



Co-funded by the
Erasmus+ Programme
of the European Union

TOURIST

Work Package 6 – Dissemination & Visibility

6.1 TOURIST Strategic Dissemination Plan

STRATEGIC DISSEMINATION PLAN WP 6

How and where will the project be disseminated. This plan includes the main target groups and respective strategies to reach them best. It includes also the template for the dissemination reporting for all partners – every 6 months.

Chutima Tantikitti – Prince of Songkla University

Aphirom Promchaiya – Prince of Songkla University

Claudia Linditsch – FH JOANNEUM

20.11.2019



Table of Contents

1. Mission of TOURIST Project.....	3
2. General Introduction to the Dissemination within the TOURIST Project.....	3
3. Introduction to Dissemination.....	4
a. What is DISSEMINATION?	5
b. What is BROAD dissemination?	5
c. What is DEEP dissemination?	6
d. Why is it necessary to disseminate the TOURIST project?.....	7
4. Main Target Groups for Dissemination within the TOURIST Project	8
5. Dissemination within the TOURIST Project	11
Recognition of Commission funding and use of logos.....	11
6. Broad Dissemination within the TOURIST Project.....	12
7. Deep Dissemination within the TOURIST Project.....	13
8. Academic Dissemination within the TOURIST Project.....	15
9. Timetable for Dissemination Reporting	17
10. Broad Dissemination Plan within the TOURIST Project.....	18
11. Deep Dissemination Plan within the TOURIST Project	21
12. Academic Dissemination Plan within the TOURIST Project.....	24
ANNEX 1 – Dissemination table.....	27



1. Mission of TOURIST Project

TOURIST Project aims to improve education quality, strengthen awareness of the tourism sector, including issues relating to its impact and sustainability, or more specifically: it delivers training to transfer knowledge and skills in the specific subject of sustainable tourism and innovative financial management strategies.

Actions set out in the sustainable tourism development plan of the EU which have been translated into priorities for TOURIST include the modernization of education and improvement of university-enterprise cooperation as well as more intensive cross-regional networking. Further the needs of enterprises are targeted by applying specific contents in four trainings organized in Vietnam and Thailand. Through better training quality in the area of sustainable tourism, higher skilled graduates will benefit from better employability - both generated through TOURIST.

The TOURIST project aims to reach the following objectives:

- Capacity building of experts on sustainable tourism and innovative financial management strategies at HEIs in Thailand and Vietnam
- Implementation of seven competence centres at partner HEIs to increase awareness and expertise of sustainable tourism and innovative financial management strategies measures
- Foster university-business cooperation through the TOURIST competence centres and network
- Increase of employability of students due to upgraded knowledge on sustainable tourism
- Current status analysis of the industry and identification of efforts in sustainable tourism in Thailand, Vietnam and the European partner countries and the identification of gaps/necessities in each participating region
- Creation of a nationwide and international network with target groups from the tourism industry and from financial management to increase impacts of sustainability in tourism

The dissemination plan for TOURIST's activities is very important as a tool to increase visibility of the TOURIST project, its activities and further the outputs created. The consortium aligns dissemination very closely with sustainability because only once visibility and awareness is generated a positive long-term impact can be gained through the TOURIST project.



2. General Introduction to the Dissemination within the TOURIST Project

The exposure of the TOURIST project is a crucial component which is strongly connected to the success of the project. Further, the consortium identifies dissemination as one important factor to gain awareness and get in contact with the diverse target groups. Therefore, dissemination is the mechanism within the project to reach for the multiplication of knowledge.

The work package 6 which is dedicated to dissemination and visibility is **coordinated by Prince of Songkla University (PSU)** as the team got identified as most suitable given their experience and motivation for enhancing the project's visibility. Further, PSU has a vast network in the participating and beyond which increased the multiplication of all dissemination activities. This work package is supporting the TOURIST project throughout the whole implementation process and supports with the creation of a wide spread impact.

The following actions will be taken by the work package coordinator and all other partners of the TOURIST project:

- Development of a strategic dissemination plan with the assistance of with FH JOANNEUM (FHJ)
- Regular updates of the strategic dissemination plan according to the partners' needs
- Monitoring of the dissemination efforts of the consortium on a regular basis (6 months)
- Development of a project identity
- Development of dissemination materials including folder, poster and unified templates
- Hosting and content creation for the website and the social media profile
- Support the creation of an appropriate creative common rights disclaimer will be among the partners to be used in all OER materials apart from Erasmus+ regular disclaimer.
- Supporting the organisation of events from other WPs when it comes to dissemination tools and branding.

All these activities support the project in the development of a **unified appearance and the creation of a project branding**. The digital dissemination materials are accessible at any time on the shared google drive folder and further on the website of the project in the download section:

Google Drive:

<https://drive.google.com/drive/folders/0B4Jw4CVxmc7pRkJLeV91Q2oydDQ?usp=sharing>

Website:

<https://tourist.fh-joanneum.at/downloads/>



3. Introduction to Dissemination in General

Dissemination is widely used when it comes to the promotion of EU funded projects and can be divided into broad and deep dissemination. The term dissemination as well as the differentiation between broad and deep dissemination will be explained thereafter to create a common understanding of the terminology used in the framework of the project.

What is DISSEMINATION?

- Dissemination is related to **making the project success, results / products of a project visible to others**, specially the end-users, the target groups and the key-actors that can implement its use.
- Dissemination is the process of **promotion and awareness raising** that should occur throughout the project. This process should be **planned and organized in the beginning of the project** through a methodological document (e.g. Dissemination Strategy) that orientates the whole consortium.
- Dissemination is a **planned process** that should be carefully considered all along project duration and beyond. This should cover why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.
- Dissemination is considered the **basic foundation of a strategy for exploitation and sustainability** of the project and/or its results.

a. What is BROAD dissemination?

Broad dissemination is a part of the communication strategy to spread information/ideas about a project/idea. Broad dissemination generally targets a community in general to spread the information/ideas about a project/idea. This leads to the fact that the information spread during broad dissemination activities is often rather general and it is aimed to convey the main messages of a project. Further, it can be said that broad dissemination is part of a wider valorisation strategy which operates from a top down model.



b. What is DEEP dissemination?

Deep dissemination includes addressing the target group as early and as extensively as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. External stakeholders are continuously involved to participate in the development process of the planned products. Through deep dissemination the primary target groups get involved at a very early stage of the project. These stakeholders contribute to the project in two ways:

1. By giving direct expert input and
2. in terms of dissemination by acting as multipliers for the project.



4. Why is it necessary to disseminate the TOURIST project?

1. **Raise awareness** – let others know what TOURIST is about and its relevance.
2. **Inform** – educate the community about innovative teaching strategies and techniques.
3. **Engage** – get input and feedback from the stakeholders and target groups (within each academic community).
4. **Promote** – share outputs and results of TOURIST at institutional, local, national and international level.
5. **Extend the impact** – integrate the target groups of the project in the dissemination activities to increase their motivation to become a multiplier of TOURIST and the main concepts of the project.
6. **Develop new partnerships** - identifying common areas of expertise and interest among the partners of the consortium to guarantee sustainability TOURIST.
7. **Influence policy and practice** – inform and attract these stakeholders to the project and the TOURIST topics to create change in the area of sustainable tourism and innovative financial management strategies.

All of the above-mentioned will be applied in the TOURIST project from the beginning of the project.

- Awareness raising on the topics of sustainable tourism and innovative financial management strategies is the main aim and will be implemented with the support of the means of dissemination.
- Also, from the very beginning, stakeholders will be involved in the competence centres, counselling sessions, external trainings, meetings, focus groups and conferences of the project to make sure that TOURIST follows its aim of increasing the awareness and applying the concepts of sustainable tourism and innovative financial management strategies (engage and inform).
- Importantly, the TOURIST consortium will make sure that all outputs and results created will be shared through major means of dissemination which will be explained in this document (promote).
- Extend the impact - all target groups and major stakeholders are incorporated in all external project activities and informed about the project, its aims and informed about the outcomes generated to have direct influence and create change.
- Finally, given the fact that multiplication of knowledge is strongly pursued by the TOURIST project partners are expected to continue collaborating after TOURIST funding period, potentially supporting the sustainability of the competence centres and the network.



5. Main Target Groups for Dissemination within the TOURIST Project

The main target groups within the TOURIST project are as follows:

- **Academic staff of higher education institutions focusing on sustainable tourism**
- **HEI leaders and managers (rectors, vice-rectors, directors)**
- **Students with a focus on tourism and financial management**
- **HE policy makers with a focus on tourism and regional development**
- **(Sustainable) tourism industry including companies of all sizes and NGO's concentrating on tourism development and associations and related governmental bodies**

Given the fact that all partners together have a massive network, a stakeholder list is going to be developed and continuously updated in order to guarantee that dissemination activities are specifically targeted and content is adapted to the needs of the diverse target groups. Taking into account all the existing contacts in EU and the partner countries in Asia, promotional materials will be delivered both online and offline to the target audience and beyond. It is of utmost importance to target the dissemination activities exactly to the needs of the target groups in order to be able to reach them and the broader public to the satisfaction of all project participants and the EACEA.

The following summarized activities are planned for the diverse target groups. Through all these activities, it is aimed to increase the visibility of the project success and outcomes on a large scale. Further, through all these activities planned the target group will not only be reached but also incorporated in the project and can therefore act as multipliers for the project.

Thereinafter the activities planned for each of the target groups to engage and reach them is explained in detail. Certainly, the activities named here are the major ones but there are no limitations given.

Academic staff of higher education institutions

- Study visit – in the beginning of the project to agree on a common ground for the project implementation and to give good practice examples.
- Capacity building trainings – all of the four trainings in WP2 are designed to meet the needs of this target group. Therefore, they can be seen as the main target group. Further, an increase in the teaching capacities and quality in terms of topics and methods can be achieved.
- Internal trainings for replication – trainees of the capacity building trainings will be acting as multipliers in terms of content and visibility.
- Participation in focus groups – active involvement as experts in focus groups to build up knowledge and increase the awareness of sustainability and innovative financial management strategies.



- Active involvement in the competence centres and the operation including the counselling sessions – within the competence centres the academic staff act as mentors, experts and multiplier for knowledge transfer and also visibility and awareness.
- Participants and active visibility awareness raiser for the two planned cross-border conferences
- Content moderators and multipliers for the TOURIST network
- Active dissemination for the external training workshops in the frame of the TOURIST network

Generally, this target group is not only important and incorporated in the activities mentioned above but also relevant for reputation building, networking and awareness raising.

Students

- Access to the open educational resources provided on the website
- Participation at the internal trainings to be taught about the capacity building trainings
- High involvement in the operation of the competence centres, especially for the counselling sessions
- Student exchange for enlarging their perspective when it comes to
- Active participation in the TOURIST network and knowledge exchange platform and in the training sessions
- Participation at the cross-border conferences of the TOURIST project

Students, are one of the most important target groups of the project as they can in future act as multipliers and share their knowledge which can lead to a different perception towards tourism in the future from an earlier stage.

HEI leaders and managers/ HE policy makers

- Study visit – HE leaders and managers are invited for the study visit to already create commitment towards the project and make sure that the project is identified as important to increase the visibility of the project from the beginning on. HE leaders are invited to also inform HE policy makers to increase visibility from the beginning on.
- Focus Groups – both target groups are invited for the focus groups conducted in WP1 but will further be engage through the implementation of strategic working groups for the competence centre operations’.
- Reputation building – with the involvement of this target groups strong reputation building is aimed at. HEI leader and policy makers will informed regularly to know about the progress made and the impact created.
- Active participation in the TOURIST network and knowledge exchange platform and in the training sessions
- Participation at the TOURIST cross-border conferences as content moderators, active contributors or multiplier of current hot topic in sustainable tourism and innovative financial management strategies.



Sustainable tourism industry and associations/ governmental bodies/students

- Participation in focus groups – active involvement as experts in focus groups to build up knowledge and increase the awareness of sustainability and innovative financial management strategies.
- Active involvement in the competence centres and the operation including the counselling sessions (main target group for sessions)
- Active participation in the TOURIST network and knowledge exchange platform and in the training sessions
- Participation at the cross-border conferences of the TOURIST project

Generally, it is the main of the consortium to ensure involvement and information sharing wherever and whenever possible also beyond the activities mentioned above. This can be mainly reached with the implementation of national coordinators and also dissemination responsables at each partner university.



6. Dissemination within the TOURIST Project

All dissemination activities are included in the **strategic dissemination plan**. This plan is constituted by a matrix detailing the above described dissemination activities into concrete single steps and tasks, which can be found at the end of this document. It further allocates a timeframe and deadline for performance and completion of the task. **The dissemination plan allocates responsible partner organizations and persons to perform specific actions.** For communication tasks the strategic dissemination plan also specifies the means and media of communication.

A logo, a layout for presentations and other dissemination material (project identity) will be created in the first six months of the project (most likely at the kick-off meeting when all partners will participate) to guarantee a common branding. It is aimed to use folders and posters for dissemination activities offline but also dissemination activities which are online implemented such as a knowledge exchange platform on the website. Further, the project consortium will put a focus on new marketing tools such as Facebook. One important aspect of dissemination will always be face-to-face communication with the potential target groups given the fact that this communication type can create a much higher impact as it is connected with a higher level of emotions. Therefore, information about the project will be sent to local training providers to forward this information directly to the target groups.

All main dissemination materials will be provided in English, Thai and Vietnamese to broaden the reach of all project results and impact the target groups in Thailand and Vietnam and South-East Asia. Apart from the translations, when necessary, interpreters will also be sub-contracted to assure the dissemination magnitude expected.

Recognition of Commission funding and use of logos

The support of Erasmus+ must be clearly acknowledged in all communications or publications, in all forms and media, indicating that performed activities have been supported and/or co-funded by Erasmus+. Respectively, the Erasmus+ logo, as well as the project logo must be placed in all publications, promotion material and media (e.g. Internet, video, etc.) produced within the project.

Generally, the guidelines are followed which can be found at: https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en



7. Broad Dissemination within the TOURIST Project

The following elements are part of broad dissemination:

- **TOURIST Website**

The TOURIST website will be created in the first 4 months of the project. It is an information platform for the broad public and all target groups. The website acts as a collection point for project information and will be clearly structured. The website will be actively cross-linked with other websites and platforms which add value to the TOURIST dissemination. Further, the website will include a contact details in order to give the possibility to get in contact with the consortium whenever needed. The website will be **updated on a monthly basis**. Further, given the fact that EACEA follows the concept of knowledge sharing, the most important content deliverables of the project will be uploaded after completion on the website to guarantee easy access. Additionally, a forum will be integrated, which is later on used as the main platform for knowledge exchange on the two main topics of the project and aims to connect stakeholders from all over the world in diverse areas of expertise.

- **TOURIST Folders & Posters**

Folders and posters will be established by the consortium members **twice within the project** duration in order to give detailed information to all target groups. These folders and posters will be innovatively designed in order to attract a high number of interested people and to be able to distinguish the project from the high number of other European projects. Special attention will be paid to the different cultural requirements when it comes to the establishment of the folders and posters. This whole process will be monitored by the Quality and Ethics Board of the TOURIST project to make sure that cultural perceptions do not influence the dissemination activities.

- **TOURIST Facebook**

An online profile will be created, used as information collecting point and connected to the website. During the kick-off meeting, it was agreed to create a Facebook profile.

- **TOURIST Facebook**

An online profile will be created, used as information collecting point and connected to the website. During the kick-off meeting, it was agreed to create a Facebook profile.



8. Deep Dissemination within the TOURIST Project

Deep dissemination includes addressing the target group as **early** and as **extensively** as possible. It is firmly anchored in the project's structure by including the input and feedback of the target group throughout the project. Stakeholders are continuously involved to participate in the development process of the project and its products.

- **Internal meetings** are to be regularly organised at the participating universities in order to involve all relevant stakeholders from the institution in the implementation of the project activities and development of reports, guidelines, methodologies, tools, and strategies. Main stakeholders are to be identified at each institution (e.g. lecturers from the sustainable tourism faculty, students and student association representatives, etc.) and **they should meet at least two times per year** in order to discuss the project activities and results. These sessions should allow TOURIST project manager (member of the management board of the project) at each university to present the progress made and the results achieved to all other partner organisations on a regular basis. Also, through these sessions they will gather feedback, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results. The first meeting should take place as soon as possible in order to inform internal stakeholders about the new project, to present them the main objectives and to discuss with the general approach as well as the upcoming activities.
- Policy makers for HE, academic experts on sustainable tourism and tourism industry representatives will be invited in the beginning of the project to gather additional valuable information for the training development and to spread the idea of the project at a very early stage and to involve the major stakeholders from the beginning on the project. Throughout the whole project implementation this target group will be involved in the development process. To just name of further activity – the round tables in WP5 are a good example where the involvement of this target group will be high and relevant.
- **4 trainings** with **at least 84 trainees** will be conducted in the participating countries on sustainable tourism and financial management skills to make sure that the staff who is going to work in the TOURIST competence centres is well trained and ready to increase the university-tourism industry cooperation. The trained TOURIST staff will besides taking-up their advisory role to the academic community of their home university support the creation of a pool of qualified human resources. It is planned to have at least **14 internal workshops** at the partner HEIs in Thailand and Vietnam to build up ambassadors for the topics of the TOURIST project. With these workshops **a total number of 210 people** will be reached.



- **Training Materials** - the training materials will be translated into local languages. The training materials will be made available on the internet (project website and knowledge exchange platform) after the implementation of the training.
- Impact and replication of project outputs will be ensured through the creation and implementation of the **TOURIST knowledge exchange platform and the free access of the created outputs.**
- **Informal communication** is another valuable instrument of deep dissemination which must not be neglected. Project results should be discussed with relevant partners, interested parties and stakeholders at seminars, meeting and conferences which are not necessarily organised within this project. The project results can then be disseminated and relevant information and feedback can be gathered from experts from other institutions which might have had relevant experience in similar projects, which could also lead to creation of synergies.



9. Academic Dissemination within the TOURIST Project

Academic dissemination aims to enhance the understanding of the TOURIST project and implement strategies, which will have the highest impact on its various stakeholders. To achieve this, the academic strategic dissemination plan groups stakeholders into 3 broad categories; internal university staff, other institutions within the partners' academic community and the wider community across the world. Within these three categories, the plan **aims to facilitate knowledge transfer, engagement and longevity.**

Mainly, the focus of the academic dissemination is on the internal staff and students within each of the partner university, promoting the mutual exchange of knowledge about the sustainable tourism skills in order to provide a common ground for academic collaboration. Once the appropriate training has been completed, **knowledge transfer to other institutions** will begin with an initial focus within the partners' academic communities in each project partner country.

Therefore, the academic dissemination will be conducted at various stages. To complete the **knowledge transfer** the following activities are implemented during the course of the project:

- To strengthen regional impact, **2 cross-border conferences** will be held with **at least 100 participants** to promote the TOURIST network, show project results and lessons learnt (which is produced as a joint publication). 2 Key-note speakers are invited to the conferences and will discuss sustainable tourism, educational issues and university-tourism industry cooperation among regional stakeholders.

When moving from internal stakeholders to external (non-partner HEIs, policy makers) there will be another set of activities to enable **academic engagement**:

- Workshops with experts (7 training sessions for non-partner HEIs will train 84 staff from non-partner HEIs)
- Attendance of academic international conferences and seminars
- Joint publication in an academic and practitioner journal
- TOURIST knowledge exchange platforms
- Folder and poster distribution
- Personal communication



Finally, the third plan for academic dissemination aims to create **longevity** by:

- Issuing a robust knowledge exchange platform, the TOURIST network, and keeping it updated with current changes
- Publishing papers at conferences and in academic and practitioner journals
- Making the network accessible (language/materials/affordable).



10. Timetable for Dissemination Reporting

Please use the template at the end of this document.

Reporting	Deadline
1st reporting	30.07.2018
2nd reporting	30.12.2018
3rd reporting	30.05.2019
4th reporting	30.11.2019
5th reporting	30.05.2020
6th reporting	30.10.2020



11. Broad Dissemination Plan within the TOURIST Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Development of the project logo and identity	FH JOANNEUM and agreed by all partners	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, (HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	To have a visual appearance of the project and to be recognized within the target group.	15.04.2018
Setting up the TOURIST website	FH JOANNEUM and agreed by all partners	External audience - all people interested in the topics covered by TOURIST. Academic staff of higher education institutions focusing on sustainable tourism, (HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Making the project, its aims and objectives as well as the partners known to the broader public. As also a knowledge exchange platform will be installed, it is also aimed to have an interactive exchange/forum within the consortium and the broader public.	15.05.2018



Project folders and posters	FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Making the project, its aims and objectives as well as the partners known to the broader public. It is essential to have a folder and a poster which can be distributed to the target groups. The folder and the poster will be updated once in the project duration in order to be able to hand out updated project information. Both can be printed, but can also send electronically.	15.05.2018
Writing content and promoting website as well as online profile (Facebook)	FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Making recent developments within the project known to the broader public is essential not only through print but also through online media. Therefore, regular updates need to be done at the website as well as on the online profile. Both online means of communication will follow the principle of knowledge sharing.	Throughout the project duration
Setting up and hosting Facebook online profile	FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on	Making the project, its aims and objectives, the partners as well as recent developments within the project known to the broader public. Updates will be	15.05.2018 Hosting: throughout the project duration



		sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	given on a regular basis. At least once within two weeks.	
Stakeholder list	FH JOANNEUM with the support of all consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Mapping activity to identify stakeholder and establish a list with at least 300 contacts by M36.	Starting in March 2018 and continuing until the end of the project



12. Deep Dissemination Plan within the TOURIST Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
Regular internal meetings with relevant university staff, industry representatives and students' associations	All consortium members	TOURIST project manager of each university, supporting members of the project team as well as other academic staff from other faculty or relating faculties as well as industry representatives and students' associations	Presenting the progress and the achieved results of the project to relevant stakeholders. Also, through these sessions feedback from internal stakeholders will be gathered, which will allow this project to respond better to the needs of the stakeholders, to anticipate the risks and assure high quality of the results.	Throughout the project duration
Development of the TOURIST knowledge platform and the network	All consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism	Knowledge transfer through changing opinions and ongoing discussions, create awareness for external stakeholders	Starting 15.11.2018 from then ongoing until the end of the project



		associations and governmental bodies within this industry)		
Human Capacity building trainings	All consortium members	Internal audience of the TOURIST project (HEI leaders and managers, academic staff of the faculties of mechanical and/or sustainable tourism , students and student associations' representatives)	Knowledge transfer and training to create a multiplier effect for the TOURIST project	Starting November 2018
14 (internal) multiplier workshops	All consortium members	Internal audience of the TOURIST project (HEI leaders and managers, academic staff of the faculties of mechanical and/or sustainable tourism and students	Knowledge transfer and training to create a multiplier effect for the TOURIST project	December 2018/January 2019 (first) April/Mai 2019 (second)
Focus groups	All partners with external experts from industry and higher education	Local academic community and relevant stakeholders from the sustainable tourism industry	Generation of external expert input for the development of the project's outputs	M6 – 8
7 training sessions for non-partner universities and stakeholders	All partners with external experts from industry and higher education	National academic community and relevant stakeholders from the sustainable tourism industry	These training sessions follow the aim of enhancing the knowledge on the project, the understanding the concept of sustainable tourism and innovative financial management strategies. Further, the network members and the interaction among these will be increased.	M17 – M32
2 cross border conferences	Non-European partners with support of the European partners	Local academic community and relevant stakeholders	Transferring knowledge and contents from previous workshop to the academic	2 cross-border conferences M28 & M34



Co-funded by the
Erasmus+ Programme
of the European Union



			communities in the non-European universities.	
--	--	--	---	--



13. Academic Dissemination Plan within the TOURIST Project

Activity	Done by Whom	Target Audience	Purpose of the Activity	Deadline
2 cross border conferences	Non-European partners with support of the European partners	Local academic community and relevant stakeholders	Transferring knowledge and contents from previous workshop to the academic communities in the non-European universities.	2 cross-border conferences M28 & M34
Human Capacity building trainings	All consortium members	Internal audience of the TOURIST project (HEI leaders and managers, academic staff of the faculties of mechanical and/or sustainable tourism , students and student associations' representatives)	Knowledge transfer and training to create a multiplier effect for the TOURIST project	Starting November 2018
12 (internal) multiplier workshops	All consortium members	Internal audience of the TOURIST project (HEI leaders and managers, academic staff of the faculties of mechanical and/or sustainable tourism , students and student associations' representatives)	Knowledge transfer and training to create a multiplier effect for the TOURIST project	December 2018/January 2019 (first) April/Mai 2019 (second)
Joint Publication in academic and practioner journals	All consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of	Knowledge transfer and training; create awareness with external stakeholders	M36



		higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)		
Attending academic and practitioner conferences	All consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Create awareness with external stakeholders Awareness, Inform, Engage, Promote Select conference which are critical in the field and will reach out to the people that you want to engage with both in the short-term and the long-term Publish findings in peer reviewed journals (case studies)	Throughout the project duration and after



Folders & Poster	All consortium members	External audience - all people interested in the topics covered by TOURIST, Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Create awareness with external stakeholders Hand out at conferences, seminars, events and electronically	Throughout the project duration and after
Study Visits	Consortium members	Academic staff of higher education institutions focusing on sustainable tourism, HEI leaders and managers, students and student associations' representatives, HE policy makers, Sustainable tourism industry as well as sustainable tourism associations and governmental bodies within this industry)	Provide knowledge to external stakeholders Utilise existing relationships	M3

ANNEX 1

This table needs to be used by each of the partner institutions. It is essential whenever a dissemination activity is conducted please fill it in in this table for documentation reasons. It is very important for the project as dissemination is a very important part!

Dissemination table

TOURIST - Competence centres for sustainable tourism management to increase the positive impact on regional economic development in project countries

Institution:

Nr	Date	Short description of the activities	Who	Participants/ beneficiaries n. of participants/ beneficiaries	Evidence: links, pictures, agendas, participant lists
1					
2					
3					
4					
5					
6					