Newsletter 01

TRANSNATIONAL PROJECT MEETINGS

Page 2 and 5
The I-DEMO Kick-off Meeting, held on November 26th and 27th, 2024, in Pisa, Italy, and the II Transnational project meeting, held on October 9th and 10th, 2025, in Pafos, Cyprus.

## I-DEMO TARGET GROUP ANALYSIS/SKILLS PROFILE & COURSE DEVELOPMENT

Page 3 and 4
The mapping of skills, needs, and perspectives of tourism professionals involved in the development of gamebased tourism experiences (WP2) and the development of the Course structure and of content materials (WP3).

MAPPING OF EU GAMES LINKED TO TOURISM DESTINATIONS

Page 6
Analysis of best practices of game-based solutions to create a Visual Virtual Map (WP4).
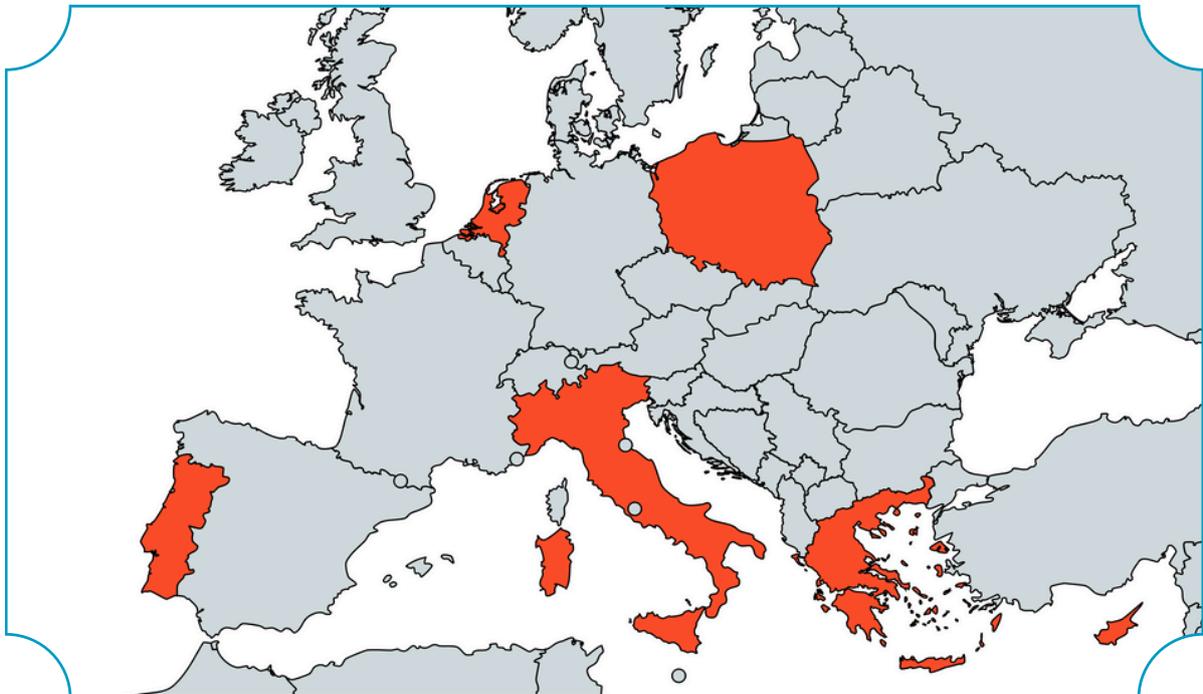
Project **Partners**

TIMESIS S.R.L. - *Lead Partner*
timesis.it (IT)

The Phoenicians' Route - Cultural Route of the Council of Europe
fenici.net (IT)

TuoMuseo
tuomuseo.it (IT)

Pafos Regional Board of Tourism
visitpafos.org.cy (CY)

ACIF-CCIM - Associação Comercial e Industrial do Funchal Chamber of Commerce and Industry of Madeira
acif-ccim.pt (PT)

Stichting Breda University of Applied Sciences
buas.nl (NL)

Hellenic Open University (HOU)
eap.gr (GR)

Kujawsko-Pomorskie Voivodeship
kujawsko-pomorskie.pl (PL)

KICK-OFF MEETING IN PISA

The I-DEMO project was officially launched on the occasion of 1st Transnational meeting of the project, which took place on November 26th and 27th, 2024, in Pisa (Italy) in the premises of the Hotel Repubblica Marinara with the participation of all project partners.

The main objective of the Kick-off Meeting was to review together, in detail, all the phases of the project and of the activities each partner is responsible for, in order to ensure the smooth implementation of the project.

The consortium analysed in detail the work packages of the project and its outcomes, as well as the roles of each partner. It was an occasion to go through the management of the project (WP1), with the organisation of online monthly meetings to better monitor the progress of the activities; to analyse the Target group analysis and skills profile (WP2), with the involvement of 80 stakeholders in total for the identification of skills and competences gaps of tourism professionals in relation to game-based tourism, as well as the resulting skills profile for the development of key competencies; to discuss the elaboration and development of the "Game-based tourism" Course (WP3), for enhancing digital and soft skills of the tourism professionals with a specific reference to game-based tourism,

and the testing of the course; to clarify the development of the toolkit (WP4) and its visual map of 50 destinations linked to best practices of creative strategies of game-based tourism, and the testing of the toolkit and the Hackathon with 40 applications; finally, to discuss the communication strategy (WP5) and the activities foreseen throughout the project to disseminate its results.

The participants also had the chance to visit the National Museum of San Matteo and to explore the beautiful historic centre of Pisa, which houses a group of monuments representing the masterpieces of medieval architecture.

The main goals of this project are:

1 Promoting synergies with other ecosystems, such as, for ex., the cultural and creative industries, digital industries;

2 Offering examples of best practices and transferable tools, supporting organisations in the upskilling and reskilling of workers to integrate digital tools in their work processes;

3 Supporting networking and best practice sharing among innovative projects and disseminating the relevance of game-based solutions..

The Kick-off Meeting was centered around the core of the project objective: to raise awareness among tourism operators about the advantages of digitising tourism services.

# TARGET GROUP ANALYSIS AND SKILLS PROFILE

As part of WP2 and with the guidance of the Hellenic Open University, the consortium carried out an extensive analysis to map the skills, needs, and perspectives of tourism professionals involved in the development of game-based tourism experiences, with the final goal of enhancing **specific skills and competences of DMO professionals and VET students** in relation to creative **game-based initiatives**.

This phase was grounded in a strong participatory approach, engaging 80 stakeholders across eight destinations—the four partner countries (Tuscany–Italy, Pafos–Cyprus, Madeira–Portugal, Torun–Poland) and four additional destinations along the Phoenicians' Route (Sicily, Croatia, Malta, Georgia). Through this broad collaborative effort, stakeholders contributed to interviews and focus groups that generated both qualitative and quantitative insights into current competence levels, emerging skill gaps, and expectations for the future of tourism.

Their input played a key role in shaping a Skills Profile, identifying ten fundamental skills needed for professionals to design and manage creative, game-based tourism offers.

This joint effort not only ensured an evidence-based understanding of the sector's needs but also strengthened partnerships between tourism organizations, local stakeholders, and experts, enhancing the understanding of how game-based tourism can drive innovation and improve organizational performance.

Lastly, it contributed to generate a framework for continuous learning and professional development tailored to tourism professionals.

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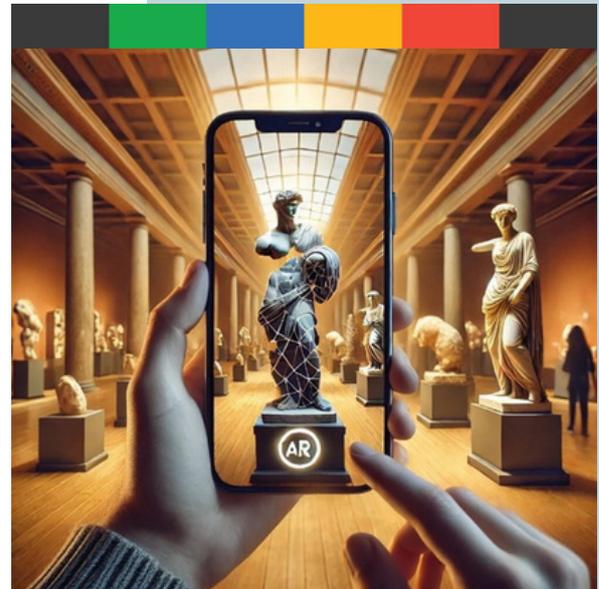
I-DEMO course development on Game-Based Tourism Innovation

In the framework of WP3, Breda University of Applied Sciences is currently working on the development of the Course structure and of content materials.

Starting from the results assessed in the target group analysis and skills profile carried out in WP2, the main goal of the course is to equip tourism professionals, cultural heritage managers, and creatives with the knowledge and skills to implement game-based learning and gamification strategies in tourism destinations.

## FROM THEORY TO PRACTICE: COLLABORATIVE LEARNING IN ACTION

The course is structured in 12 modules offering pre-recorded video lectures, examples and best practices, knowledge quiz and final assessments on the following topics:

The target audience of the Course is: Tourism professionals, Destination managers, Museum and heritage site staff, Cultural creatives and educators, VET learners and recent graduates in tourism and media.

The course and the platform will be tested and assessed during the pilot activity that will take place in Breda in April 2026.


1. Introduction to Game-Based Tourism,
2. Game Design Principles & Player Motivation,
3. Parallels of Games & Tourism Experiences,
4. Storytelling & Experience Design,
5. Applied/Educational & Entertainment Games,
6. Technology & Tools,
7. Sustainability & Impact,
8. Branding,
9. Community,
10. Legal & Ethical Considerations,
11. Future Trends,
12. Project Development Lab.
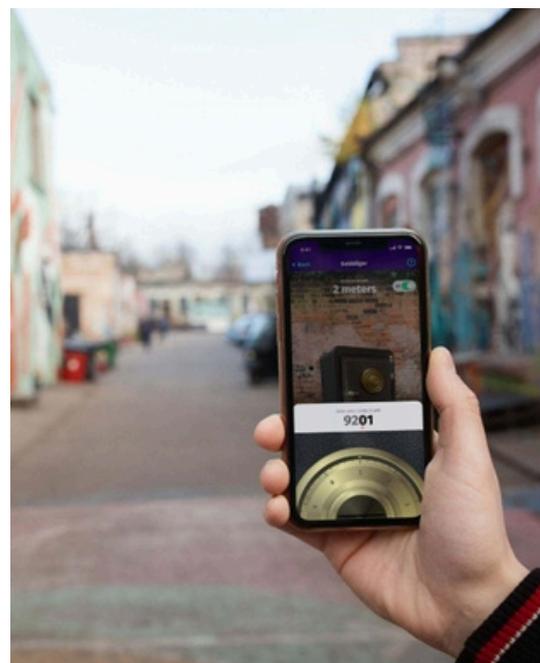
II TRASNATIONAL PROJECT MEETING OF THE I-DEMO PROJECT

The 2nd transnational project meeting of i-DEMO took place on October 9th and 10th, 2025 in Paphos (Cyprus), in the premises of the Pafos Regional Board of Tourism.

PROJECT WEBSITE
www.i-demo.eu
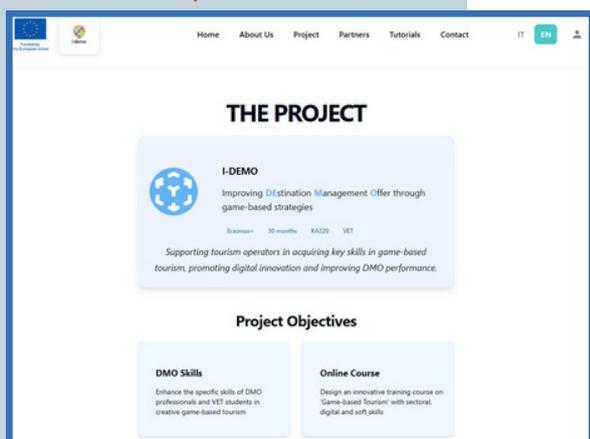
The partners discussed the state of the art of the project, presenting the results of the activities carried out so far. In the framework of WP2, partners conducted focus groups' meeting in 8 destinations (80 stakeholders in total), allowing the Hellenic Open University to analyse the collected data and assess the results.

The course structure and modules of WP3 were presented by Breda University of Applied Sciences and the partners discussed about the platform where to host the course and the European Qualifications Framework (EQF) level of the course, as well as the organisation of the pilot activity to be held in Breda (Netherlands) to test the course and related materials.

An overview of the toolkit and visual virtual map was presented by Tuo Museo Cultural Association in the framework of WP4, together with the pilot activity to be held in Selinunte (Italy) and the Hackathon.

The communication strategy for WP5 was presented by the Phoenicians' Route together with the project website and with the planning of social media communication to be managed in collaboration with all partners.

Participants also went on a tour at the UNESCO Archaeological Park of Kato Pafos, discovering the stunning mosaics of Nea Paphos, which are extremely rare and considered amongst the finest in the world, covering the Hellenistic to the Byzantine periods.

ANALYSIS AND MAPPING OF EU GAMES AND CREATIVE CONTENT LINKED TO TOURISM DESTINATIONS
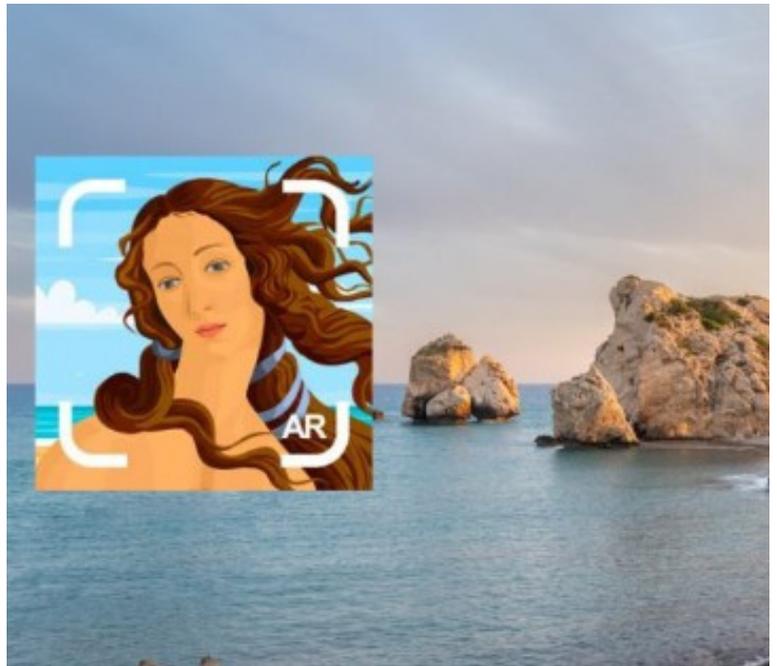
The i-DEMO toolkit will include user-friendly guidelines and a Visual Virtual Map linked to best practices of creative strategies of game-based tourism

Thanks to the cooperation among partners, the project has conducted an analysis of the European best practices in the field of video games related to tourism destinations and cultural enhancement. This research represents the preliminary phase for the development of the Visual Virtual Map within the i-DEMO toolkit for tourism destinations (WP4).

FROM THEORY TO PRACTICE: COLLABORATIVE LEARNING IN ACTION

The map will be incorporated into the I-DEMO website and will serve as a valuable source of knowledge in game-based tourism, including approximately 30 destinations.

Improving DEstination Management Offer through game-based strategies

i-DEMO is an innovative European Project that aims at supporting EU tourism professionals in acquiring and developing key competences in game-based tourism in order to foster innovation and improve overall tourism organizations' performance.

By designing and implementing its activities, i-DEMO will achieve the following results:

Online Course
An educational tool aimed at fostering and enriching the knowledge and transversal competences of organizations and operators in game-based tourism

Digital Toolkit
An interactive platform with user-friendly guidelines (downlodable) to apply gamification strategies in planning innovative tourism offers/services and a Visual Virtual Map of EU best practices

Online Hackathon
An online event open to 8 destinations to crowdsource innovative ideas and solutions in the creation of game-based tourism initiatives

General Information

Project Duration
01/11/2024 - 30/04/2027

Project Budget
400.000 €

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