Development

Development of the web platform and mobile app #Thessaloniki_Tourism_Blockchain through which users will have access to a digital tourism content of Thessaloniki and to the digital tourist card.

Evaluation of #Thessaloniki_Tourism_Blockchain

Evaluation of the contribution of #Thessaloniki_Tourism_Blockchain (application and umbrella body) to the enhancement of know-how and decision-making process in the field of tourism and transport – evaluation from the side of tourists, local community and stakeholders.

Commercial exploitation, Investment Targeting and Added Value

Development of #Thessaloniki_Tourism_Blockchain business plan for the long-term exploitation.
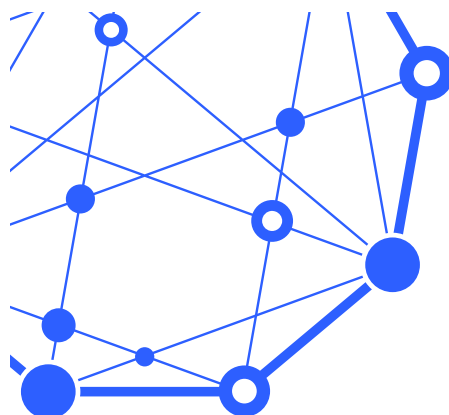
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www.ihu.gr

CERTH / HIT
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Centre for Research and Technology-Hellas / Hellenic Institute of Transport (CERTH/HIT)
www.imet.gr

Thessaloniki
Many stories, one heart

Thessaloniki Tourism Organization
www.thessaloniki.travel

Contact details

✉ info@thesstourismblockchain.gr

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Thessaloniki

THESSALONIKI TOURISM BLOCKCHAIN

'INVESTMENT PLANS OF INNOVATION'

European Union
European Regional Development Fund

REGION OF CENTRAL MACEDONIA
MANAGING AUTHORITY
O.P. Region of Central Macedonia

ΕΣΠΑ 2014-2020
ανάπτυξη · εργασία · αλληλεγγύη

ABOUT PROJECT

TITLE

Digital Thessaloniki 2030: Promotion of the digital profile of Metropolitan area of Thessaloniki through blockchain and digital tourist card

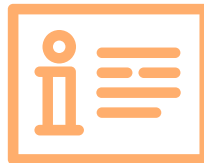**ACRONYM**

#Thessaloniki_Tourism_Blockchain

ACTION

'Investment Plans of Innovation' of the Regional Operational Programme of Central Macedonia 2014-2020, co-financed by the European Regional Development Fund and National Resources

PROJECT START

01/01/2022

DURATION

18 months

ABSTRACT

The aim of the project is to promote Thessaloniki as a competitive and attractive tourism pole and to transform it into a modern tourist city, which simultaneously serves and is served by the vision of digital and smart specialization.

The **#Thessaloniki_Tourism_Blockchain**, project, led by innovation, adopting **best practices from international experience** (both in tourism and all sectors) and taking into account local characteristics and potential, aims at the smart digital transformation of the city's tourism product. By exploiting the advantages of modern peer-to-peer networking technologies (blockchain), it proposes the creation of a **digital Thessaloniki** (app and web platform) that satisfies both the digital and the physical tourist (ingle gate for information provision, experiential city tours, virtual tours, access to digital events and material etc.). In the same context, beyond the digital secure repository of the city of Thessaloniki, the development of **integrated smart tourist cards offers access to combined services** (i.e. access to museums and public transport, organized tours, other discounts) facilitating trip planning and execution. . The development and actual operation of #Thessaloniki_Tourism_Blockchain, both the platform and the smartphone app as well as the operation of the umbrella/handling body of #Thessaloniki_Tourism_Blockchain, are expected to **transform the city of Thessaloniki and the Region of Central Macedonia to pioneers in the field of tourism.**

OBJECTIVES

- Promotion of the cultural capital of the city.
- Increase of the number of tourists.
- Optimal services provision to the tourist while promoting sustainable behaviors.
- Increase of employment, investment and income in the tourism sector.
- Boost of entrepreneurship.
- Openness to cutting-edge technologies with regard to the promotion of the city.
- Global digital connectivity of the Metropolitan area of Thessaloniki.
- Creation of an integrated city tourism & transport ecosystem.

MAIN ACTIONS

RESEARCH AND ANALYSIS

Collection of good practices from international and European experience on tourism promotional activities (cards, blockchain, digital material) and understanding of tourists, stakeholders and local community needs.

COOPERATION NETWORK

Development of a cooperation network promoting sustainable tourism in the city.

Building the #Thessaloniki_Tourism_Blockchain ecosystem.