικής δαπάνης
- Διάχυση τουριστικής δαπάνης σε μικρές και μεγάλες επιχειρήσεις
- Αύξηση της μέσης τουριστικής δαπάνης

Περιβαλλοντική: δημιουργία περιβαλλοντικής αντίληψης, συνείδησης και εκτίμησης στην τοπική κοινωνία και τουρίστες

Κοινωνική: συμμετοχή της τοπικής κοινωνίας στο τουριστικό γίγνεσθαι

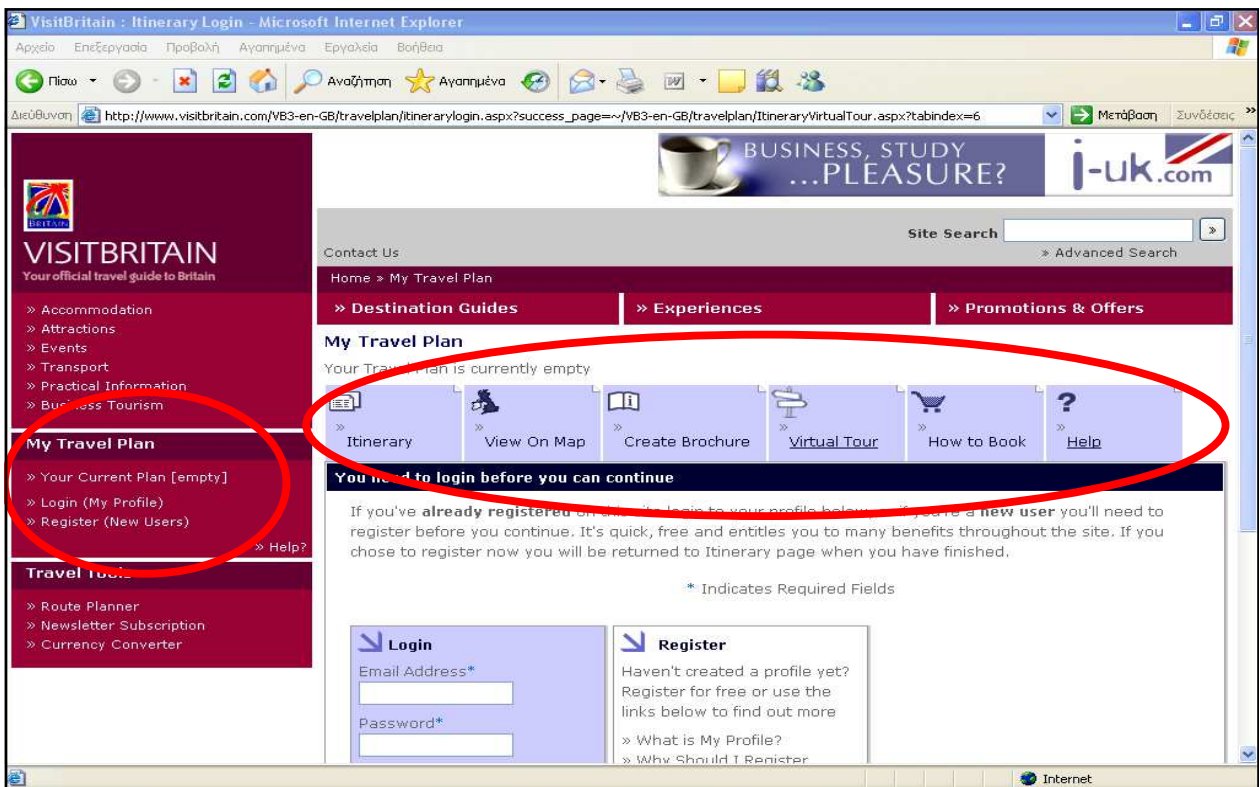
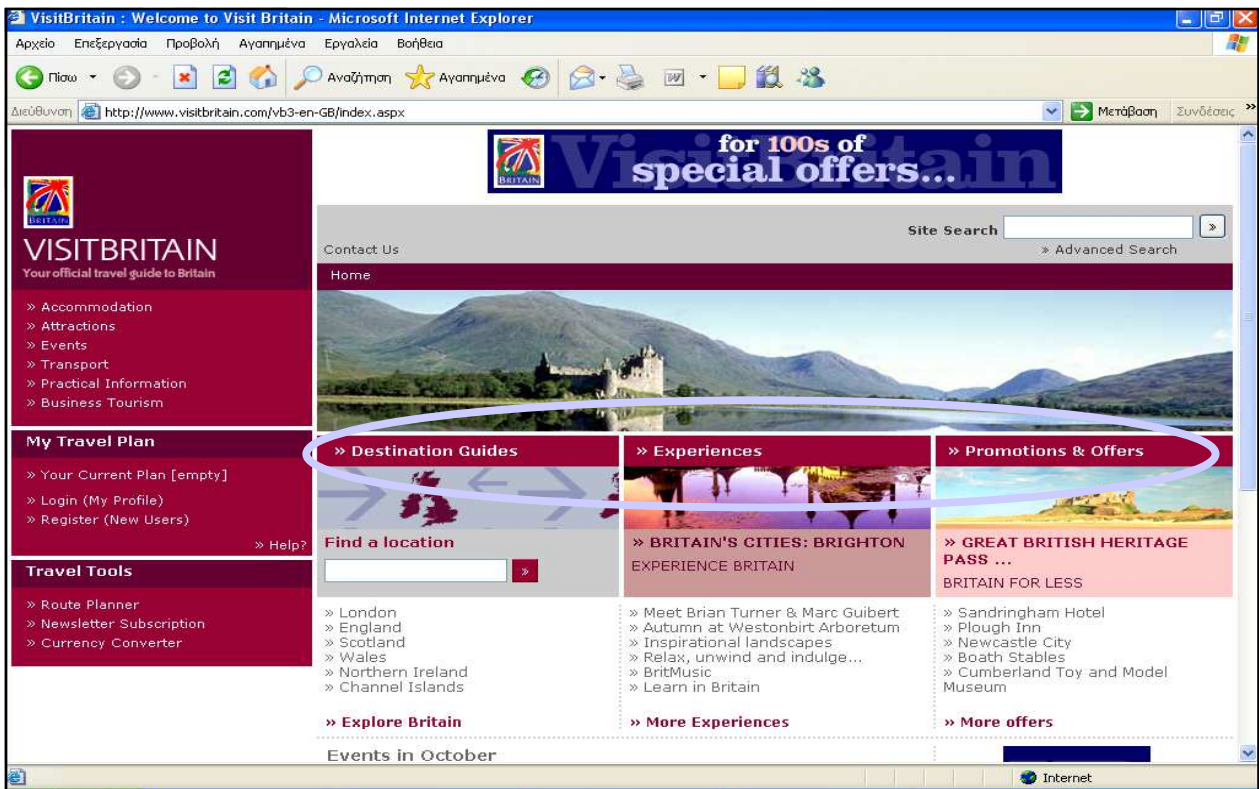
Πολιτιστική: προώθηση, διατήρηση και ερμηνεία του τοπικού πολιτιστικού πλούτου, αυθεντικότητα τουριστικών εμπειριών

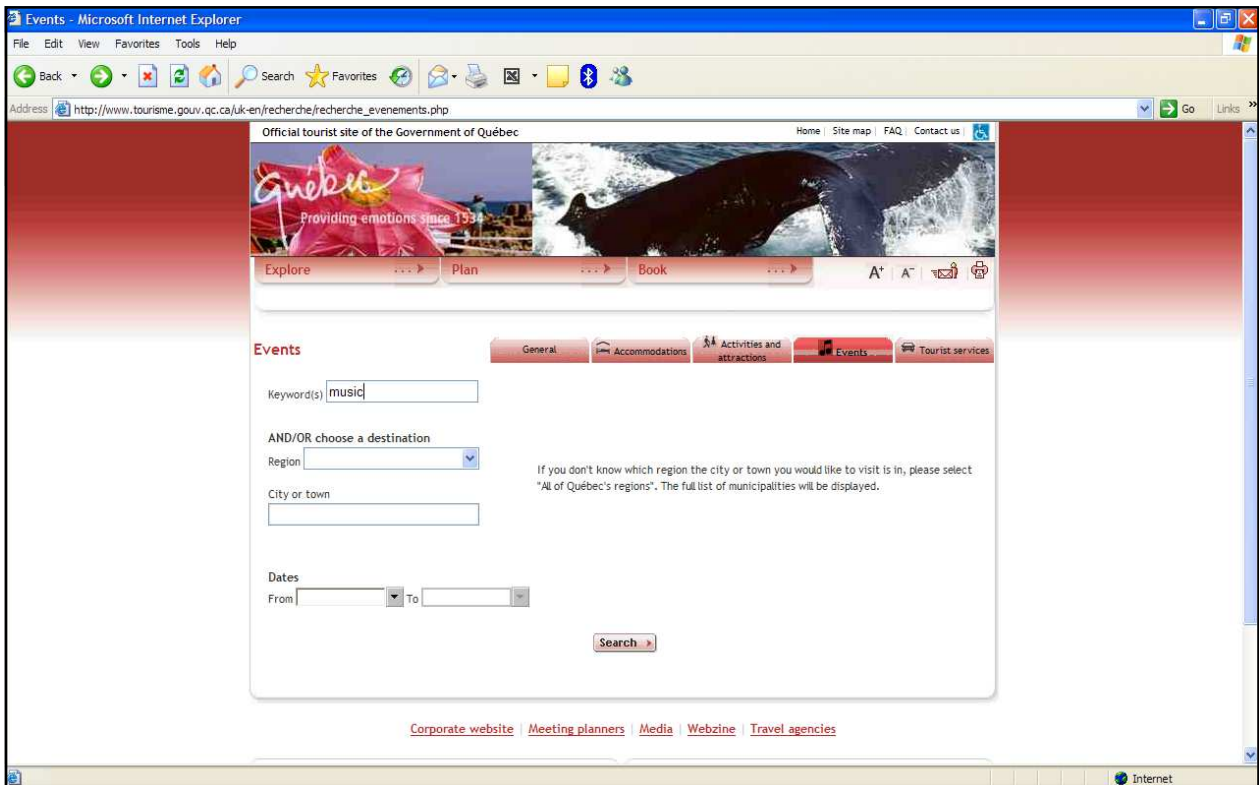
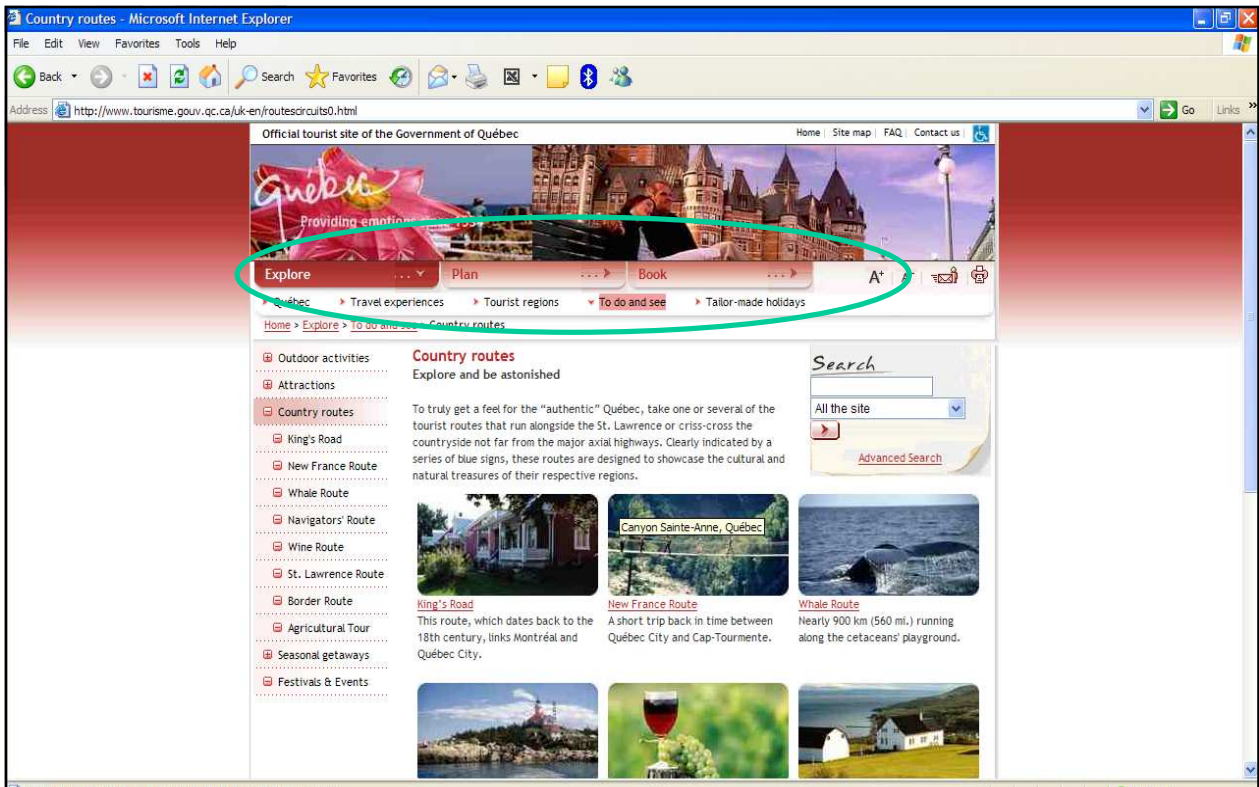
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http://www.tourisme.gouv.qc.ca/uk-en/recherche/resultats.php?langue=en&dateDebut=20060630&dateFin=20060928&typeRecherche=EVENEMENTS&region=&municipalite=&mot\_de\_recherche=&BQC\_REGIONID=&date\_debut=

Explore Plan Book

Search result(s) (Modify the search)  
Keyword(s): music  
New search: Events

Event(s) found: 1 to 10 of 79

Festival / Special Event ( 75 ) Trade Show and Fair ( 3 )  
Sport event ( 1 )

Name of the event	Location	Date(s)	Photo
<b>Festival international de Lanaudière</b> July 8 - August 6, 2006 Recognized as one of the most prestigious classical music events in North America, this festival boasts the participation of nationally and internationally renowned soloists. >> Region: Lanaudière Category: Festival / Special Event	Joliette	July 08 - August 06 2006	
<b>Québec City Summer Festival</b> July 6 - 16, 2006 For the past 39 years, this festival has been drawing crowds with its unique holiday atmosphere. For 11 days the city is transformed into a giant outdoor stage where hundreds of >> Region: Greater Québec City Area Category: Festival / Special Event	Québec Region	July 06 2006 - July 15 2007	
<b>Percu-Phonie the World Festival of Percussion</b> July 28 - 30, 2006 Huge multicultural fiesta featuring percussive rhythms and music from around the world. On the program: high-calibre musical shows, percussion workshops, dance, musical improvisation >> Region: Montérégie Category: Festival / Special Event	Saint-Césaire	July 28 - July 30 2006	
<b>Festival international des rythmes du monde</b> August 2 - 6, 2006 The largest music festival in the world and the largest percussion festival in Québec takes place in downtown Chicoutimi. Era			

Festival international de Lanaudière - Microsoft Internet Explorer




Address: http://www.tourisme.gouv.qc.ca/uk-en/fiches/en/evènements/430123.html

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**Festival international de Lanaudière** Français  
Region : Lanaudière

July 8 - August 6, 2006  
Recognized as one of the most prestigious classical music events in North America, this festival boasts the participation of nationally and internationally renowned soloists. The concerts and recitals are held at the Amphitheatre of Lanaudière, located in Joliette, as well as in churches throughout the region.

**LE FESTIVAL DE lanaudière**

Coordinates

E-mail : [festival@lanaudiere.org](mailto:festival@lanaudiere.org)  
Telephone : (450) 759-4343 (Ticket office)  
Fax : (450) 759-3082  
Toll free number : (800) 561-4343 (Canada)  
Web site : [www.lanaudiere.org](http://www.lanaudiere.org)

Services  
Accommodation assistance

Reservations  
Tickets

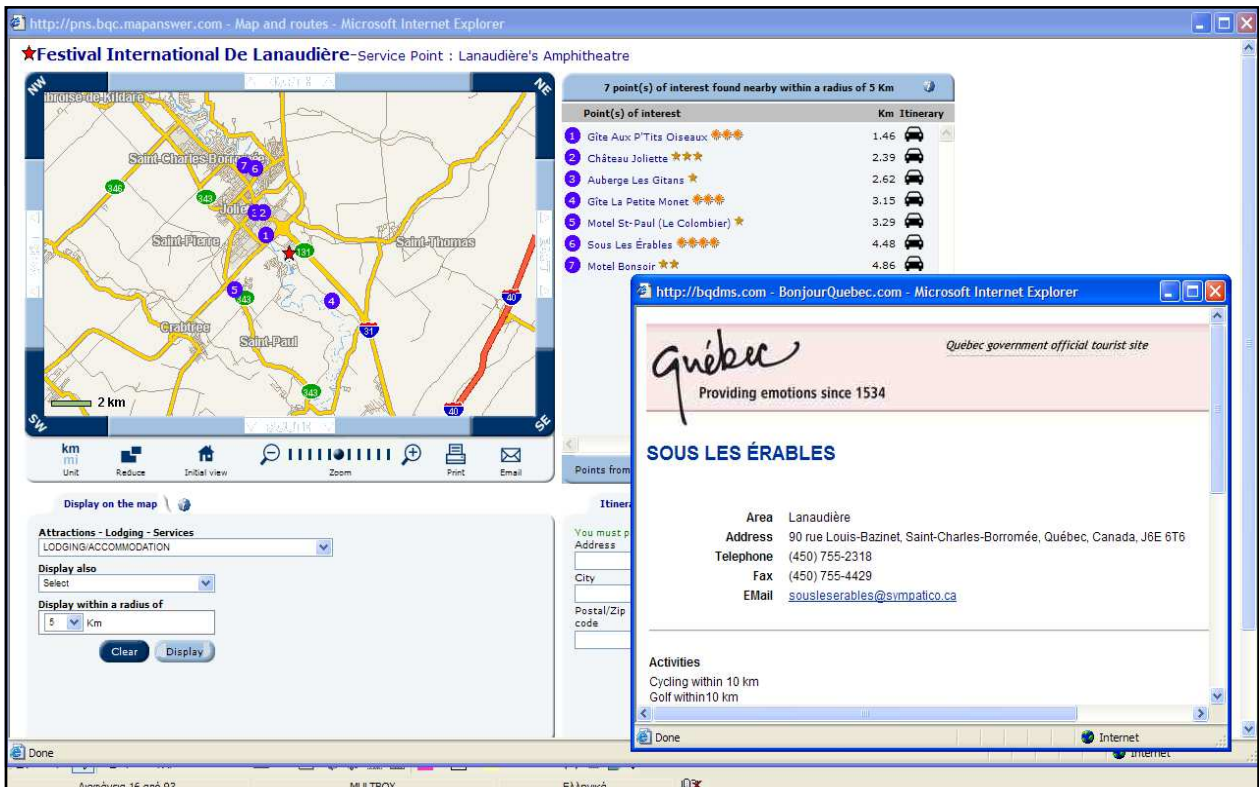
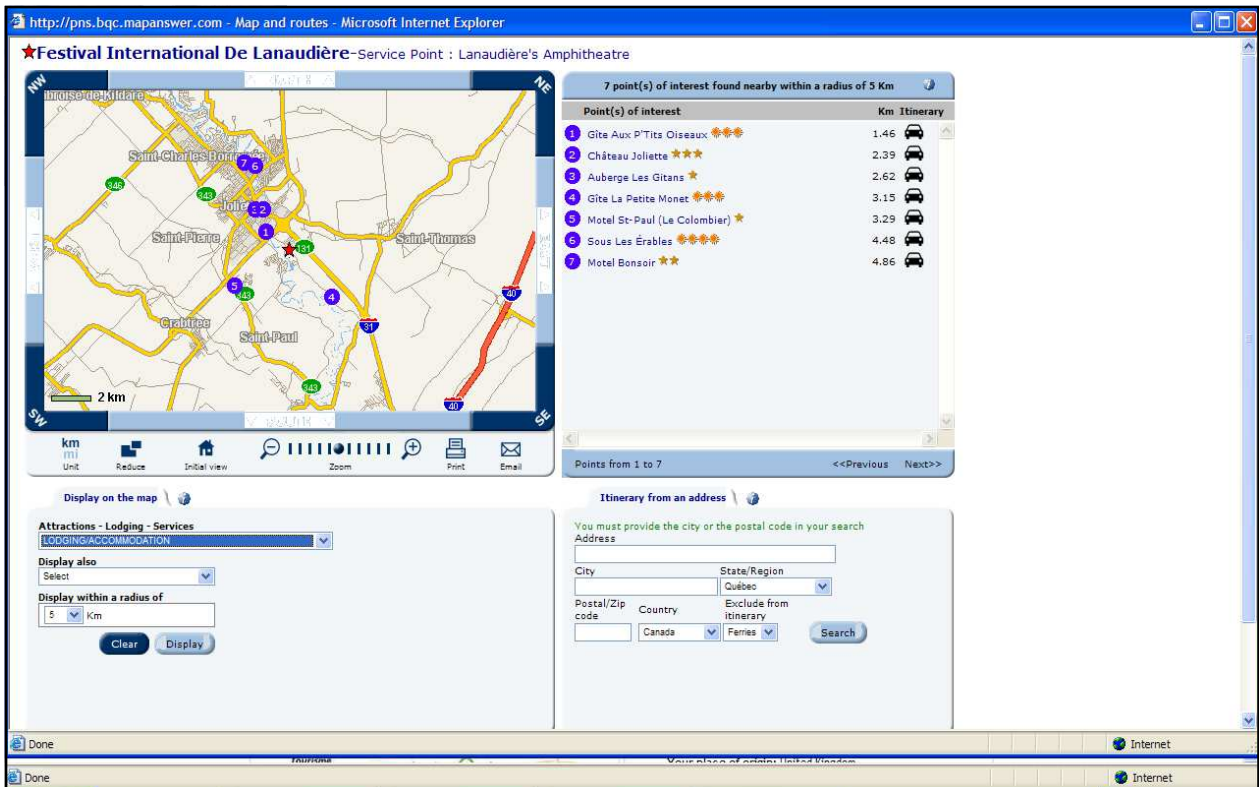
Search  
All the site  
Advanced Search

Accommodations nearby  
Attractions and activities nearby  
Promotional brochure

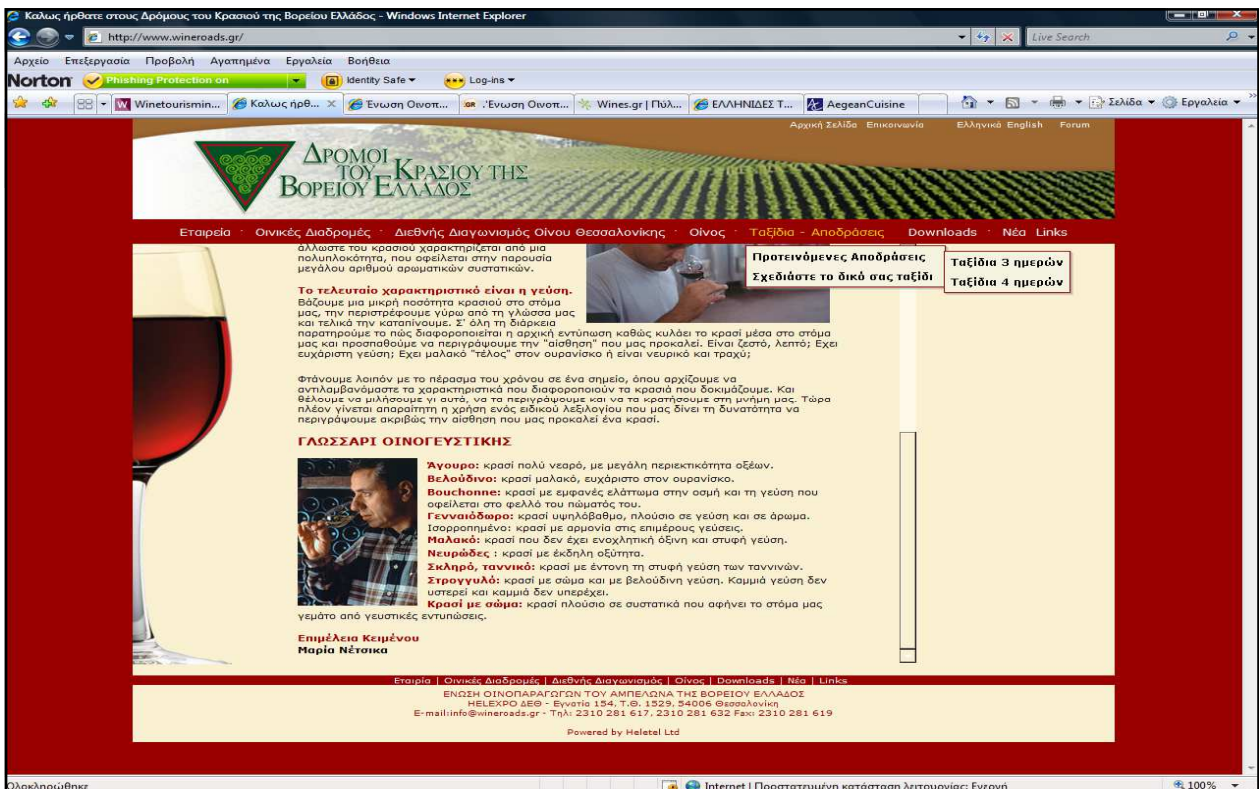
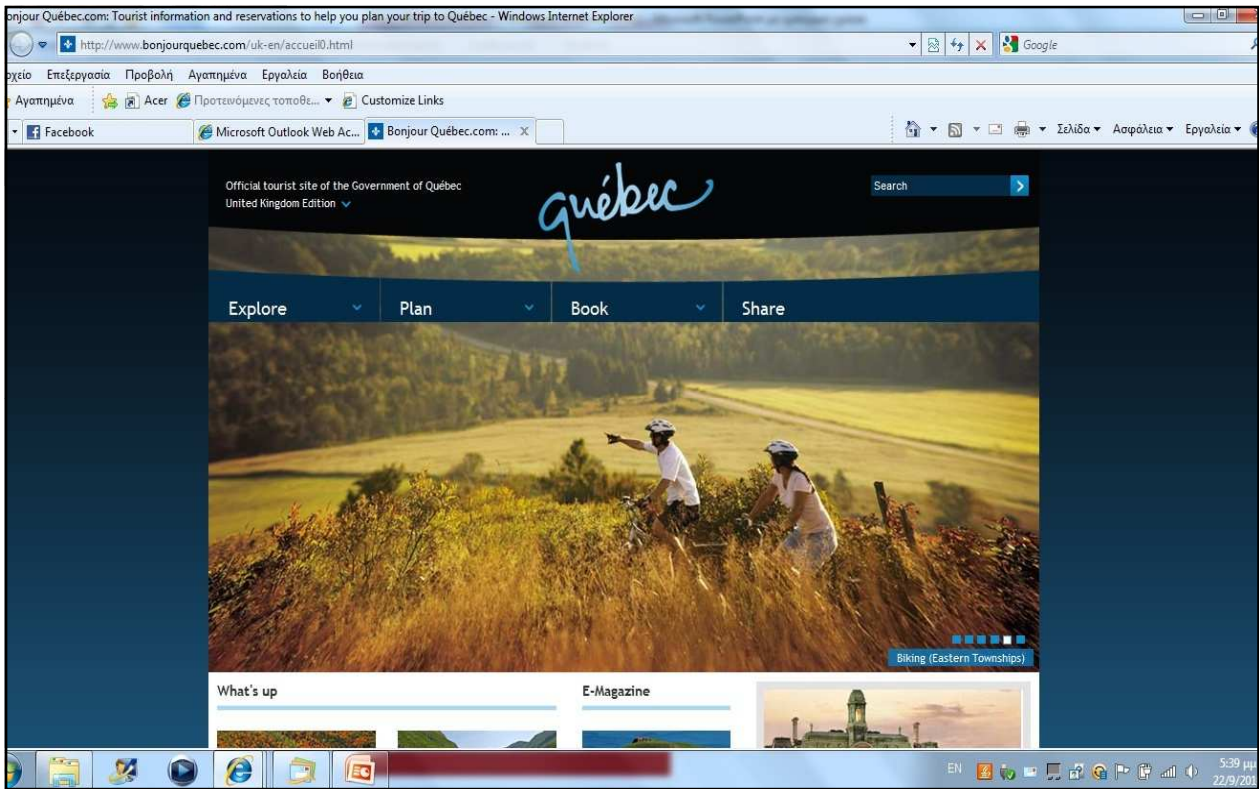
Questions about Québec?  
Call us now at  
1 877 BONJOUR

Corporate website Meeting planners Media Webzine Travel agencies

start | Inbo... | culture | eCulture-... | Product Sear... | Festival Intern... | Hunter Valley ... | Switzerland - M... | EN | 11:29 nu









Καλώς ήρθατε στους Δρόμους του Κρασιού της Βορείου Ελλάδας - Windows Internet Explorer

http://www.wineroads.gr/

Αρχείο Επεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

Norton Phishing Protection on Identity Safe Log-ins

Winetourism... Καλώς ήρθ... Ένωση Οινοπ... Wines.gr | Πύλ... ΕΛΛΗΝΙΔΕΣ Τ... AegeanCuisine

Αρχική Σελίδα Εικονίδια Ελληνικά English Forum

## ΔΡΟΜΟΙ ΤΟΥ ΚΡΑΣΙΟΥ ΤΗΣ ΒΟΡΕΙΟΥ ΕΛΛΑΔΟΣ

Εταιρεία · Οινικές Διαδρομές · Διεθνής Διαγωνισμός Οίνου Θεσσαλονίκης · Οίνος · Ταξίδια - Αποδράσεις · Downloads · Νέα Links

### Σχεδιάστε το δικό σας ταξίδι

Καλωσορίσατε στην σελίδα δημιουργίας της προσωπικής σας διαδρομής. Μέσα από αυτές τις σελίδες μπορείτε να δημιουργήσετε την δική σας διαδρομή, επιλέγοντας την διαδρομή που θέλετε να επισκερτάτε.

- Η Διαδρομή του Κρασιού των Θεών του Ολύμπου
- Η Διαδρομή του Κρασιού της Ηπείρου
- Η Διαδρομή του Κρασιού της Νάουσας
- Η Διαδρομή του Κρασιού της Πέλλας - Γουμένισσας
- Η Διαδρομή του Κρασιού των Λιμνών
- Η Διαδρομή του Κρασιού της Θεσσαλονίκης
- Η Διαδρομή του Κρασιού του Διονύσου
- Η Διαδρομή του Κρασιού της Χαλκιδικής

ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ ΚΕΛΛΗΝΕΣ ΥΠΟΥΡΓΕΙΟ ΑΓΡΟΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΤΡΟΦΙΜΩΝ

Εταιρεία | Οινικές Διαδρομές | Διεθνής Διαγωνισμός Οίνου Θεσσαλονίκης | Οίνος | Ταξίδια | Αποδράσεις | Downloads | Νέα | Links  
 ΕΝΩΣΗ ΟΙΝΟΠΑΡΑΓΩΓΩΝ ΤΟΥ ΑΜΠΕΛΩΝΑ ΤΗΣ ΒΟΡΕΙΟΥ ΕΛΛΑΔΟΣ  
 ΗΕΛΕΡΟ ΔΕΘ - Εγνατία 134, Τ.Θ. 1529, 54006 Θεσσαλονίκη  
 E-mail: info@wineroads.gr - Τηλ: 2310 281 617, 2310 281 632 Fax: 2310 281 619  
 Powered by Heletel Ltd

Internet | Προστατευμένη κατάσταση λειτουργίας: Ενεργή 100%

Καλώς ήρθατε στους Δρόμους του Κρασιού της Βορείου Ελλάδας - Windows Internet Explorer

http://www.wineroads.gr/googlemap.php?rid=1

Αρχείο Επεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

Norton Phishing Protection on Identity Safe Log-ins

Καλώς ήρθατε στους Δρόμους του Κρασιού της...

### Η Διαδρομή του Κρασιού των Θεών του Ολύμπου

Επιλέξτε τις κατηγορίες των επαγγελματιών που θέλετε να εμφανίζονται στον χάρτη:

- Επισκέψιμα οινοποιεία
- Χώροι εστίασης
- Χώροι διαμονής
- Εναλλακτικές δραστηριότητες
- Τοπικά προϊόντα

Προβολή επιλεγμένων σε χάρτη

Αναλυτικά στοιχεία  
 Επιλέξτε τους επαγγελματίες που θέλετε να εμφανίζονται στον χάρτη:

**Επισκέψιμα Οινοποιεία**

- Κτήμα Κατσαρού

**Χώροι εστίασης**

- Γαστροδρόμο "Εν Ολύμπω"
- Ραμνάνολης
- Δημήτρης

**Χώροι διαμονής**

- Castello
- Hotel Kouria
- Σαφέτη
- Atrion Highland Hotel
- Το Πατρικό
- ΜεΛίες
- Vaeia Pallas

**Τοπικά προϊόντα**

- Ιστορίες Σαφέτη
- Μπαρδάκη

Powered by Heletel Ltd



# χρησιμοποίηση πολλαπλών

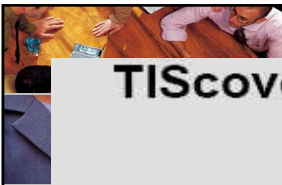
**Québec**  
Providing emotions since 1534

## Multiple distribution channels

- Web site
- Call Center
- Tourist information centers (8)

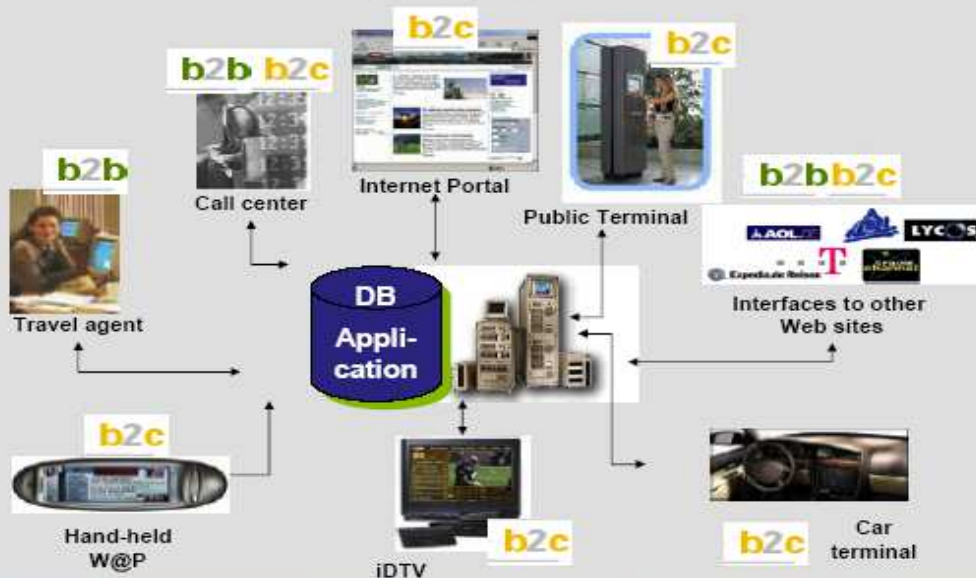
i4M Lab

ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΤΑΙΟΥ



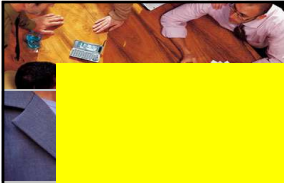
## TIScover: Support of different distribution channels

Werthner



i4M Lab

ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΤΑΙΟΥ

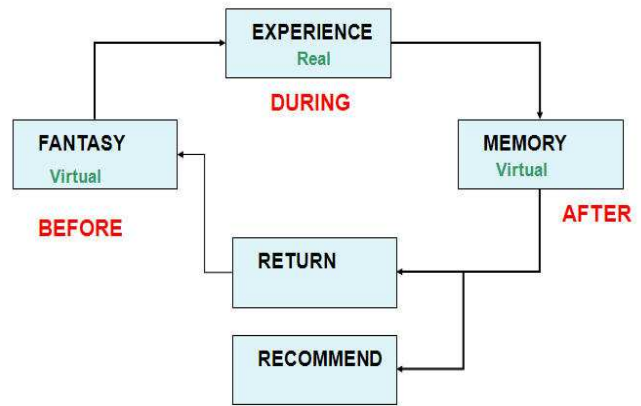


DMS

services should be

## Customer's Experience Cycle

- During the whole duration of the tourism experience
  - Before the trip
  - During the trip
  - After the trip
- at any place: i.e. use a multi-distribution channel & media strategy



i4M Lab



www.aegean.gr  
ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ



## DMS design: useful tips

### Website Content:

Richness of information

Special topics, e.g. gay & lesbians, type of sand, type of spa treatments, hotels with service for people with special needs

Multiple languages and websites – portals for different markets - countries

Life and updated content, e.g. webcam and weather forecast for ski resorts

Suggested itineraries and maps

Continuous updates, e.g. what's new, London Today

Multiple forms of information, e.g. Pdf files, DIY brochure (Austria)

Local heroes, e.g. Hans Christian Andersen, Mozart, etc

Community building

### Website design & structure

Search engines, advance searchers and user help , site maps

Webpages for different market segments and website users

Visitors per geography

Media (Croatia 300 press releases)

MICE

Tourism suppliers

Entertainment and fun elements





# Διαχείριση Πελατειακών Σχέσεων - CRM

Innsbruck and its holiday villages, Guest Card - Windows Internet Explorer

http://www.innsbruck.info/.../site/innsbruck\_lang/en/\_area/478343/\_subArea/478387/index.html

DEUTSCH | LANGUAGES: other languages

ABOUT US | CONGRESS/CONVENTIONS | B2B | PRESS | PICTURE ARCHIVE | PARTNERS | CONTACT

INNSBRUCK

COUNTRYSIDE HOME SHORT SEEING EVENTS & FESTIVALS DINING/SHOPPING HOTEL/ROOMS WINTER SPORTS SUMMER SPORTS GETTING HERE/TRAFFIC

05/21 28°C/82°F 05/22 23°C/73°F

### Club Innsbruck Guest Card

The Club Innsbruck Card is issued automatically with an overnight stay in Innsbruck or one of its holiday villages. Included - the Capital of the Alps - is a free membership of Club Innsbruck! The CLUB INNSBRUCK CARD is available from your accommodation and includes a variety of unique benefits and discounts:

**For free**  
 Guided Walks & Hikes  
 Lantern Hikes  
 Hiker's shuttle  
 Skibus  
 Welcome Drink at the Casino Bar  
 Free admission to Natterer See swimming lake

**Reduced prices**  
 Ski passes

Hotel/Room  
 Town: [No preference]  
 Check In: Day 20 Month 5 Year 2007  
 Nights 1 Room 1 Persons 2  
 Room  Apartment  
 Search bookable only

Windows taskbar: έναρξη, Εισερχόμενα - Ο..., Symposium pres..., 5-4-3\_Touristá..., Innsbruck and It..., EN, 11:42 μμ

ENGADINcard: Home - Windows Internet Explorer

http://www.engadincard.ch/index.php?id=18

Archiv Eπεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

WebCT ENGADINcard: Home

ENGADIN C.A.R.D

» Home

Leistungsübersicht  
 Neu Anmelden  
 Mein Konto  
 Tickets buchen  
 ENGADINprämien  
 Partnerbetriebe  
 News  
 Media  
 Kontakt

**ENGADINprämien:**

<b>Wienschnitzel</b> Wienschnitzel im Restaurant Adla, Tel. 081 837 0 ...	<b>Flammkuchen</b> Original Flammkuchen nach Wahl, Restaurant La Cuor...	<b>Ski-/Snowboardkurs</b> Ski- / Snowboardkurs, 2 Std. Privatlektion, Tel. 0 ...
<b>1700 Punkte</b>	<b>2500 Punkte</b>	<b>7200 Punkte</b>

**Haben Sie davon nicht immer geträumt?**

Tickets direkt über das Internet auf die Karten laden und nie mehr an den Kassen der Bergbahnen anstehen...

Eine einzige Karte zum Bus fahren und als Türöffner zu Hotel und Parkhaus...

Weltweit bei über 30 Millionen Unternehmen bargeldlos bezahlen und von verschiedenen Vergünstigungen profitieren...

Bei jedem Einkauf Bonuspunkte sammeln und diese gegen

**NEWS:**

1. November 2008  
**Der neue Winterprämienkatalog ist da!**  
 Wollten Sie auch schon immer einmal in einem Pistenbully mitfahren, sich im römisch-irischen Bad in ...

5. Dezember 2007  
**Neu ist Ihre ENGADINcard auch ein Bahnticket**  
 EASYDRIVE kommt neu auch in den Zügen der Rhätischen Bahn zur Anwendung. Ab sofort können auf die EN...

20. Juni 2007  
**Immer und überall Zugriff auf Ihre VIP ENGADINcard Daten per SMS dank mobile access**  
 Mit mobileaccess erhöhen Sie die Kontrolle über Ihre Kartendaten. Eine SMS reicht um auf bequeme Art...

2. Juni 2007  
**Neue Sofortvereinbarungen**

Windows taskbar: έναρξη, Εισερχόμενα - Ο..., ENGADINcard: H..., D:\My document..., Microsoft Power..., Adobe Acrobat P..., EN, 8:45 μμ

# 1ο επίπεδο παραγωγή γνώσης: Συλλογή Πληροφοριών Παράδειγμα της ΔΕΤΑΠ

The screenshot shows a web browser displaying the website 'visit12islands.gr/dss/main.asp'. The page features a navigation menu at the top with tabs: Αρχή, Φορείς, Έγγραφα, Ενημέρωση, Κατάλογος, Δείκτες, and Έξοδος. Below the menu, there are several content sections:

- Κατηγορίες Εγγράφων:** A list of document categories including Αναφορές, Δημοσιεύματα, Ενημερωτικό Υλικό για Ξενοδοχεία, Έρευνες, Μελέτες, Νομοθεσία, Οικονομικά Δεδομένα, Πληροφοριακό Υλικό Τουρισμού, and Στατιστικά Στοιχεία.
- Αναζήτηση Εγγράφου:** A search form with fields for Name, Type (Any), Date (MM/DD/YYYY), Number, and Keywords, with a 'Εύρεση' button.
- Κατάλογος:** A list of portals including City Portal, Cultural Portal, e-Business, e-Tourism, Marketing, National Portal, Regional Portal, Tour Operator, and Ενώσεις Ξενοδότηων.
- Δείκτες:** A section with sub-sections:
  - Τουριστική Ζήτηση:** Includes Ξενοδοχειακή Πληρότητα, Αφιξεις CHARTER, Αφιξεις Κρουαζιεροπλοίων, Αφιξεις Αεροπλοίας, Αγκυροβόλια Μαρinas, Διασκευασίες, and Επισκεψιμότητα Αξιοθεάτων.
  - Τουριστική Προσφορά:** Includes Τουριστική Λειτουργία, Ξενοδοχειακή Πικνότητα, Ξενοδοχειακή Εντατικότητα, Παραλιές, and Υφιστάμενη Κατάσταση Καταλυμάτων.
  - Κοινωνία-Οικονομία:** Includes Κοινωνικοί Δείκτες, Κατανόμη Α.Ε.Π., Κατανόμη Οικονομικής Δραστηριότητας, Απασχόληση, and Τουριστικές Επιχειρήσεις.
- Ενημέρωση:** A section with dates and news items:
  - 30/6/2007: Μέσω Διαδικτύου το 50% των κρατήσεων έως το 2010
  - 15/6/2007: Έσκανά το Ecofilm!
  - 15/6/2007: Το Δεκάθες Φεστιβάλ Ρόδου
  - 15/6/2007: Θερμό πρόγραμμα Πολιτιστικών Εκδηλώσεων Ρόδου
  - 4/6/2007: Πολιτιστικός Χάρτης Νάξου

The screenshot shows the 'Submit New Content' page on the California Tourism Industry Website (CTTC). The page is titled 'Submit New Content' and includes a progress bar with five steps: 1. Choose content type, 2. Input details, 3. Categorize content, 4. Confirm information, and 5. Submit content.

The main content area is titled 'Submit New Content' and includes the following sections:

- Let the world see your...:** A list of content types: Business on CTTC websites, Story ideas in publications or CTTC websites, Itinerary ideas for websites or press announcements, Content for CTTC PR announcements, Photos or videos, and Events on the web. Below this list are submission guidelines: 'Submission word limits vary by area', 'Content must be original, rights-cleared and not copyrighted by a third party', and 'All Submissions are reviewed by editorial staff before published and made live to the public. For additional details on our editorial process, review our Content Guidelines.'
- Essentials:** A list of documents: Strategic Marketing Plan: Brand Enrichment, 11/12 Work Plans, and White Paper on CA Tourism.
- Please consider content for:** A list of content types: Attractions or Business Listings, Editorial Ideas, Itinerary Ideas, Media Relations Submissions, Photos or Videos, Events, and California Fives.
- Your submission may also be considered for use in other areas than what you selected.**
- Not sure what to pick? Let us help.**

The page also features a search bar and a navigation menu with tabs: Browse Programs, Submit Content, Find Research, Calculate Assessment, Travel Industry, Press Room, About CTTC, and Publications.



# http://www.kedke.gr/tourism/

Κεντρική Ένωση Δήμων Ελλάδας

Προωθούμε τον **Τουρισμό**  
Ενισχύουμε την **Τοπική οικονομία**

Αρχική Σχετικά Στείλε Καλή Πρακτική Στείλε Ερώτημα Φωτογραφίες από την Ελλάδα

Magnisia\_Pilio\_Visitsa\_photo Y Skoulas.jpg

“ Η Κ.Ε.Δ.Ε. μέσω της Επιτροπής Αναπτυξιακών Προγραμμάτων και Τουρισμού ανέλαβε με απόφαση της Γενικής της Συνέλευσης (Χριστιανική, 2011)

Αναζήτηση



# Geographical Information Systems

Information collection & provision:

- Location** - determining a basic position (where I am? Where am I going?)
- Navigation** - getting from one location to another (How can I get there?)
- Identification** - monitoring the movement of people and things (where on earth is that?)
- Mapping** - creating maps of the world (where is everything else?)





## Εφαρμογες ITITZ στον τουρισμό (πολιτιστικό)

Κινητοί ξεναγοί

Μέτρηση της φέρουσας δυναμικότητας  
προορισμού

Εντοπισμός σημείων για ανάπτυξη – σχεδιασμό –  
αναβάθμιση – προστασία

Χωροταξική μέτρηση επιπτώσεων τουριστικής  
ανάπτυξης

Παιχνίδια geocaching – πόλοι έλξης τουριστών  
επισκεπτών

i4M Lab



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
www.egean.gr






## Mobile guides

Travel Buddy - Visit Brighton - Registration - Windows Internet Explorer  
http://www.travelbuddy.co.uk/visitbrighton/register.htm

Αρχείο Επεξεργασία Προβολή Αγορασμένα Εργαλεία Βοήθεια  
Norton Cards & Log-ins  
Αγορασμένα Προτεινόμενες τοποθεσίες Customise Links Προσαρμογή συνδέσεων

Travel Buddy - Visit Brighton - Registration



**Register with Travel Buddy**  
*"Bringing the latest information to your mobile at any time"*

Firstname   
Surname   
Mobile Number   
Service Provider Non-UK? Enter an + country code & number  
Select   
Email Address   
Destination BRIGHTON   
Departure Date   
Return Date   
Profile   
Age Group   
Sex   
Postcode (UK only)   
Country United Kingdom

**visitBrighton**  
www.visitbrighton.com

**AVAILABLE KEYWORDS:**  
**WHATSON** - Festivals, markets, sports, gigs/concerts, theatre, events, fairs  
**KIDSTUFF** - Theme Parks, zoos, family fun, attractions, fairs  
**MUSTDO** - Places you have to see while here: historic, museums, attractions  
**TOURS** - Walking tours, bus/coach tours, guided walks, guided tours, city tours  
**DINING** - Restaurants for special occasions, fine dining, bistro, eating out  
**CLUBBING** - Top venues and club nights around town  
**WEATHER** - For a 2 day weather forecast in your area

**TEXT KEYWORDS TO 82345**

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Maps and Cartography | Office for geographical and statistic data processing - Windows Internet Explorer

http://www.provincia.bz.it/informatik/0906/cartography/

Abteilung Informationstechnik

Autonomous Province of South Tyrol

9.6 Office for spatial and statistical informatics

Home > Maps and Cartography

**Maps and Cartography**

The [themes panorama](#) offers a comprehensive view of all themes available in the browsers.

- UrbanBrowser
- GeoBrowser
- LandBrowser
- EcoBrowser
- StoneBrowser
- ComBrowser
- EarthBrowser

A helpful instrument for the development of the environmental impact evaluation

Web GIS

http://www.provincia.bz.it/ecobrowser/

έναρξη

ΜΙ4Μ Lab

ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ

# Border info layer

ArcView GIS 3.2a

Scale 1: 400,120.44

View 1

- Thessaly.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp
- Phthia.shp

ΜΙ4Μ Lab

ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ



# Layer with information about

IS

**i4M Lab** ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ [www.ntua.gr](http://www.ntua.gr)



# Metadata (roads)

Shape	PolyLine
Fnode_	657
Tnode_	657
Lpoly_	0
Rpoly_	0
Length	4095.816
Roads_1	3919
Roads_1_id	5
Class	4

**i4M Lab** ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ [www.ntua.gr](http://www.ntua.gr)





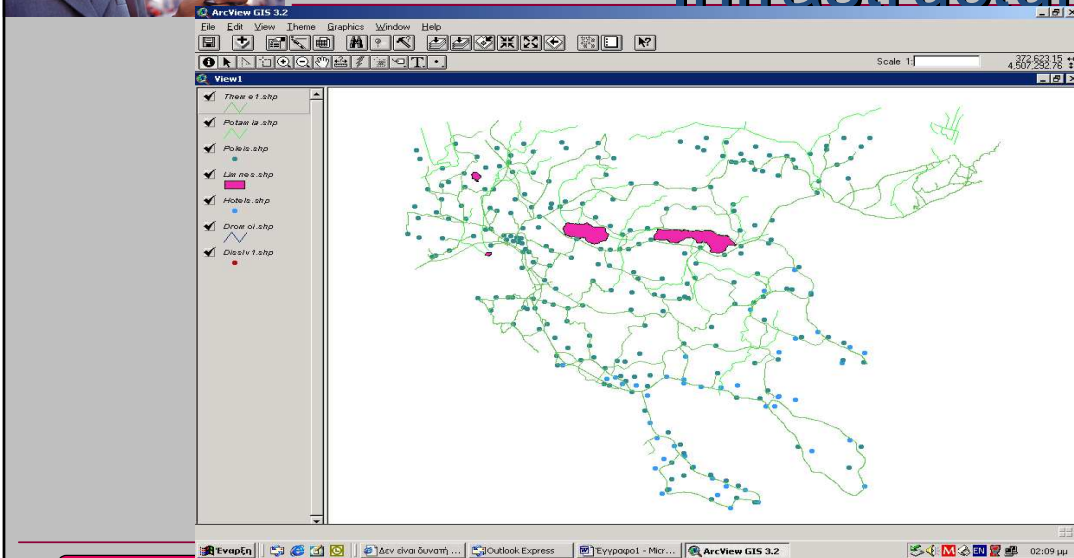
# Metadata (roads- details)

Shape	FromNode	ToNode	Length	Class	Feat			
PolyLine...	594	593	0	2211.453	3914	5	4	RA12
PolyLine	622	639	0	4303.134	3917	4	4	RA12
PolyLine	657	667	0	4085.016	3919	5	4	RA12
PolyLine	430	4060	0	4440.663	3952	2	2	RA12
PolyLine	4077	372	0	13826.444	3957	52	2	
PolyLine	4777	4964	0	720.378	3959	4219	2	
PolyLine	4964	4958	0	2513.195	3960	4220	2	
PolyLine	4949	4955	0	3194.604	3961	4260	2	
PolyLine	4967	5023	0	964.333	3962	4248	2	
PolyLine	4823	4935	0	1603.046	3963	3369	2	
PolyLine	4899	4888	0	4039.176	3964	3369	2	
PolyLine	4890	4897	0	577.791	3965	3373	2	
PolyLine	4891	4897	0	2074.880	3966	3374	2	
PolyLine	4835	4899	0	4943.891	3967	4002	2	
PolyLine	5023	4949	0	4114.792	3968	4248	2	
PolyLine	4678	4777	0	1765.431	3969	4222	2	
PolyLine	5204	4999	0	5463.733	3970	3361	2	
PolyLine	4937	4823	0	1625.526	3971	4247	4	
PolyLine	4938	4936	0	1014.992	3972	3831	4	
PolyLine	5136	5145	0	1815.243	3973	2828	4	
PolyLine	5137	5144	0	1900.037	3974	2829	4	
PolyLine	4947	5242	0	2691.330	3975	334	4	
PolyLine	4709	4799	0	588.452	3976	3324	2	
PolyLine	4896	4709	0	180.795	3977	3382	2	
PolyLine	4896	4752	0	234.722	3978	3384	2	
PolyLine	4723	4654	0	1960.872	3979	3185	2	
PolyLine	4710	4722	0	1142.512	3980	3181	2	
PolyLine	4854	4845	0	1006.917	3981	3334	2	
PolyLine	4725	4848	0	1161.971	3982	3321	2	
PolyLine	4799	4725	0	1386.460	3983	3323	2	
PolyLine	4854	4949	0	1250.695	3984	3333	2	
PolyLine	4710	4854	0	760.384	3985	3337	2	
PolyLine	4947	4890	0	803.994	3986	4150	2	
PolyLine	5204	4723	0	338.612	3987	4254	2	
PolyLine	4897	4655	0	1310.013	3988	1288	4	
PolyLine	4730	4723	0	142.384	3989	3194	4	



# Metadata (lakes and rivers)

# Metadata (Hotel Infrastructure)



i4M Lab

www.sageon.gr  
ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΤΑΙΟΥ

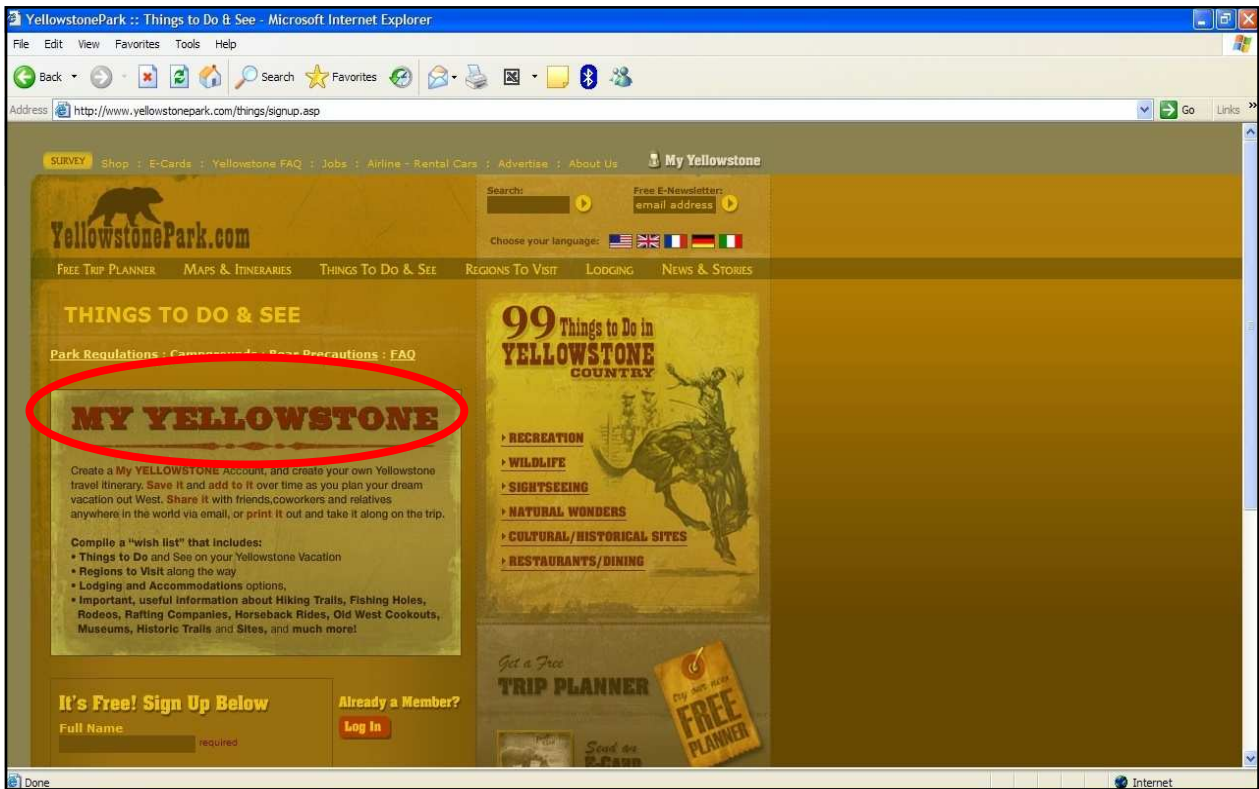
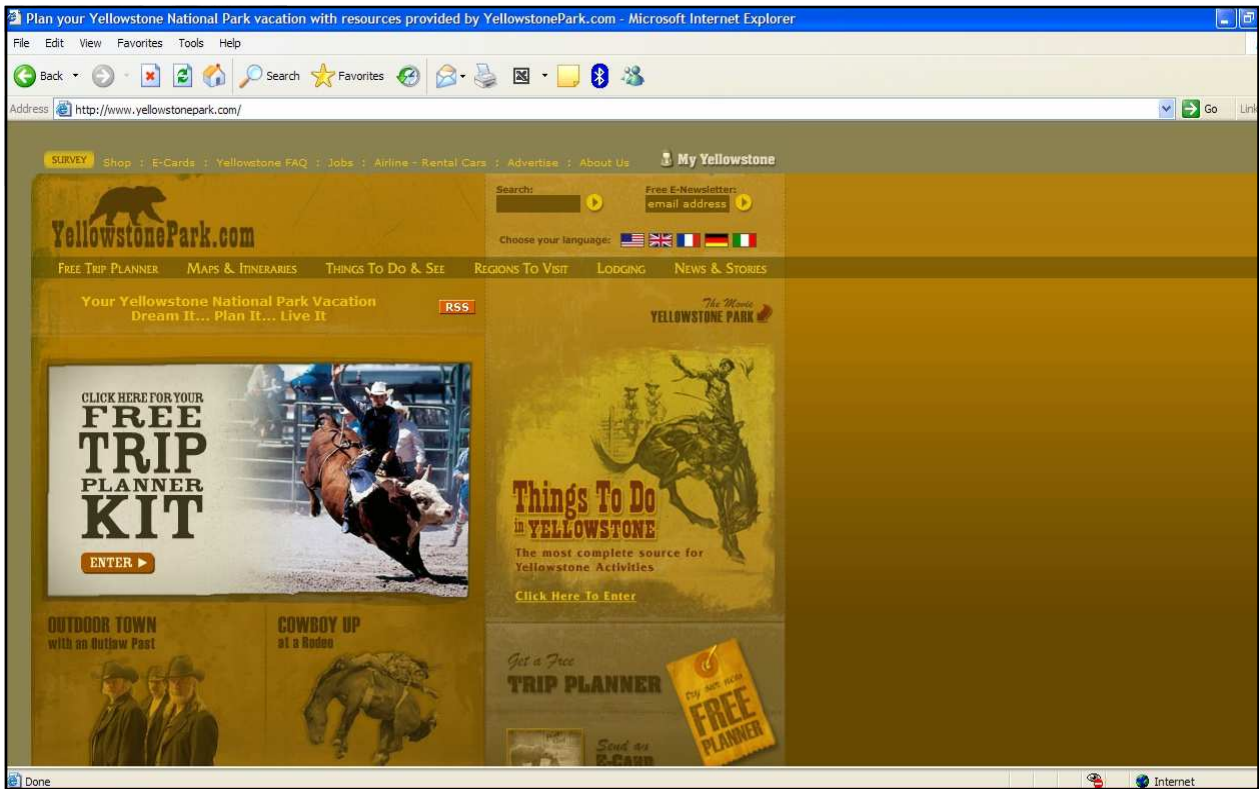
# Metadata (details for hotels)



Identify Results	
2: Hotels.shp - ΑΥΡΑ	Shape: Point
3: Hotels.shp - ΜΠΑΟΥ ΜΠ	Id: 2642
4: Hotels.shp - ΑΝΤΙΟΝΗ	City: ΝΕΑ ΡΟΔΑ
5: Hotels.shp - ΠΑΝΕΛΛΗΣ	Greek_name: ΑΛΕΞΑΝΔΡΟΣ
6: Hotels.shp - ΑΛΕΞΑΝΔΡ	Engl_name: ALEXANDROS
7: Hotels.shp - ΑΧΡΩΤΗ	Class: A
8: Hotels.shp - ΑΕΑΝΔΡΟΣ	Klines: 104
9: Hotels.shp - ΜΥΣ	Koyaba: N
	Telephone: 37731424

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ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΤΑΙΟΥ





Yellowstone National Park Maps for Planning your Next Vacation - YellowstonePark.com - Microsoft Internet Explorer

http://www.yellowstonepark.com - Map Itineraries - Microsoft Internet Explorer

Address: http://www.yellowstonepark.com/maps/

**Yellowstone Travel Maps and Itineraries**

Choose from these 10 itineraries to travel to Yellowstone Park. **CLICK** on the colored travel routes for itinerary information, or **CLICK** on Yellowstone Park to explore the park in detail.

Click these partner sites to help plan your trip: [Holiday Inn](#), [Thrifty](#), [YELLOWSTONE AIRPORT](#)

**BLUE ITINERARY**  
Glacier Park to Yellowstone: 540 Miles

**GREEN ITINERARY "Lewis & Clark Route"**  
Williston, N.D. to Yellowstone: 576 Miles

**MAGENTA ITINERARY**  
Via NE Yellowstone Entrance: 532 Miles  
Via N Yellowstone Entrance: 605 Miles

**BLACK ITINERARY**  
Black Hills to Yellowstone: 481 Miles

**PURPLE ITINERARY**  
Denver to Yellowstone: 570 Miles

**YELLOW ITINERARY "Old Yellowstone Highway"**  
Sidney, NE to Yellowstone: 512 Miles

**RED ITINERARY**  
Denver to Yellowstone: 595 Miles

**CYAN ITINERARY**  
Salt Lake City to Yellowstone: 472 Miles

**BROWN ITINERARY**  
Salt Lake City to Yellowstone: 441 Miles

**ORANGE ITINERARY**  
Salt Lake City to Yellowstone: 398 Miles

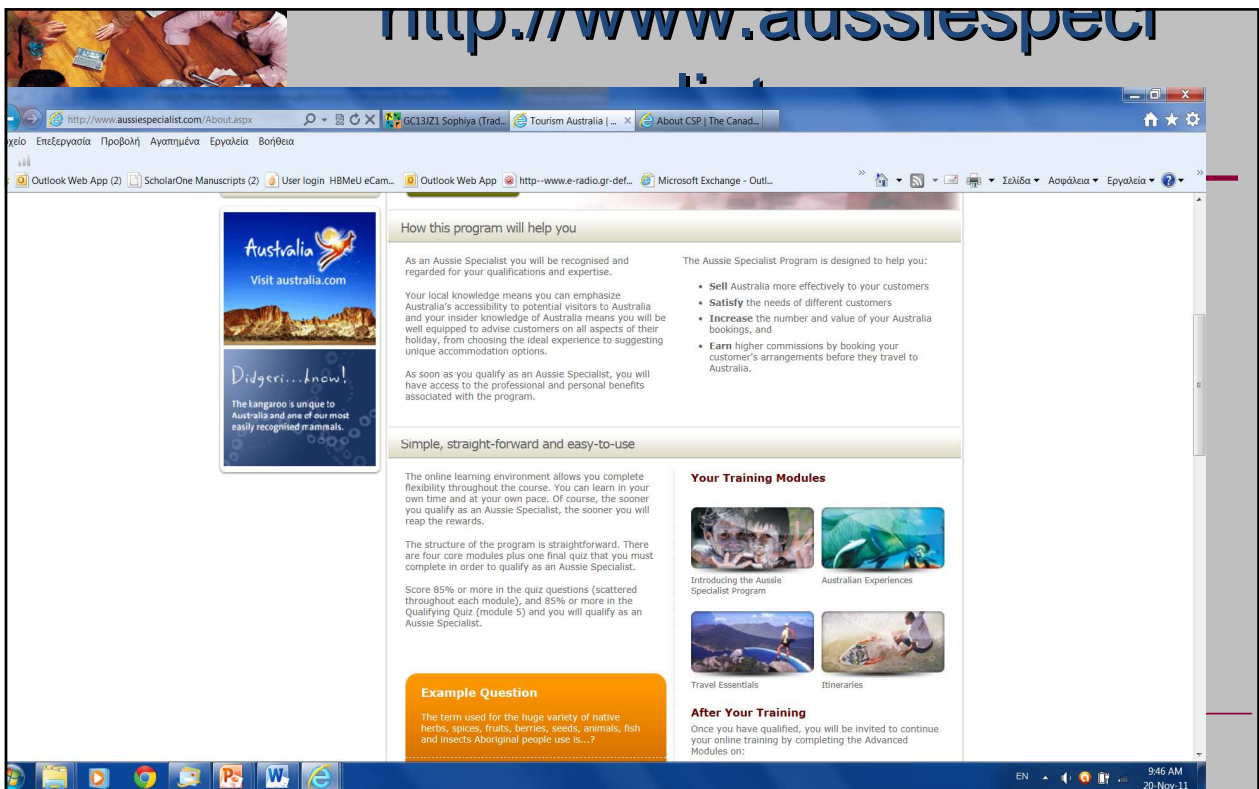
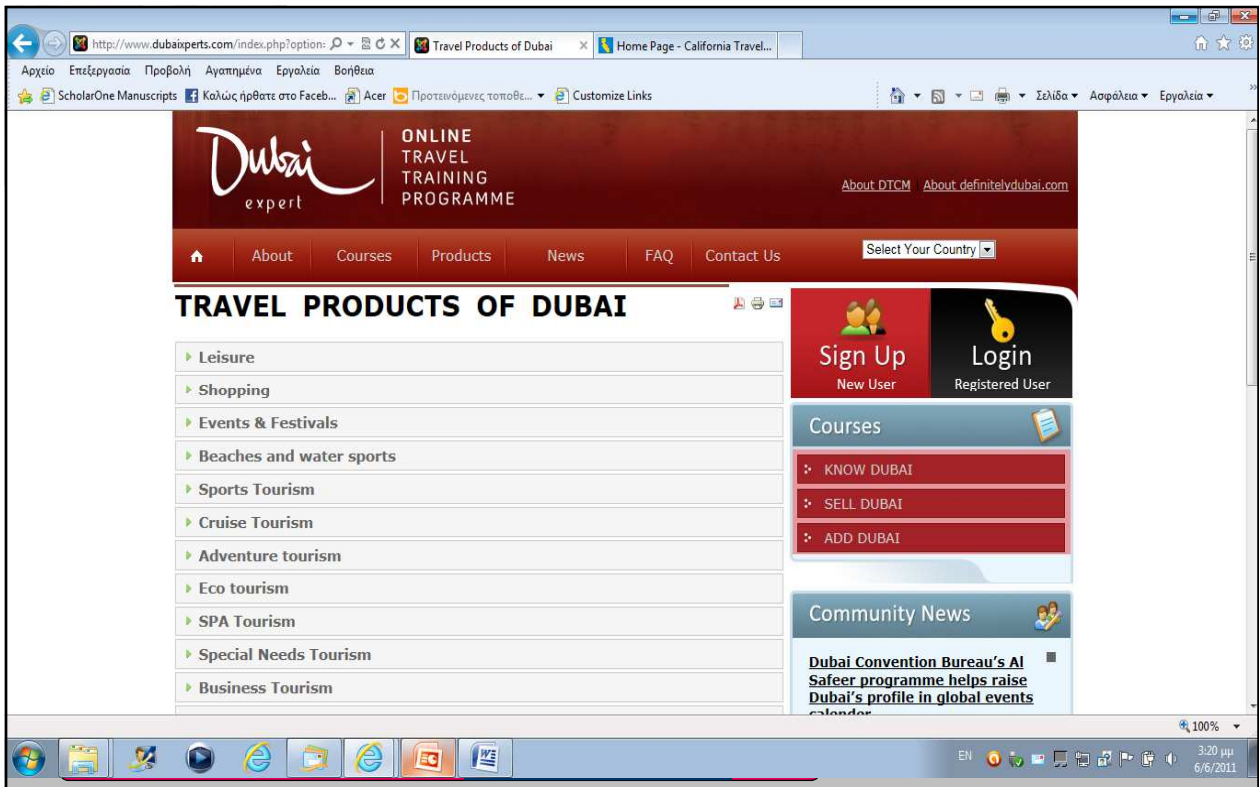
State Capitals, National Parks, Cities/Towns, Interstates, National Memorials/Monuments, State Highways, Rivers/Streams/Lakes, Secondary Highways



## DMS supporting B2B promotion

Content for online training:

A good substitute and complimentary service to "fam" trips



http://www.onlinetraveltraining.co.uk/lithuania.aspx

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online travel training

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Training Modules Lithuania

- Overview
- Main Cities
- Nature and active tourism
- SPA and Resorts
- Things to see and do
- Top Selling Tips

Welcome to the Lithuanian Tourism training course!

In the following modules you will learn everything about the wonderful world of Lithuania, with its unique culture and traditions, beautiful nature, and varied tourist attractions. Click below to watch our introduction video!

Follow us

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Αρχείο Επεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

Outlook Web App (2) ScholarOne Manuscripts (2) User login HBMeU eCam... Outlook Web App http--www.e-radio.gr-def... Microsoft Exchange - Outl...

TRAVEL AGENT ACADEMY

HOME REFER-A-FRIEND COURSES LOGIN

Created By: Travel Agent Academy

European Quartet One Melody Specialist Program

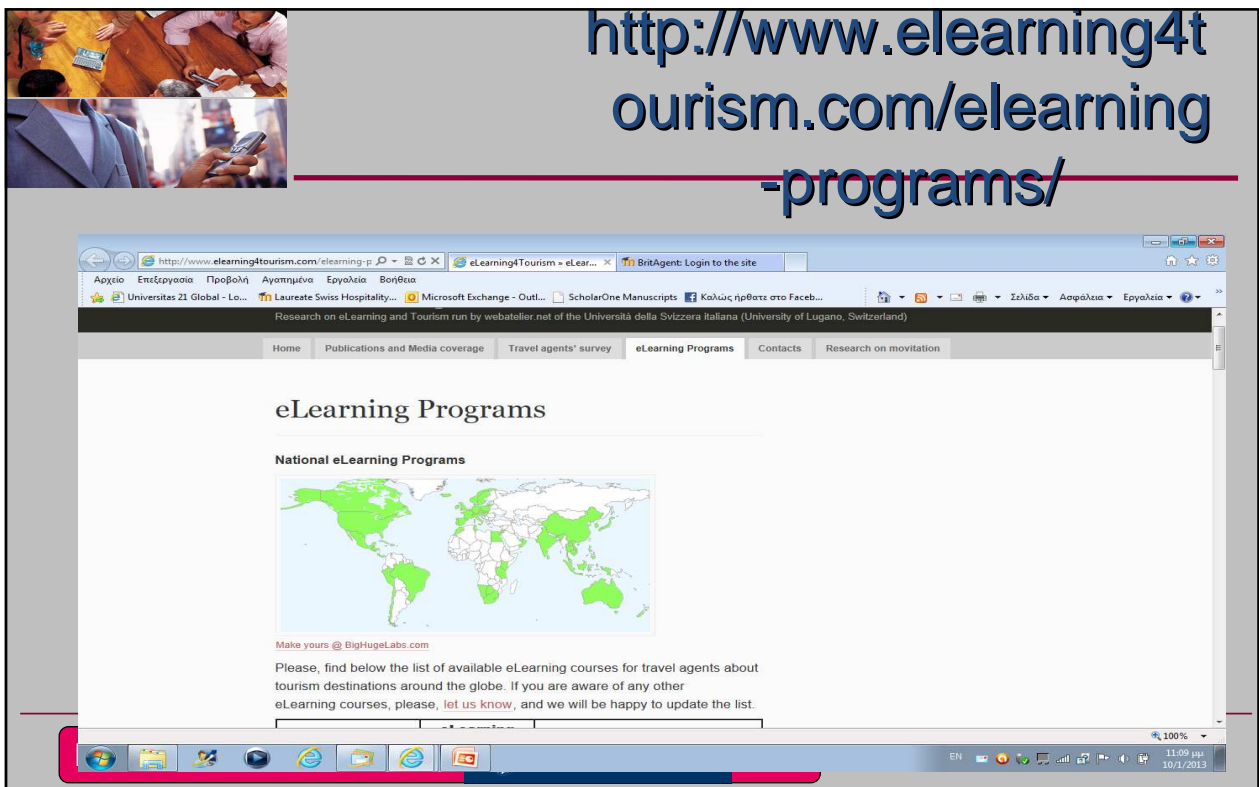
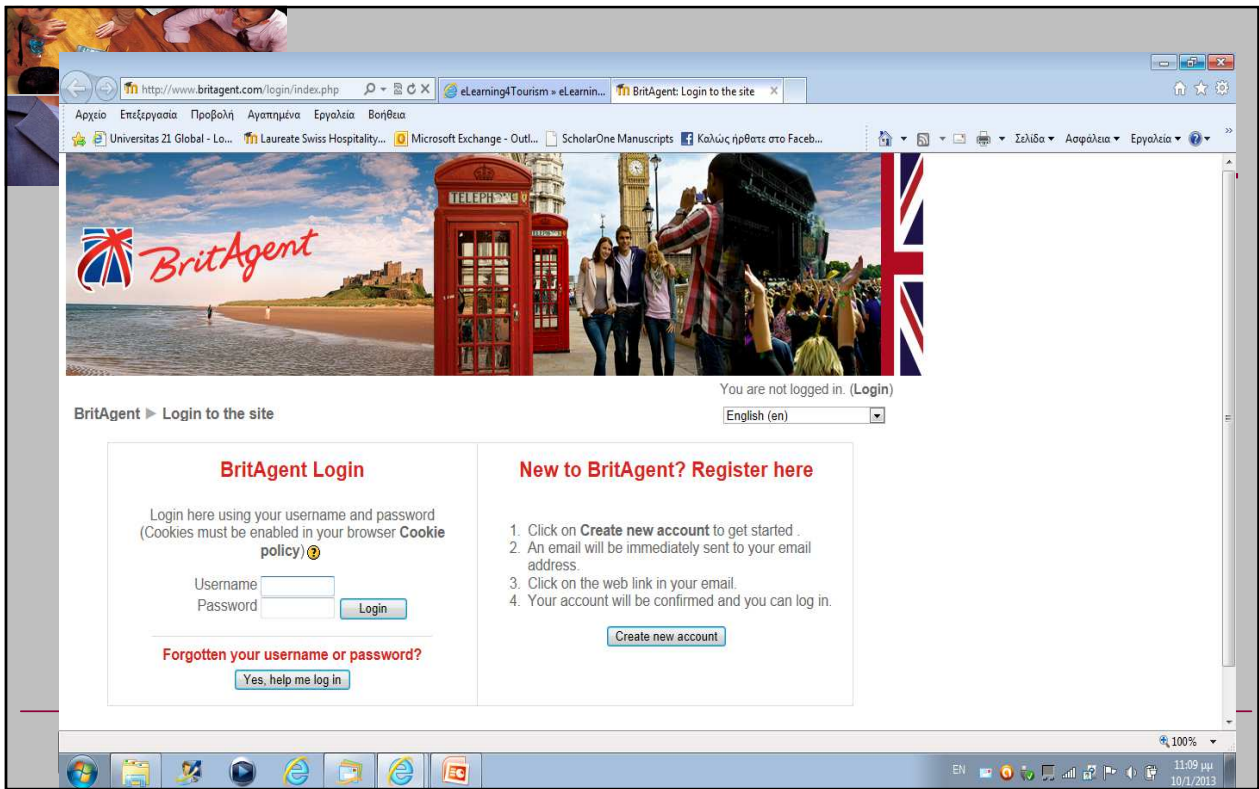
Czech Republic HUNGARY POLSKA SLOVAKIA

Welcome to the European Quartet Specialist Program

Four neighboring countries – the Czech Republic, Hungary, Poland and Slovakia – are united not only by easy travel across common borders but by their shared attributes of warm and welcoming people, spectacular scenery and opportunities for outdoor

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Moodle –  
free open access software for e-learning

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www.aegean.gr



## Reasons for attending online destination courses

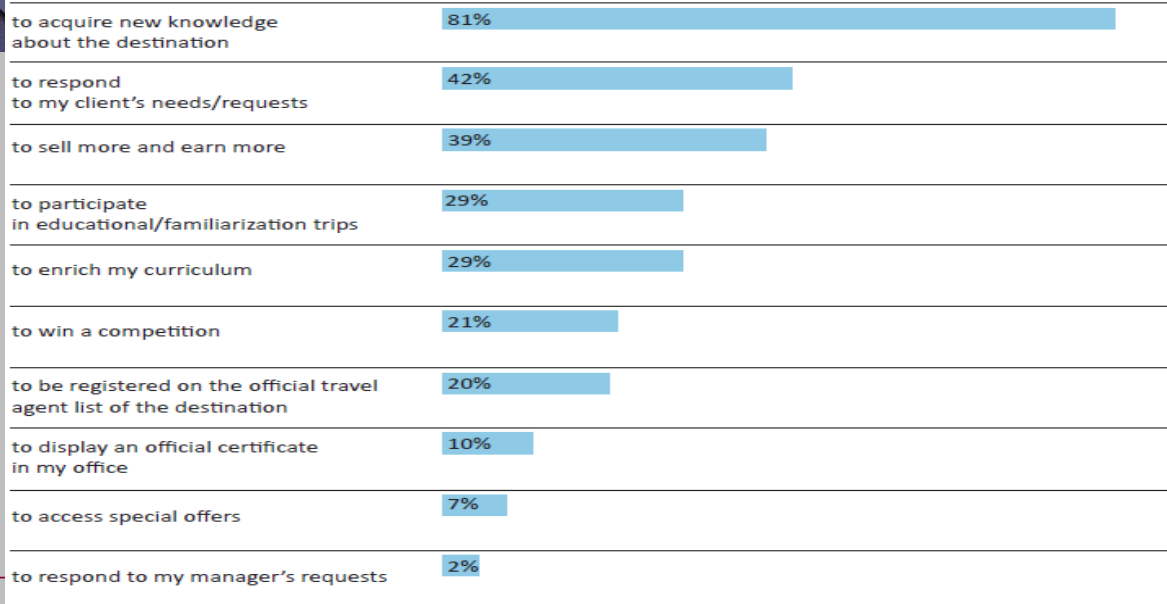


Fig. 8. Travel agents' main reasons to take destination eLearning courses



# Ο ρόλος της τοπικής κοινωνίας και των επισκεπτών ενδυναμώνεται περισσότερο μέσα από εφαρμογές του WEB 2.0

i4M Lab



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# VisitBrighton Greeters

Book Your Greet - VisitBrighton Greeters - Windows Internet Explorer

http://www.visitbrighton.com/greeters/book-your-greet

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Norton Cards & Log-ins

Αγαπημένα Προτεινόμενες τοποθεσίες... Customise Links Προσαρμογή συνδέσεων

VisitBrighton's Blog Book Your Greet - Visit... Brighton Greeter Scheme

e-Newsletter sign up VisitBrighton Groups Conferences Media Partners Learn English

visitBrighton Greeters  
www.visitbrighton.com/greeters

Home What is a Greeter scheme? Areas of Interest **Book Your Greet** FAQ Contact Us After Your Greet Be a Greeter

You are here: Book Your Greet Print Page Email This Page

Contact Us  
Email Us

visitBrighton.com  
Visit the official Brighton tourism guide for more about the city's accommodation, shopping, nightlife, culture and heritage...

**Book Your Greet**  
The VisitBrighton Greeters register to book.

**Personal Details:**

Title -- please specify --

First Name

Last Name

Address Line 1

Address Line 2

Town / City

Country

Country United Kingdom

Postcode

Home Telephone

Mobile Telephone

Work Telephone

Email Address

Internet | Προστατευμένη κατάσταση λειτουργίας Ενέργεια

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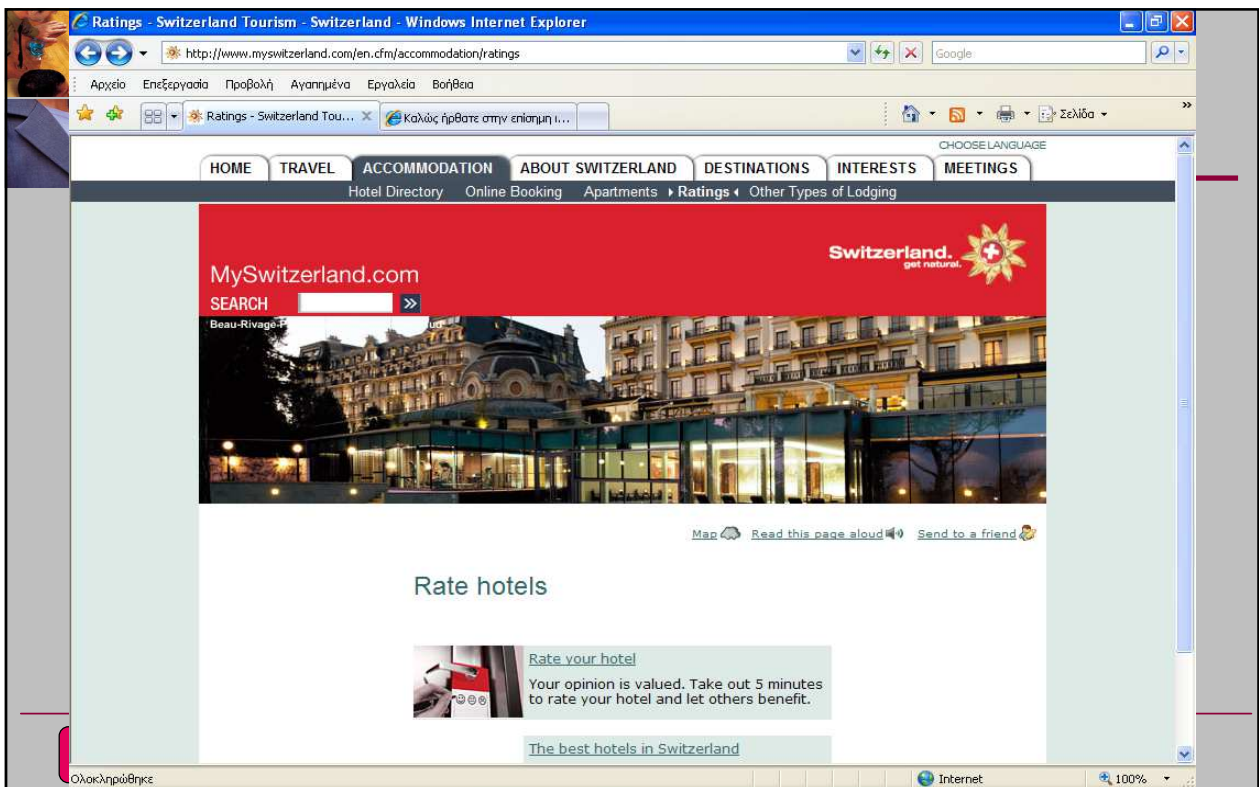
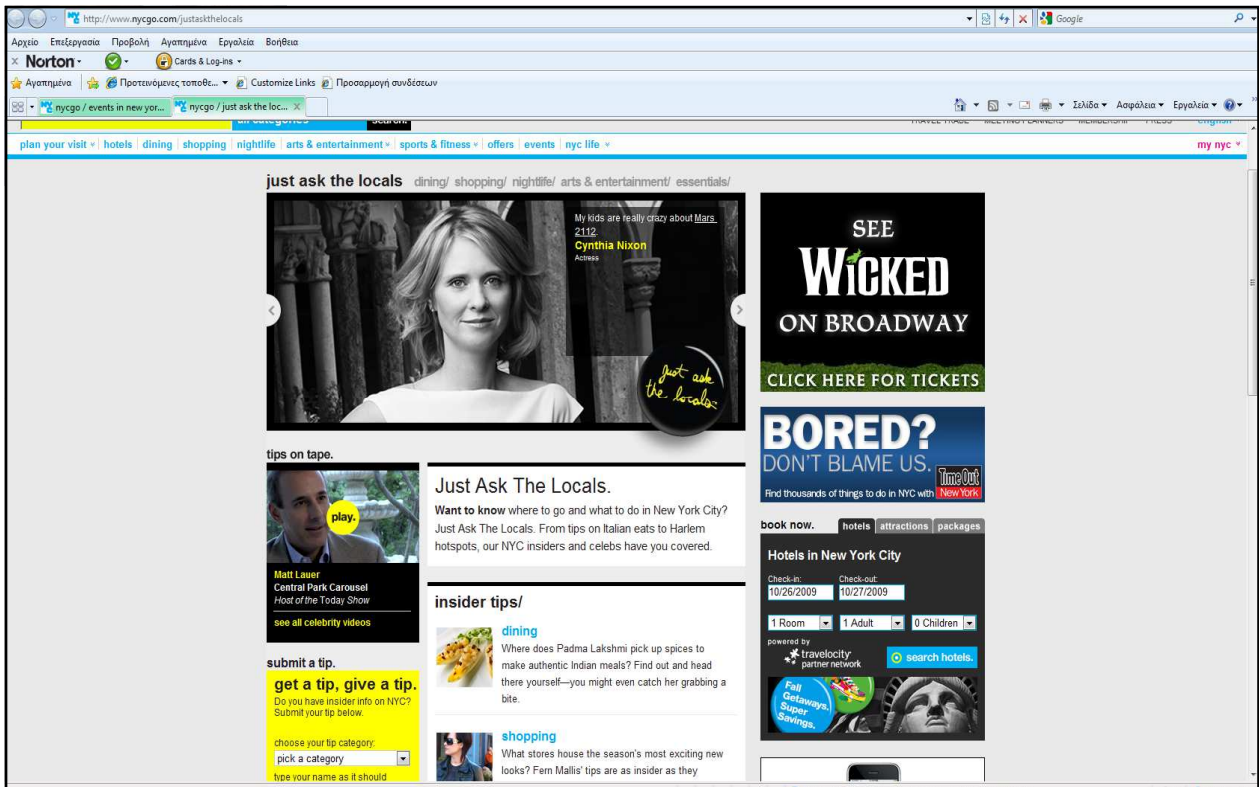


<http://www.go2homestay.com/>

Malaysia Homestay Experience Program, Ministry of Tourism Malaysia: Since its launch in 1995, hundreds of thousands of domestic and international tourists have stayed with Malaysian families on their trips, finding this homestay program a unique way to experience the local culture. The initiative is not only benefiting tourists, but has also become a vital source of income for local communities,

 **Especially in rural areas**

The screenshot shows the go2homestay.com website interface. At the top, there's a navigation bar with the site's logo and tagline 'For the intrepid travellers'. Below this is a search bar and a main menu. The central focus is a large banner for the 'MyHomestay Photography Competition' running from October 28 to December 15, 2012. The banner includes images of a camera and various scenic photos. Below the banner, the website is organized into three main columns: 'Featured Homestay' with three listings, 'Events' with three listings, and 'Top 10 Experiences' with a list of activities. The background of the page features a night view of the Petronas Towers. The browser's address bar and taskbar are visible at the top and bottom of the screenshot.





# <http://en.wikipedia.org/wiki/Wikipedia:GLAM/Monmouthpedia>

Wikipedia:GLAM/Monmouthpedia

From Wikipedia, the free encyclopedia

### Welcome to the World's First Wikipedia Town

Monmouthpedia is the first Wikipedia project to embrace a whole town—specifically, the Welsh town of Monmouth (Welsh: *Monmawddwy*; English: *Trifurrow*). The project aims to cover every single notable place, person, artifact, plant, animal and other things in Monmouth in as many languages as possible, but with a special focus on Welsh. This is a different scale of Wikipedia. The project is jointly funded by Monmouthshire County Council and Wikimedia UK. Monmouthshire County Council intend to install free town wide Wi-Fi for the project.

Bringing a whole town to life on Wikipedia is something new and is a statement to the forward-thinking people of Monmouth, all of the volunteers and the Wikimedia UK team. I'm looking forward to seeing other towns and cities along the same path - across Wales, Scotland & Europe!

Monmouthpedia uses QRpedia codes, a type of bar code a smartphone can read through its camera (using one of the many free QR readers available) that takes you to a Wikipedia article in your language. QR codes are extremely useful, as digital signs have no way of displaying the same amount of information and in a potentially huge number of languages.

Articles have coordinates (geotags) to allow a virtual tour of the town using Wikipedia's mobile apps (or the Wikipedia layer on Google StreetView) and are available in augmented reality software including Layar. Monmouthpedia may not use standard black and white QR codes. In order to differentiate between Monmouthpedia codes and other schemes and individual's codes. There are different kinds of QR code—plaques and labels—all put up with the permission of the council and building owner.

- Larger ceramic or metal plaques for places exposed to the elements for articles specific to Monmouth.
- Smaller plastic, ceramic or metal plaques for labeling objects non specific to Monmouth, e.g. for use in the Flora and Fauna guide.
- Labels for use inside buildings, e.g. for objects in museums.
- Geas stickers in the windows of shops to give information on their professions.
- In addition there will be information posters, signs, notice boards and leaflets to help people contribute and stay informed.

The amount, detail and quality of the information that the community could create is staggering. The Council for British Archaeology has designated Monmouth as the seventh best town for archaeology in Britain. Knowledge gives us context. It allows us to appreciate our surroundings more. Monmouth may well be the first place in the world to offer its tourist information in over 200 languages.

We have over 1,000 QRpedia codes in Monmouth, including the museums. If you think you can help, contact [info@wikimedia.org.uk](mailto:info@wikimedia.org.uk) or [john.cummings@monmouthpedia.org](mailto:john.cummings@monmouthpedia.org)

- Twitter: @Monmouthpedia
- Monmouthpedia's Facebook group

Monmouthpedia in Welsh

Participate

We are very keen for local people to be involved however they wish. Computer skills are not important, it's the interest and the willingness to be involved, there is a wealth of opportunities for community involvement.

Suggest and write content

How to create a WIKIPEDIA TOWN

The story of Monmouthpedia

CLASSICS

## REEL LOCATIONS FROM THE HOME OF FILM

Map Add hotspot

**Basic Instinct (1992)**

Paul Verhoeven's psychological thriller starring Michael Douglas and Sharon Stone got tongues wagging across the globe for its controversial themes. Some scenes were filmed at Carmel Valley Village and Carmel Highlands. Plus Garrapata Beach, south of the Highlands, stood in for Marin County's Stinson Beach.

Visit California...

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REEL LOCATIONS | Visit Cal... | ACer | Προτεινόμενες τοποθε...

**TWEET IT!**

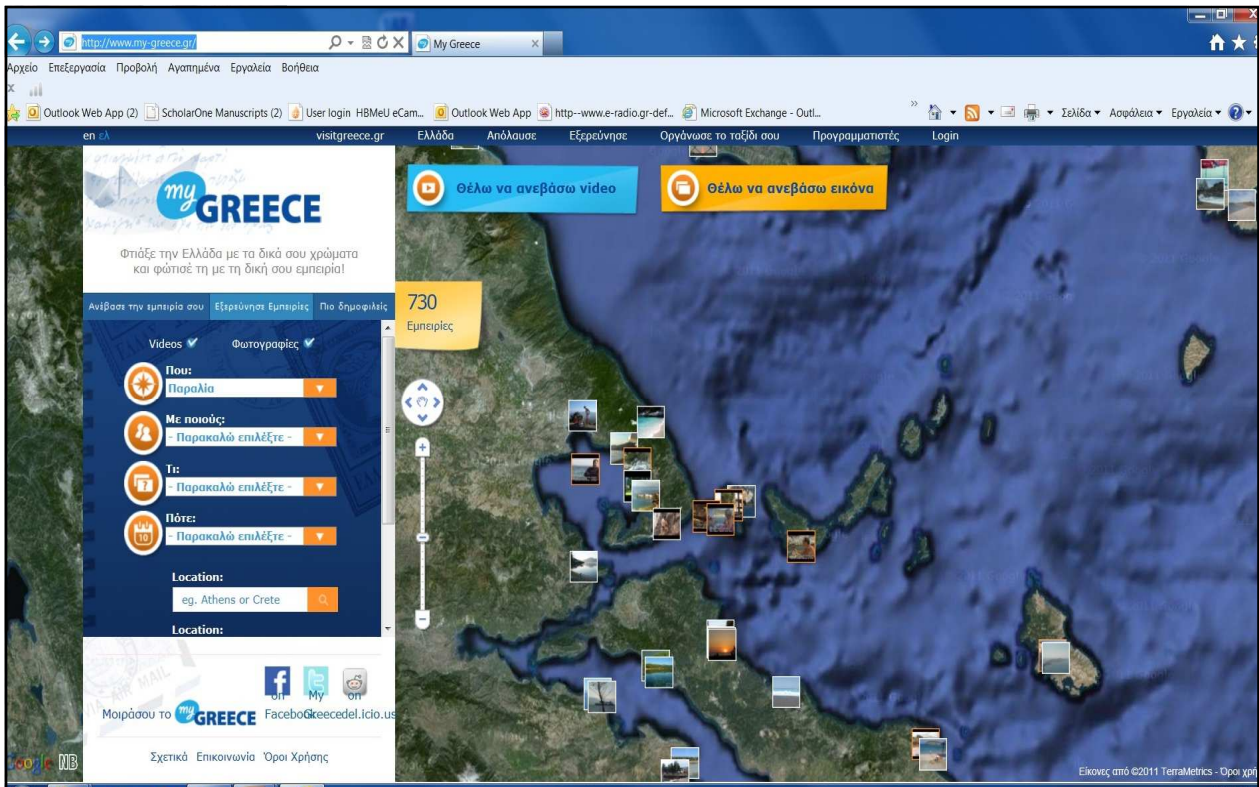
CAclassics: @scanyours\_ehosp, @MattSlavenov, @thepetsplace2 and @sandman2036 unfollowed me today ... checked by <http://llwrs.com> 3 Jun 15:24 pm

CAclassics: Photo: : @daddysgirl21: A Child's Field of Dreams (by

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6/6/2011





rsong4xs&feature=player\_embedded

**VIRAL MARKETING**

~~<http://islandreefjob.com.au/about-the->~~

The screenshot shows a web browser window displaying a blog post. The page title is 'Ben's blog... STILL the Best Job in the World'. The blog is for 'Island Caretaker Blog' and is part of the 'Queenland' website. The main content area features a large video player with a play button. Below the video, there is a section titled 'About the Best Job' which includes text about a global search for an Island Caretaker in Queensland, Australia. The text mentions a salary of AUD \$150,000 for a six-month position. There is also a 'Campaign Launch Video' section with a thumbnail showing a newspaper headline 'THE BEST JOB IN THE WORLD'. A search bar is located at the bottom right of the page. The browser's address bar shows the URL 'http://islandreefjob.com.au/about-the-best-job'.

http://www.tourismthailand.org/blog/

Επεξεργασία Προβολή Αγαπημένα Εργαλεία Βοήθεια

Phishing Protection on Identity Safe Log-ins

WebCT http://www.e-con... travel images at Se... TourismThaila... Amazing Thailand... Destination Perfor...

TourismThailand.Org - The Official Website for Tourism in Thailand. Font: Small

HOME ABOUT TAT CONTACT US SITE MAP ENGLISH ไทย

Back to First Page Tourism Authority of Thailand For More Information Website Structure Other Language Official Site

New Thailand Tourism Awards 2008 eMagazine March 2008 Wedding in Thailand Pleas

**amazing THAILAND**

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- About Thailand
- Destination Guide
- Transportations
- Activities
- Festivals & Events
- News
- Calendar
- Packages & Promotions
- Travel Information
- Thailand Travel Directory
- Interesting Articles
- Blogs
- FAQs
- Traveler's Testimonials
- Multimedia Zone
- Interesting Links
- TAT Governor

Members Login Here

Username:

Password:

June, 5-8 10:00-21:00 Hrs. IMPACT Challenger 1-2

TTF 2008

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**BLOGS**

**Eugene Tang**  
Eugene Tang's Blog  
<http://blog.tourismthailand.org/EugeneTang/>

**Traveller's BLOG**  
by Tourism Authority of Thailand  
<http://blog.tourismthailand.org/blog1/>

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**amazing THAILAND**

**TAT RELEASE** Next >

**7th THAI TOURISM FESTIVAL NOW BIGGER AND...**  
Thailand's annual Tourism Festival and Travel Mart 2008 to be held 5-8...

**TAT PARTICIPATED IN MAJOR CHINESE OUTBOU...**  
The Tourism Authority of Thailand (TAT) led by TAT Governor, Mrs. Phor...

[More Information](#)

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100%

Amazing Thailand - Amazing Experience Video Contest - Windows Internet Explorer

http://www.tourismthailand.org/amazingcontest/

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**amazing Experience Video Contest!**  
Your very own fantastic Thailand travel videos competition

Home Prizes Rules View Videos Contact Us Search

**Welcome to amazing Experience Video Contest!**

Have you got any amazing Thailand videos you would like to share with the world? Well... here is your chance and you may even get awarded!

Upload one of your amazing Thailand Experience Videos and stand the chance of winning one of three really groovy prizes worth a total of \$5,000! No video to share? Well nevermind..... just sit back, enjoy and simply vote for your favourite videos to participate in a fun lucky draw to win one of two superb hotel packages or the latest iPod nano, all valued at \$1,000.

If you have a handful of videos, well come on... upload them all... and stand an even better chance of becoming one of our lucky winners! It's so easy, it's unbelievable, just follow the three simple steps. If you are one of the three winners with the highest ranking and most votes, you're just gonna love our amazing camera with the latest technology mobile give away! Don't waste precious time..... register and upload now!

Submission period: 1 May - 30 June 2008  
Voting period: 1 May - 31 July 2008

**1 Register/ Log In** → **2 Browse Video & Upload** → **3 Describe it! Add title, tags description**

**Start Now!**

**Most Popular Videos** (Random from top 20)

**pai radbure** By : [parona](#)

**amazing Prizes For Most Popular Videos**

**Winner:** Video Camera: SONY Handycam HDR-SR1 and a Sony Ericsson mobile K850i. All valued at 80,000 baht

**1st Runner-up:** Video Camera: SONY Handycam DCR-SR82 and a Sony Ericsson mobile K850i. All valued at 45,000 baht.

**2nd Runner-up:** Video Camera: SONY Handycam DCR-SR40 and a Sony Ericsson mobile K850i. All valued at 30,000 baht.

[More details](#)

**For Lucky Voters**

**1.** A hotel package for two staying at The Rock Hua Hin Beach Resort & Spa with American Breakfast. Valued at \$500

**2.** A hotel package for two staying at Baan Krating Pai, Mae Hong Son, with American Breakfast. Valued at \$170

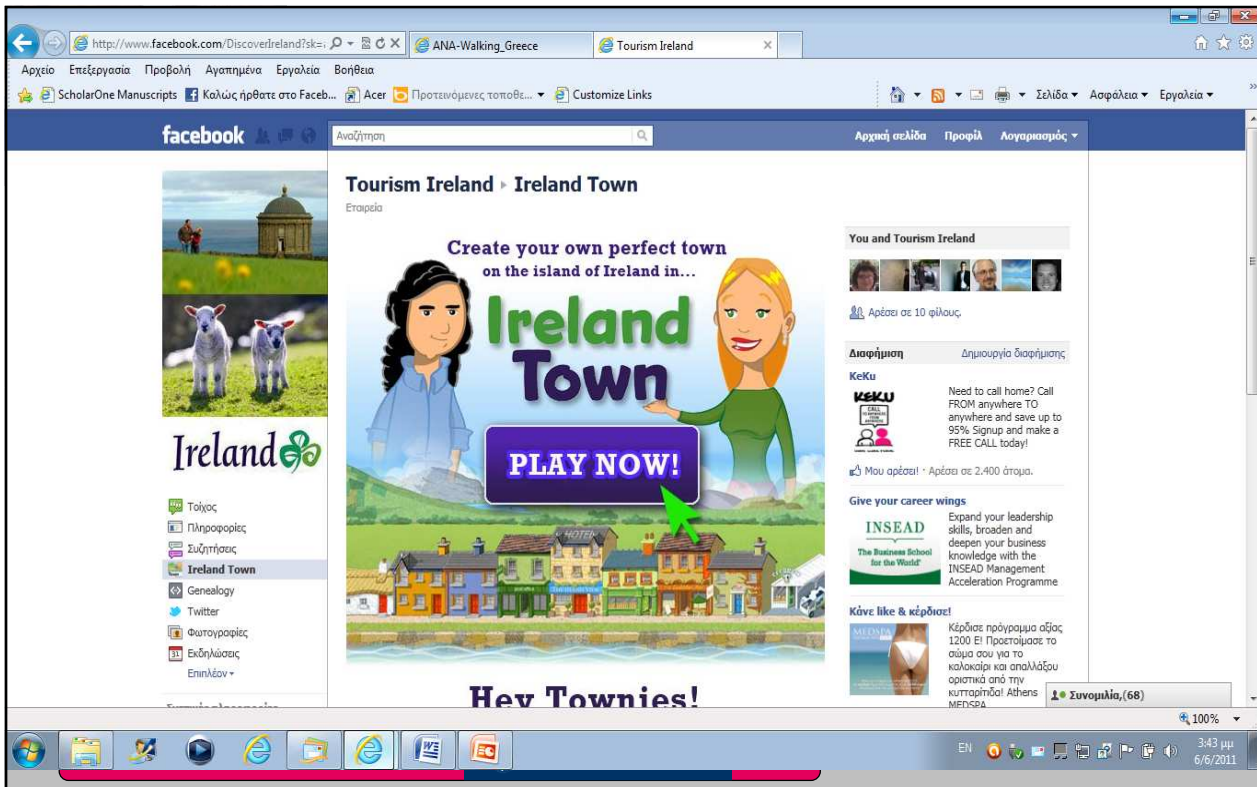
**3.** iPod nano 8 GB

[More details](#)

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Ευχαριστώ !

Δρ Μαριάννα Σιγάλα