# Action Plan
Draft

**Digital Realities
and New Technologies
for Tourism Development
in Kujawsko-Pomorskie Region**

*short version in English*

The Digitourism project is implemented within the Interreg Europe Programme. It brings together partners from eight European countries: Poland, France, Great Britain, Norway, Hungary, Italy, Spain, the Netherlands.

The main objective of the project seeks to the performance of the policies implemented by the partner regions by supporting innovative applications of virtual reality in the tourism sector. The use of technological innovations can significantly support local governments in the promotion at activities of cultural and natural heritage as well as it can give entrepreneurs of the tourism industry an advantage in a very competitive sector of the economy.

Common challenges:

- supporting innovation in the leisure industry sector,

- stimulating innovation in the digital realities sector by reinforcing the links between small and medium-sized enterprises and public authorities,

- ensuring accessibility of public digital data.

To address such challenges, partners' relevant experiences were shared and jointly analyzed. Good practices presented by the project partners during the study visits constitute the basis for the development of an Action Plan for the Kujawsko-Pomorskie Voivodeship.

The stakeholders of the Digitourism project are the Regional Tourism Organisation, Local Tourism Organisations, Local Government Units and Institutions of Culture.

The project has been implemented from June 2018 to the end of May 2023 with a budget of almost 2 million EUR.

## IMPROVEMENT OF THE TARGET POLICY

The implementation of the Action Plan results directly from the experiences and recommendations of the project partners. The Action Plan for Kujawsko-Pomorskie Voivodeship describes in detail actions which are foreseen to be carried out for the next seven years, for the development of tourism in the region, based on digital realities and modern technologies. Its implementation assumes the involvement of three policy instruments (including strategic and operational documents of regional level), developed and managed by the Voivodeship, the directions of development that will be implemented by various entities of regional and local level, in the forthcoming financial perspective.

These policy instruments are follows:

- Strategy of Kujawsko-Pomorskie Voivodeship Development up to 2030 - Strategy of Acceleration 2030+,

- Programme for Development and Promotion of Tourism Products in Kujawsko-Pomorskie Voivodeship based on Digital Development of Tourism Brands and Leisure Time Offer,

- Regional Operational Programme 2021 – 2027 for the Kujawsko-Pomorskie Voivodeship.

The relevance of the documents involved to the Digitourism project and the extent of the planned changes and improvements to the policy instruments are outlined below.

Ad. 1) Name of the improved policy: Strategy of Kujawsko-Pomorskie Voivodeship Development until 2030 - Strategy of Acceleration 2030+

The development strategy is the most important document, which is prepared by the Regional Self-Government in order to determine the directions of the voivodeship development for the coming years. The strategy covers the period up to 2030, although some activities will continue beyond that year, hence the symbolic "+" has been added to its name. The Strategy's directions are implemented through various activities of the regional authorities, but also of other entities interested in the voivodeship's development. The tourism sector has been classified in the Strategy as one of the branches of the economy and within this framework the implementation of measures aimed at influencing the development of tourism and its environment has been indicated.

The draft of the Strategy has been improved already during the implementation of the project's Phase I. Provisions indicating the need for the development of digital reality and new technologies in tourism in the region, based i.a. on the Digitourism findings, were introduced to the Strategy draft. Moreover, the new document foresees the development of a sectoral programme (described below), dedicated to the promotion and development of tourism products based, among others, on virtual and augmented reality.

Nature of the target policy: Other regional development policy instrument

Ad. 2) Name of the improved policy: Programme for Development and Promotion of Tourism Products in Kujawsko-Pomorskie Voivodeship based on Digital Development of Tourism Brands and Leisure Time Offer

The Program development results from the provisions of the Strategy of Kujawsko-Pomorskie Voivodeship Development (as mentioned above). It is an executive document that implements the provisions of the strategy in terms of the enhancing the tourism economy.

The planned policy instrument is a completely new branch program in the field of tourism development in the region. In addition, the preliminary assumptions of the Program developed under the Digitourism project, emphasize the significant role of digital reality in building a tourist offer.

The Programme will contain an extensive analysis of the tourism potential of the subregional brands and the region's tourism product offer. It will also indicate the possibilities of using new technologies and digital reality tools in commercialization and tourism marketing development in the region. The Programme is supposed to be a road map for development of tourism in confrontation with challenges and opportunities of the contemporary world.

Nature of the target policy: Other regional development policy instrument

Ad. 3) Name of the improved policy: Regional Operational Programme 2021-2027 for the Kujawsko-Pomorskie Voivodeship

Regional operational programmes are documents which have their legal basis in the Act on conducting the development policy, directing how the voivodeship self-government intends to support the development of the region. However, they organise the way of financial support from the European Regional Development Fund and the European Social Fund is channelled. According to agreements made with the European Commission, less developed Regions could still count on co-financing of investments at the level of 85%.

The Marshal's Office of the Kujawsko-Pomorskie Voivodship is the Managing Authority of the programme. This means that it has significant influence on its provisions and will supervise the process of its agreement with the European Commission as well as its implementation. It is one of 16 operational programmes in Poland. One of the policy objectives to be implemented by ROP 21-27 is PO5 - Europe Closer to the Citizens, which will be financed entirely from the European Regional Development Fund. Within this objective the support for tourism development, including, among others, creation and marketing of local tourist brands and products has been included.

The ROP is indicated as the main source of funding for the undertakings of this Action Plan. In order to insert them systematically, the preparation of the own projects of the voivodeship self-government and key stakeholders (local authorities, tourist organisations, others) are lined up.

According to the work schedule for the new ROP development, in mid-September 2021 the Partnership Agreement should be approved by the Council of Ministers and sent to the European Commission. Next, the draft programme for the Kujawsko-Pomorskie voivodeship should be approved by the Voivodeship Management Board, and then social consultations will be organised. The final shape of the programme should be ready by November 2021, and the first calls for proposals are expected in the second quarter of 2022.

The representatives of Digitourism project cooperated on an ongoing basis with the Marshal's Office departments responsible for the preparation of the ROP and negotiation of the provisions of the document with the European Commission. They took part in several meetings and working groups for territorial policy and revitalization and provided specific information on possible directions for tourism development with use of virtual and augmented reality tools.

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Nature of the target policy: Investment for Growth and Jobs programme

In the description of the individual measures, the regional policy instruments involved will be indicated below.

ACTION 1

Programme for creation and promotion of tourist products in Kujawsko-Pomorskie Voivodeship based on digital development of tourist brands and leisure time offer

## 1) Relevance to the project

This action comes from the good practices analysis presented during the international exchange of experiences during the first phase of the project. In particular, those that show the need for systemic changes in the approach to tourism development and promotion taking into account digital realities. The observed inspirations indicate the necessity of providing all the actors of the tourism sector with access to knowledge and instruments facilitating development with the use of digital technologies and, above all, of involving them in the whole process of preparation and consultation of the document. The action should be based on up-to-date research and analyses taking into account the preferences of tourists and the attitude of the tourist industry and local authorities to digital technologies in tourism.

Linking digital realities with tourism should have an institutional character legitimized by a specific sectoral document programming the development of tourism at the regional level. Documents with similar characteristics were presented as a good practice by the Grand Paradiso Foundation from Italy in the Smart Villages project within the EUSALP - EU Strategy for the Alpine Region.

The data acquisition work was done in preparation for the development of the Action Plan. The diagnosis of the situation was developed based on the conducted research, such as: tourist activity by means of Big Data, research on the readiness of selected entities for digitalization by on-line questionnaire, internet research method of current activity in the field of AR and VR as well as application of other modern technologies in tourism of the region, individual meetings with leaders of tourism development in the region diagnosing barriers and expectations on the way to introduction of digital reality tools in tourism. An important component of the diagnosis will include identification of the main tourist resources and attractions of the region.

## 2) Nature of the action

The Action 1 includes development and implementation of the Programme for Development and Promotion of Tourism Products in Kujawsko-Pomorskie Voivodeship based on Digital Development of Tourism Brands and Leisure Time. It is a new programme resulting from the provisions of the Voivodeship Development Strategy.

The realisation of the action will be divided into 5 stages: diagnostic, programming, implementation, marketing, evaluation and monitoring.

1.  **The first stage - the diagnostic part (Q4 2021 – Q 1 2022)**: within the diagnostic section, coordinated activities will be carried out to present the analysis of main tourism products, experiences and brands of the Kujawsko-Pomorskie Voivodeship.

    The diagnostic part will be completed with SWOT and PEST analyses. The work will result in the preparation of a document diagnosing the tourism potential.

2.  **The second stage – programming part (Q2 and Q3 of 2022)** - under the programming stage the activities planned for implementation should activate the tourist industry to jointly work on creating digital tools for tourism promotion and development at the level of local tourist brands (constellation of good places) and key regional tourist experiences and products.

    It is also planned to prepare and organise conferences, presentations and workshops on the possibilities of supporting the development of tourist brands (constellation of good places) and tourist experiences of the region with digital reality tools.

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The work will result in the following: mission, vision, strategic and operational objectives and actions aimed at tourism development, including support through digital reality tools. All these elements will be described in the programme part of the Programme document.

3. **The third stage - implementation part (Q4 2022)** – the implementation stage will consist of activities enabling the delivery of the Programme objectives. These will include: implementation schedule indicating the leaders and partners assigned to particular actions, estimation of actions, indication of leaders and partnerships, elaboration of implementation indicators allowing for measurement of implementation efficiency, indication and description of internal sources of financing, description of main milestones as well as potential threats and ways of their elimination.

   The result of the work will be the development of the implementation part of the Programme containing the above mentioned elements described in detail.

4. **The fourth stage - marketing (Q3 - Q4 2022)** - This section will describe the tools and activities aimed at influencing the market and audiences. These will be promotional and information tools as well as ways of commercializing the region's tourist offer on the internal and external markets. Within the framework of the fourth part, the following will be prepared: a concept of campaigns and marketing tools promoting branded tourist subregions and an offer of leading tourism products, media planning of the campaign, creative assumptions for the campaign, a concept of creating and maintaining direct online sales channels.
   The work will be result in the development of the marketing part of the Strategy,
   containing the elements described in detail above.

5. **Stage five – monitoring and evaluation (Q1 2023 – Q4 2030)**. The methodical measurement is an important part of the implementation of any strategy. It can be carried out by means of several elements, for instance: periodical surveys, mid-term and ex-post analyses of the Strategy implementation, establishing councils for tourism policy in the region.

   The process of consulting and approving the document will be carried out in accordance with the statutory principles of development policy.

## 3) Good practice transferred

The described action was based, among others, on the good practice presented by the Regional Government of Valle d'Aosta - SMART VILLAGES (SV) /EUSALP - EU STRATEGY FOR THE ALPINE REGION. The practice selected as an example of inspiration containing elements of systemic support for the development of digital reality tools in tourism by a representative of the Regional Government of Valle d'Aosta (the smallest autonomous region in Italy) It is one of the elements of a development strategy designed for the Alpine area of the European Union, consisting of seven countries, 48 regions and 80 million inhabitants. The strategy was based on two European Union level documents "The European green deal" and "The European Digital Strategy". In particular, the latter document had a significant impact on the shape of the Strategy for the Alps. This is because it assumes the implementation of three lines of action: technology working for people, a fair and competitive digital economy and an open, democratic and sustainable society, which have become the cornerstones of the Alpine Strategy.

Within this strategy, the Smart Villages component is one of the five priority areas. Its application comes down to improving conditions for innovation through new forms of stakeholder involvement using ICT technologies. This is to be used to achieve sustainable development based on the needs of local communities. The key factors for bringing about digital change in the Alpine territories are the application of a bottom-up and participatory approach, the development of modern technical infrastructure such as fiber optics and 5G in central and peripheral areas, the and peripheral areas, building a system for the collection and distribution of digital data, ensuring the ability to use digital reality tools among local audiences.

One of the components in the implementation is the organisation the events in the regional centres of the particular Alpine area. An important element of the implementation is also the preparation of an online event called Digital Alps.
The most important assumptions in the implementation of the Smart Villages component are:

- use of innovative solutions to strengthen the resilience of local communities by building on local capacities and emerging opportunities,
- cooperation and partnerships built between communities and stakeholders in rural and urban areas,
- using a participatory approach to develop and implement strategies to improve the quality of life, particularly by exploiting the solutions offered by digital technologies.

The Smart Villages programme offers a quality change in perception of smart technologies in tourism. So far, this approach has been reserved mainly for agglomerations, which can be seen, for example, in the competition for the smart tourism capital (EUROPEAN CAPITALS OF SMART TOURISM) organised by the European Commission. In Kujawsko-Pomorskie Voivodeship it is possible to adapt selected SV assumptions to the concept of the tourist brand of the region - Constellations of Good Places. The idea of the region's tourism brand is cooperation of local tourist organisations, local governments, NGOs, entrepreneurs influencing the development of tourism in the region and involved in its promotion. The brand assumes existence of 7 autonomous brand destinations in the region and is the obligatory tourist brand of the Voivodeship adopted by the Board of the Regional Tourism Organisation. Two of them have agglomeration character and five have urban-rural profile. The assumptions of the region's tourism brand that confirm the adaptability of the approach observed in the SV programme are:

- bottom-up, corresponding to real planning demand on objectives and activities,
- implementation of project activities by project developers,
- close cooperation and relationship building with full autonomy of the "stars of the Constellation",
- seeking synergies while respecting differences,
- using the "Constellation" brand as an important element of building regional identity at the voivodeship level and one of the essential foundations for creating a new Strategy for Construction and Promotion of Tourism Products in the Kujawsko-Pomorskie Voivodeship based on digital development of tourism brands and leisure time offer. The Acceleration Strategy also assumes the development of tourism as an important branch of regional economy.

It seems, therefore, that the assumptions of the region's tourism brand, and in particular its architecture, are related to the model represented in the SV programme. The region's brand can therefore become a suitable framework on which the process of digitalizing the tourist offer respecting the bottom-up and participatory approach can be based

In order to transfer good practice to the region, it is possible to develop a document entitled "Programme for development and promotion of tourism products of the Kujawsko-Pomorskie Voivodeship based on digital development of tourism brands and leisure time offer".

In the framework of the document development, it will be necessary to:
- prepare tourist industry for implementation of digital technologies in tourism,
- develop diagnoses of potential in the scope of implementation of digital in tourism for branded constellation sub-regions and product areas,
- develop joint activities with local communities on the possibilities of implementing digital technologies in tourism.

## 4) Stakeholders involved

Kujawsko-Pomorskie Tourist Organization (K-POT), acting as a key player in the process of integration and promotion of tourist offers at the regional level, will be a strong partner at each stage of the task implementation and a co-leader. K-POT will be responsible for co-creation, consultations and participation in the implementation of the adopted Programme.

Local Tourist Organisations from the Kujawsko-Pomorskie region, acting as local platforms for cooperation of local authorities and tourist industry will be involved in the implementation of the task.

Members of Regional and Local Tourist Organizations, including 21 local authorities associated in the Kujawsko-Pomorskie Tourist Organization, are also indirectly interested in the project. Additionally, tourism entrepreneurs, especially those managing attractions, representing key tourism experience of the region and building one of the local tourism brands, will also be attracted by the activity. Other partners cooperating with the initiative will be: representatives of science from universities and the Polish Tourist Country-Lovers Society.

The stakeholders involved in the project will be engaged in the development of the Programme through participation in in conceptual-diagnostic workshops aimed at the development of a diagnosis, priority objectives and joint actions including the Programme, as well as participation workshops/conferences/trainings preparing the tourist industry for the implementation of digital technologies in the region. In addition, they will be appointed as members of the Consultative Team for the Programme in order to provide substantive support in the development of the document.

5) **Timeframe**

Estimated start date: January 2022
**Main milestones**: development of a tourism diagnosis, development of a mission, vision and objectives, development of tools and implementation schedule.

Estimated Approval/enforcement date: December 2022

6) **Regional policy implications**

The ultimate effect of Action 1 will be a new regional policy instrument called Programme for Development and Promotion of Tourism Products of Kujawsko-Pomorskie Voivodeship based on Digital Development of Tourism Brands and Leisure Time. The instrument is based on the provisions of the Voivodeship Development Strategy.

7) **Indicative costs**

445.000.00 PLN ( 98.000 EUR)

8) **Indicative funding sources**

Action 1 will be financed from the following sources:
- Kujawsko-Pomorskie Voivodeship own budget
- budget of the Kujawsko-Pomorskie Tourist Organisation.

ACTION 2

Development and implementation of a regional system of information and promotion of tourist brands and experiences using digital realities and technologies

1) **Relevance to the project**

The planned action will result directly from the provisions of the Programme, described in the Action 1. The framework for action will be based on the individual or partner project, developed by the Kujawsko-Pomorskie self-government and financed from the ROP.

The research conducted during the Digitourism project Phase 1 among key tourism stakeholders in the region showed estimated diversity in approach to modern technologies and their usage. About half of those surveyed do not use them at all or only the simplest solutions (e.g. touch screens), and most often the need to spend high amounts of money on implementing more advanced technologies is perceived. Only a few can boast of a well-prepared virtual tour, the use of virtual reality technology or a broader approach, which includes not only the financial issue, but also the need to increase their knowledge and improve their skills in the field of new technologies. Among the conclusions, the need for systemic implementation of AR and VR technology solutions that would cover the entire region should be highlighted.

This action results from the inspiration drawn from study visits to project partners. It has an executive character in relation to the Action 1. The results of its implementation are to be specific tools supporting promotion and

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information on the most important tourist experiences and attractions in the region within its five sub-brands of tourist constellations, that is all sub-brands indicated in the region's brand development strategy referring to tourist areas other than metropolitan. An inspiration can be provided from projects such as Isère Outdoor 360, discussed during a study visit to the Auvergne-Rhône-Alpes region in France, or the PlantNet project presented during an on-line study visit to Gran Paradiso in Italy. This action builds on Action 1 - but takes it much further towards the real implementation of digital reality technologies in tourism.

2) **Nature of the action**

The Action 2 foresees the development and implementation of a regional tool using virtual reality technology to promote the tourist offer of subregions – the Constellation of Good Places.  It will include, similar activities will be prepared for each of the tourist subregions, which are to contribute to increasing the visibility of its tourist attractions and, consequently, increasing tourist traffic outside agglomeration regions. The results of the surveys indicate that tourist traffic in the Kujawsko-Pomorskie Voivodeship is dominated by two agglomerations and their offer.  Improved promotion of the offer of the constellation of good places may prolong tourist stays in the region. Attracting tourists and visitors to destinations outside Bydgoszcz and Toruń will result in a more balanced distribution of income from tourism. It will also contribute in the long-term to preventing the undesirable trend of overtourism, which in the period before the COVID 19 pandemic was already observed in Toruń.

It is assumed that the described action will be aimed at presenting the offer and tourist attractions of individual destinations to alleviate fears in the target groups and to reduce the perception gaps that exist between the actual tourist attractiveness of the Constellation of Good Places and its image.  Digitourism good practice examples show that digital realities can contribute in a very convincing way to the popularisation of tourist activities even considered as extreme (example ISERE OUTDOOR 360).

The Action 2 will be implemented in three stages: education and research, pilotage (including one of the constellations) and implementation (including all other constellations and their integration).

1.  **The first stage - Education and research (Q1 – Q4 2023)** consists of the following components: training, presentation of good practice examples, study visits, on-line support. Implemented simultaneously in 5 sub-regional constellations. Its research component will be implemented in several stages. First, the opinion on the key experiences offered by each sub-region in the selected target group will be surveyed. This will include both pre- and on-arrival experiences in the sub-region. This will identify the fears that occur before a tourist trip, even when a destination is selected. In the next steps, this group ( quality research) will be presented with a presentation scenario containing the tourist offer of the sub-region using virtual reality. They will define their scenario, which can contribute to reduce their fears and help them to choose a destination. The research will also diagnose the competitive advantages of the tourism offer of the constellation of good places over competing destinations from Poland.

    The educational stage will result in an increase in knowledge and skills in the use of digital reality technologies in tourism by professionals creating the offer and brand of the constellation of good places. This activity will contribute in particular to the development of assumptions for scenarios presenting the key tourism experiences of constellations in a way that will strengthen their competitive potential on the tourism market.

2.  **The second stage – Pilotage (Q1 – Q4 2024)**, assumes the selection of sub-regions those most adequate to undertake implementation activities, conducting a full path of implementation through the development of a scenario, preparation of VR production, selection, purchase, implementation of VR devices, development of a sub-page with VR tools enabling to learn about the key experiences of the sub-region. The quality (results) of applied solutions will be also measured through parameters such as: number and length of visitors' stays on the subpage presenting the sub-region's offer, number and length of visitors' stays connected with the promoted offer. The final element of the pilot will be the preparation of a final report indicating possible changes in the approach at each stage of the implementation process in order to prepare an optimum algorithm for the remaining constellations.

3.  **The third stage – Implementation (Q1 2025 – Q4 2027)**, it is assumed that each of the tourist brands willing to participate in the project will prepare the same tool based on the elements of digital reality developed during the pilot stage. The tool will be analogous in form, but highly personalized in terms of the presented content. In each case different tourist experiences and attractions will be presented, and the

recipients of the message will be a different target group. However, as a result of using analogous technologies, it will be possible to integrate the effects of implementation as a common regional platform. As a result, it will be possible to create a digital layer of tourist narration using virtual reality, taking into account the region's brand - Constellations of Good Places strengthening the tourist brand of the voivodeship and brands of subregions and supporting promotion of the key tourist experiences in the region, which are a magnet for tourists and residents who want to spend their spare time in an interesting way

3) **Good practice transferred**

The described action is based, among others, on the good practice of the Departmental Council of Isère - Isère Outdoor 360 and the Pl@ntNet project. The project concerns the presentation of tourist activities, including sports considered to be extreme in the region, using VR 360 films. The basic elements of the project are films shot in 360°, which give the impression of immersion in virtual reality when projected using VR headsets (helmets with headphones). The project was carried out by Odoxo on behalf of the Youth and Sports Service of the Isère Departmental Council as part of its 'sports health' initiative. Virtual reality helped to create real sports experiences, even extreme ones.

The films, shot using 360° technology, were intended to promote outdoor sports mainly among children and young people. They were to be engaging enough to create an impression as close as possible to real sports activity. They were presented in special stands available at sports events and in schools. Initially, the themes of the films included canoeing, caving, cycling caving, mountain biking and climbing with harnesses. The success of films dedicated to promoting extreme sports through VR encouraged the Youth and Sports Service to create new initiatives in analogous technology. Other projects underway include: avalanche hazards, initiatives for senior citizens and therapeutic programmes (for example, fear of water). Isère 360 is an innovative way for public authorities to promote outdoor activities. Some of them can be or seem difficult to try, and Isère 360 allows you to try any of them virtually, anywhere, anytime.

The practice may become an inspiration for showing selected tourist experiences available in the area of the Kujawsko-Pomorskie Voivodeship by means of films and VR presentations. This may contribute to the promotion of key tourist activities of the region. The key tourist experiences are to be representative of the main product areas of the region. Their presentation by means of virtual reality is to support their popularization on the competitive Polish market of tourist offers. The most important experiences of the region that can be shown using VR technology are: astrotourism, tourism based on natural assets, post-industrial tourism, historical objects built in the brick Gothic style, archaeological tourism. For each of the mentioned activities 360 degree films will be prepared, showing in a realistic way the nature of the tourist experience. Their distribution and promotion may take place both via websites run by local authorities or tourist organizations and during events in places where tourists will gather in large numbers.

Another inspiration with significant potential for transfer to action is the Pl@ntNet project.
It is a social scientific project available as an application that helps to identify plants thanks to photos taken by the user with his smartphone, tablet, etc.... It is part of the Floris'Tic initiative. Pl@ntNet is a digital tool that uses augmented reality (AR) elements. Available as a mobile and web application, it allows you to identify thousands of plant species through image analysis.

The Pl@ntNet project is an inspiring initiative, whose technological assumptions, i.e. recognition of unknown objects and obtaining a professional description by means of pointing a smartphone camera, can be used as a basis for the implementation of a tool enabling people to get to know unknown tourist attractions. What is possible to transfer from the described project is undoubtedly the community contribution to the preparation of factual descriptions. The transfer of good practice could look like this: applications are created to identify tourist attractions in the region. The technology used is image recognition and GPS. Substantive input, adding a new attraction, is possible from the bottom up, e.g. by a resident or employee of LOT or commune. It is this person who adds photos, a description and a GPS tag. Then the entry is verified and saved in the database. In the next step, it appears in the catalogue of tourist attractions in the region available through the application.

4) **Stakeholders involved**

The Kujawsko-Pomorskie Tourist Organisation (K-POT), acting as a key player in the process of integration and promotion of tourist offers at the regional level, will be a strong partner at each stage of the task implementation and a co-leader.

The K-POT in this Action will be responsible for the preparation and implementation of the project within the available funds of ROP 2021-2027 dedicated to this purpose.

Local Tourist Organisations from the Kujawsko-Pomorskie Voivodeship, acting as local platforms for cooperation between local authorities and tourist industry seem to be interested in the implementation of the action.

Members of Regional and Local Tourist Organizations, including 21 local authorities associated in the Kujawsko-Pomorskie Tourist Organization, are also indirectly interested in the action. Additionally, tourism entrepreneurs, especially those managing attractions, representing key tourism experience of the region and building one of the local tourism brands, will also be interested in the activity. Other partners cooperating with the initiative will be: representatives of science from universities and the Polish Tourist Country-Lovers Society.

Local authorities, Local Tourist Organizations, tourist industry and NGOs operating in the area of tourist industry will be key stakeholders or direct beneficiaries of projects connected with creation and marketing of regional and local brands and tourist network products with the use of modern technologies.

5) **Timeframe**
Estimated start date: January 2023
Estimated Approval/enforcement date: December 2027

6) **Regional policy implications**

Development and implementation of own and partner projects within the framework of available calls for proposals Regional Operational Programme for Kujawsko-Pomorskie Voivodeship for 2021-2027.

It is assumed that financing of the Action Plan by partners will be provided by using the new ROP 2021-2027. It will be an action implementing its assumptions and fulfilling the criteria of one of the ROP objectives.

7) **Indicative costs**
3.350.000 PLN (735.000 EUR)

8) **Indicative funding sources:**

- Regional Operational Programme for Kujawsko-Pomorskie Voivodeship for 2021-2027,
- Kujawsko-Pomorskie Voivodeship own budget,
- budget of the Kujawsko-Pomorskie Tourist Organisation.

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## GENERAL INFORMATION

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Country: **Poland**

NUTS2 region: **Kujawsko-Pomorskie**

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