



# PAPHOS CHAMBER OF COMMERCE AND INDUSTRY

C I R C U L A R

## TRAINING PROGRAMME

Pafos, 5<sup>th</sup> of September 2016

**To:** All interested parties  
**From:** Secretary/ Director  
**ΘEMA:** « SMART TOURISM AND COLLECTIVE TOURISM COMPETITIVENESS.  
Co-creation of Experience towards a Collective Sustainable Competitive  
Advantage » (100% Subsidy from the HRDA)

### Paphos Phase 1: 25-26 / 10/2016 (Paphos Chamber Educational Hall)

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Dear Members,

The Paphos Chamber of Commerce and Industry within the framework of its policy to organize training programs that respond directly to the identified needs of the business world is organizing the specialized seminar:

#### **«SMART TOURISM AND COLLECTIVE TOURISM COMPETITIVENESS»** **Co-creation of Experience towards a Collective Sustainable Competitive Advantage**

Tourism constitutes the central source of revenue of the Cyprus economy. The competitive environment for businesses involved in tourism becomes increasingly hard and smart destinations grow rapidly. The ultimate goal of smart places is to increase competitiveness and enhance quality of life of all stakeholders, including residents and tourists. To reach this outcome a broad range of aspects should be included based on tourism business-led development and co-creation activities to enhance the tourist experience and generate value for all stakeholders. Implementing smartness within tourism destinations has become critical since the connected, better informed and engaged tourist is dynamically interacting with the destination, co-creating tourism products and adding value for all to share.

This seminar will focus on Smart Tourism and the value and wealth co-creation towards developing the collective sustainable collectiveness of both tourism/hospitality organisations and destinations. It will explore the opportunities emerging for all Hospitality and Tourism Organisations in the tourism destination ecosystem and demonstrate how organisations can use the new tools and methodologies to promote and maximise their collective competitiveness. The programme has a theoretical and practical approach and trainees will explore best practice from around the world.

This seminar targets marketers/ managers as well as principals and private sector owners/managers and other executives within the ecosystem of tourism and hospitality at the destination. The seminar will demonstrate how to use smart tourism tools and methodologies to co-create experiences and to maximise the value co-created for all stakeholders. This expert seminar therefore will offer valuable insight to hospitality, tourism and travel executive professionals, hospitality tourism and travel managers who are in charge of strategic management, marketing and ICT technological development.



## **THE STRUCTURE OF THE PROGRAMME**

The program that is practical in nature includes both Institutional and intra-firm training.

## **TEACHING**

Guarantee for the success of this training program is the fact that Dr. Dimitrios Buhalis, Head of the Department of Tourism & Hospitality and Director of the eTourismLab of the Faculty of Management Bournemouth University will teach it.

## **LANGUAGE**

The program will be conducted in English. However it is noted that interventions can be made in Greek since Dr. Dimitrios Buhalis is also familiar with the Greek language.

## **DURATION AND PLACE**

Duration: 14 hours Institutional Training and 4 hours Intra-Firm Training. The program will be conducted in the educational hall of the Paphos Chamber.

## **FEE (€1.530 + €290,70 VAT)**

The program has been approved by the Human Resource Development Authority (HRDA) as a vital program and the **HRDA subsidizes it entirely. Therefore there is no financial burden for businesses** excluding VAT. Please note that the VAT is refundable for companies and therefore cannot be considered a cost.

This is truly a unique and economically advantageous opportunity that is offered for the upgrading of Cypriot enterprises engaged in tourism, since the real cost of participation in the absence of the Authority's grant would be at least €1.530 and you are all encouraged to fully benefit from it.

## **CERTIFICATE OF ATTENDANCE**

The Paphos Chamber will provide all participants with a Certificate of Attendance.

The practical nature and type of the program is obviously placing limitations on the number of participants (28 participants - 14 companies) so they will be accepted in order of priority. Last date for entries is Tuesday, October 18, 2016

**For more information please contact Mr. Makis Tsiatsios in the Paphos Chamber, tel. 26818173, Fax: 26944602, email: makis@pcci.org.cy.**

Yours sincerely,

**Makis F. Tsiatsios**

For the Secretary / Director



## DETAILED PROGRAMME

### 1<sup>ST</sup> DAY PROGRAMME

<u>SMART TOURISM AND COLLECTIVE TOURISM COMPETITIVENESS</u>				
<u>Co-creation of Experience towards a Collective Sustainable Competitive Advantage</u>				
Tuesday 25.10.2016 & Time 8.45b.m. – 5.30a.m. / PCCI Training Hall				
Application Hrs		Duration	Timing of Content	Instructor
From	Until	(Hours)		
8.45	9.00	0.25	Registration	
9.00	11.00	2.00	smartness and agility towards value co-creation and competitiveness building at the destination level <ul style="list-style-type: none"> <li>• Tourism Destination strategies</li> <li>• Tourism ecosystem: Stakeholders and key players</li> <li>• The needs of each stakeholder and value desired</li> <li>• Understand the sources of competitiveness for hospitality organisations</li> <li>• Collective competitiveness and sustainable growth</li> <li>• Smart Tourism principles and methodologies</li> <li>• Rapid technological developments and major trends</li> <li>• ICTs enabled integration of industry and economy</li> <li>• Infostructure</li> </ul>	Professor Dimitrios Buhalis
11.00		0.25	BREAK	
11.15	1.15	2.00	practicing skills exercise : <ul style="list-style-type: none"> <li>• Tourism ecosystem in Cyprus :</li> <li>• Stakeholders and key players</li> <li>• Collective competitiveness practice</li> <li>• Infostructure</li> </ul>	Professor Dimitrios Buhalis
1.15	2.15	1.00	LUNCH	
2.15	16.15	2.00	Theory <ul style="list-style-type: none"> <li>○ Sensors and Beacons</li> <li>○ Big Data</li> <li>○ Social Media, Web 2.0 and User Generated Content</li> <li>○ Internet of Things and Internet of Everything</li> <li>○ Interoperability and interconnectivity</li> <li>○ technological enablers for the hospitality industry</li> </ul>	Professor Dimitrios Buhalis



			<ul style="list-style-type: none"> <li>➤ Service Dominant Logic               <ul style="list-style-type: none"> <li>○ Tourism value co-creation of experiences</li> <li>○ The concepts of co-creation and co-competition</li> <li>○ Managing global reputation and branding online and offline</li> <li>○ Managing tangible and intangible resources in tourism and hospitality</li> <li>○ Social networking and engagement with stakeholders</li> <li>○ Consumers as co-creators and co-producers of experiences</li> </ul> </li> </ul>	
16.15	16.30	0.25	BREAK	
16.30	17.30	1.00	<p>practicing skills exercise : Managing reviews and tripadvisor reports</p> <ul style="list-style-type: none"> <li>• Social Media, Web 2.0 and User Generated Content</li> <li>• Internet of Things and Internet of Everything</li> <li>• Managing global reputation and branding online and offline</li> </ul>	Professor Dimitrios Buhalis

Duration of Training: 7 hours

Το πρόγραμμα εγκρίθηκε από την ΑνΑΔ ως Ζωτικής Σημασίας. Οι επιχειρήσεις/οργανισμοί που συμμετέχουν με εργοδοτούμενους τους, οι οποίοι ικανοποιούν τις προϋποθέσεις της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.





## DETAILED PROGRAMME

### 2<sup>nd</sup> DAY PROGRAMME

<u>SMART TOURISM AND COLLECTIVE TOURISM COMPETITIVENESS</u>				
<u>Co-creation of Experience towards a Collective Sustainable Competitive Advantage</u>				
Wednesday 26.10.2016 & Time 8.45b.m. – 5.30a.m. / PCCI Training Hall				
Application Hrs		Duration	Timing of Content	Instructor
From	Until	(Hours)		
9.00	11.00	2.00	<p><b>H</b>ow organisations can take advantage of smartness, build their competitiveness and gain benefits through co-creation with all stakeholders.</p> <p>Theory</p> <ul style="list-style-type: none"> <li>• Creating the tourism ecosystem neural system</li> <li>• Information input and output as part of the ecosystem</li> <li>• Internal and external context of operation</li> <li>• technology towards co-creating memorable experiences</li> <li>• Understanding target markets and co-creating experiences</li> <li>• Social Media – Context – Mobile (SoCoMo) based marketing</li> <li>• Finding and targeting your audience on different platforms</li> <li>• Co-creating Memorable experiences</li> <li>• Dynamic Customer Engagement, Experience And Interactivity</li> <li>• Social Media and Real time Service – the service of now</li> <li>• Augmented Reality applications and gamification</li> </ul>	Professor Dimitrios Buhalis
11.00	11.15	0.25	BREAK	
11.15	13.15	2.00	<p>practicing skills exercise : Co-creating Memorable experiences</p> <ul style="list-style-type: none"> <li>• Creation of memorable experiences</li> <li>• Creating photo opportunities</li> <li>• Communicating of memorable experiences</li> </ul>	Professor Dimitrios Buhalis
13.15	14.15	1.00	LUNCH	
14.15	16.15	2.00	<p>Theory</p> <ul style="list-style-type: none"> <li>• Advocacy and Customer to Customer Co-creation (CCC)</li> <li>• Generating and distributing consumer generated content</li> </ul>	Professor Dimitrios Buhalis



			<ul style="list-style-type: none"> <li>• Scanning the environment and online reputation</li> <li>• Protect and enhance brands and take advantage in the Web 2.0 environment</li> <li>• Making customers brand advocates and ambassadors</li> <li>• Collective competitiveness and sustainable growth             <ul style="list-style-type: none"> <li>• Cooperation and co-creating of experiences</li> <li>• Responsibilities and strategies</li> <li>• Rapid ecosystem reactions response</li> <li>• Crisis management and restoring business continuity</li> <li>• Collective sustainable growth and development</li> </ul> </li> </ul>	
16.15	16.30	0.25	BREAK	
16.30	17.30	1.00	<p>practicing skills exercise : Create Memorable Experiences</p> <ul style="list-style-type: none"> <li>• User Generated Content</li> <li>• Consumers as ambassadors</li> <li>• Competitions, Campaigns, Engagement</li> </ul>	Professor Dimitrios Buhalis

Duration of Training: 7 hours

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## PARTICIPATION FORM

SMART TOURISM AND COLLECTIVE TOURISM COMPETITIVENESS  
Co-creation of Experience towards a Collective Sustainable Competitive Advantage

**TUESDAY & WEDNESDAY 25.10.2016 AND 26.10.2016 & TIME 8.45am –  
PAPHOS CHAMBER TRAINING HALL**

COMPANY NAME			
ADDRESS	..... PO. BOX ..... ZIP / POSTAL CODE.....		
WORK PHONE NO.		FAX	
		EMAIL	
PARTICIPANT NAMES	<u>NAME</u>	<u>MOBILE</u>	<u>POSITION</u>
	1.....	.....	1.....
	2.....	.....	2.....
	3.....	.....	3.....

After you fill out the participation form, please send it to us by fax: 26 944602 or by email: [info@pcci.org.cy](mailto:info@pcci.org.cy)

**Reasons for participation in the programme:**.....  
.....

Date: .....

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