

Enhanced Visitor Information through

- i **Internet and Modern Technologies**
- i **Printed Materials**
- i **Face-to-Face Contact**
- i **Quality Guidelines**
- i **Regional Cooperation**
- i **Social Networks**
- i **Mobile Applications**



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The Interregional Cooperation Programme INTERREG IVC, financed by the European Union`s Regional Development Fund, helps Regions of Europe work together to share experience and good practice in the areas of innovation, the knowledge economy, the environment and risk prevention.

EUR 302 million is available for project funding, but more than that, a wealth of knowledge and potential solutions are also on hand for regional policy-makers.

CHARTS is Regional Initiative project focused on the role of culture and heritage in the formulation and delivery of added-value to regional strategies for sustainable tourism development and integration into local, regional, national and EU policies.

This Leaflet aims to regional and local authorities, destination management authorities, destination agencies, tourism promotion bodies, tourism boards, tourism associations, tourism networks, cultural networks, EU institutions, international bodies and other interesents.



VIDZEME TOURISM
ASSOCIATION

Vidzeme Tourism Association

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

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Visitor Information



*Engaging Culture and Heritage for
Sustainable Tourism Development*

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Issues of Visitor Information

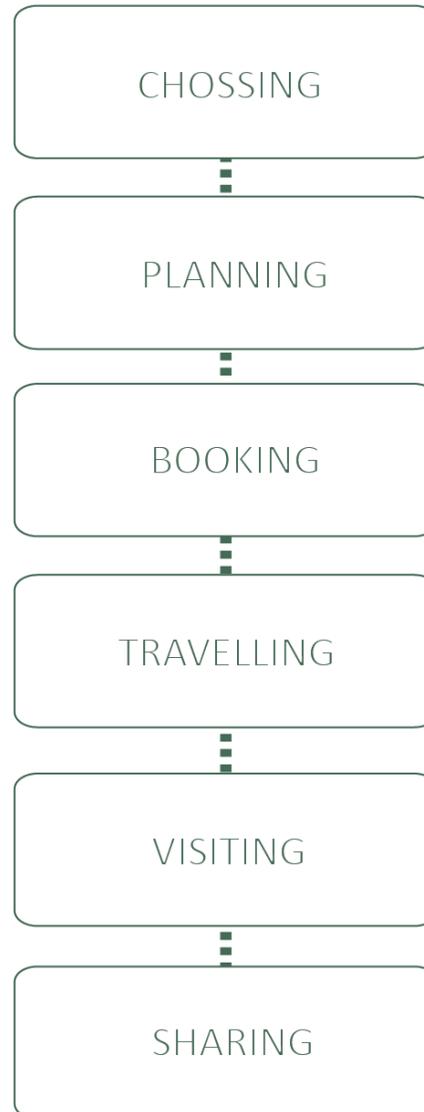
Communication between tourist and tourism service providers are the goal to successful cooperation and customers' satisfaction. With ever-increasing popularity and development of modern technologies, visitor information is becoming more complex and diverse for travellers to be. Meanwhile, traditional information channels also include face to face contact and printed materials, which need to be developed constantly.

Effective Visitor Information means:

- ★ Well informed visitors who stay longer in destinations, potentially move to other nearby destinations and most important - they want to return
- ★ Tourist industry ensuring that information is modernized, integrated and kept up with technological advances. There will be a rapid increase in the use of the technology to access visitor information including mobile devices, QR codes, user generated content and social media
- ★ Dedicated TICs that continue to play key role through skilled staff in customer care and face-to-face contact
- ★ Effective cooperation at local, regional and national level in order to ensure the highest quality coordinated services are offered to the visitors

Key Knowledge

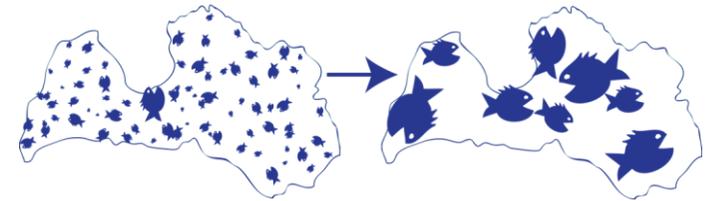
The Visitor Journey Interactions Of Information Provision



Recommendations

Visitor information value occurs in the interaction process itself rather than exclusively in the provision of the service. Thus, involving customers in the creation of a travel arrangement helps tailoring the service to the customers' particular needs and hence assists in creating a unique experience.

A strong cooperation and clustering is encouraged at all local and regional level, as it will not only enable to achieve multiple goals with minor expenditure, but also set the priorities for the future.



Policy Implications

The policy planning initiatives at local, regional and national level will be more and more targeted at the end-visitor, taking into account the needs of the visitors, visitor flows and main points of attraction.

The future policy implication regarding the visitor information will also cover wider topics than tourism alone to support the EU 2020 Strategy.