



Interreg



EUROPEAN UNION



Danube Transnational Programme

DA-SPACE

1. Name of the challenge (short, powerful and inspiring description):

Innovation in destination promotion

2. Context: (what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc)

IRTA manages several business activities in order to promote destination and tourist offer in Istrian Region. Some of the services are already present on the destination website, however there could be more – like, packaging, special offers, online advertising... The role of organization in this context is to contribute tourism development in the region, while the target groups are both, the citizens and guests.

3. Problem: (What is the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)

How to use existing destination website with the final aim to encompass the entire regional tourist offer: how to integrate it in one place with the possibility to book and arrange vacation itineraries? The solution of mentioned problem could enhance tourism development in the region, and there is also possible distribution to other websites, tourist boards etc. which could finally contribute to local community and ecosystem.

- Online services presentation → car rentals, tour guides, restaurant reservations etc

4. Additional info (for internal use): (what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (eg. Programing language etc), what are the asset (as knowledge, materials) will be given to the team

The team is expected to deliver implementation and innovative idea through the use of new technologies. For instance, to contribute or to modify an existing destination website, website development, design and structure as well as destination advertising possibilities and analysis and social media integration.



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5. Skills of the team (for internal use): *what specific skills shall the team have in order to address the challenge*

- *be familiar with tourism in Istria, social media, advertising, web design and structure.*

6. About the Seeker:

- Description of company/institution: Istrian Tourism Development Agency manages the Istria Tourism Board website and all the accompanying channels – newsletter, social media... There are other development projects we work on which might be useful. Beside ICT in Tourism and promotion of the destination, IRTA also develops tourist products.

- Vision: where do you see the company/institution in 5 years?

Developing new projects, integrating them with European funds.

Advertising and social media management, customer relations.

- Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision:

Department for E-marketing deals with all things digital. It started the digital transformation which led to the making of a new website – the basis for the services platform.