



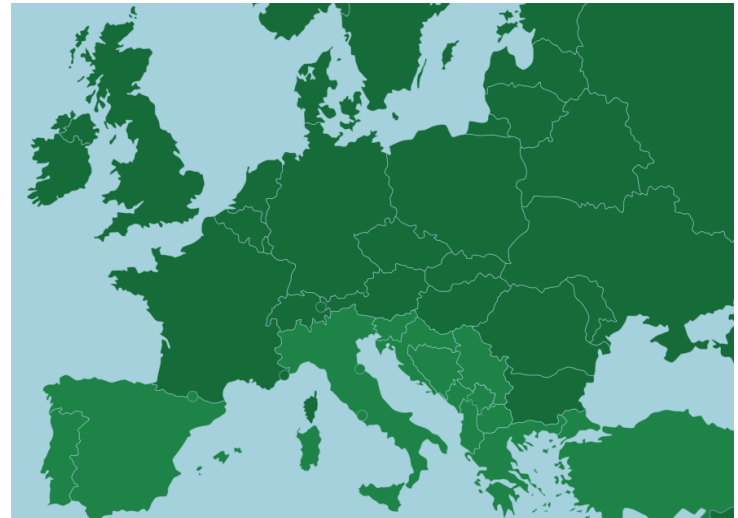
# E-Kit Newsletter

*Welcome to the 3rd E-Kitour Newsletter!*

The E-Kitour Project - Optimising digital marketing in rural areas, funded by the Erasmus+ programme, will launch a transnational training programme devoted to European rural tourism providers. This will help small and medium sized enterprises (SMEs) in the tourism sector to utilise digital marketing to be able to operate more effectively.

## Thirsty for knowledge? We are ready to feed...

Great news – 9 text modules and 49 online tutorials are being prepared and published on the EKITour learning platform. After 6 months of research and creative working sessions, the modules’ material has been collected and organised. Currently, information blocks in English are being proofread by experienced translators and the final output in project partners languages such as Greek, Italian, Lithuanian, and Spanish, will be available soon. Modules will cover issues on the basics of e-marketing; creating a website for your business; search engine optimization; how to use the Internet for business visibility; e-marketing in detail; online booking; analysis and statistics; online distribution; and social media.

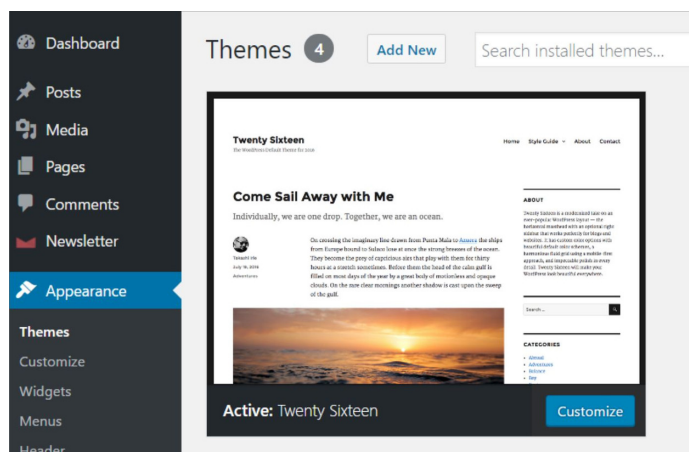


## Multiplier events and pilot tests in different countries

Pilot testing gives you the opportunity to participate in monitored training through the platform, by using the different features of the platform and following the tutorials. Your progress will be assessed during the course, and at the end you will develop the online marketing strategy for your business based on the tools and competences acquired.

In our multiplier events we will inform you about the course, the different goals and how participation is organised. Last but not least, we want to know your opinion since is very important for us and for the rest who are in the same situation like you!

Both pilot testing and multiplier events will take place in the partner countries and languages.



## Big plans for rural tourism

The Ministry of Cultural Heritage and Activities and Tourism (MiBACT) via the Directorate General for Tourism, has introduced the new Strategic Plan for Tourism Development (Piano Strategico del Turismo – PST) 2017-2022

Within the plan, there is a segment dedicated to the particular support of the national strategy for parks, protected areas, rural and inland areas.

‘The green soul of our country is the future of tourism and represents the very concept that Italy has foreign tourists, less and less made of sea and mountain and more and more green, rural and tradition and the rural tourism is strategic for Italy.’

Italy is going to be involved in innovative projects in the tourism sector that involved in the discovery of places that are still unknown, which are connected with sectors other than tourism, exploiting the synergies that can enhance local communities, especially schools, which are a great creative lab for tourism, and which contain strong identity areas and values such as environmental sustainability as a resource. It is therefore fundamental for the promotion and marketing of rural tourism.



## Morbegno in Cantina

In Valtellina, in September, there is an exposition of the wines produced locally through a wine tasting crawl. Visitors have the chance to taste the wine from the different wine cellars in the town of Morbegno and Traona (Sondrio). Every visitor has to buy an entry ticket, they will get a glass to taste the different wines produced. Usually there are different paths that the visitors can choose (Green, Yellow, Red and Blue) that follow a different itinerary in the old town of Morbegno with more than 50 wine cellars. Visitors will have also the chance to try local produce to eat while tasting the wine.

Please visit <http://www.portedivaltellina.it/> for the final dates of the events.

Follow us on Facebook:

<https://www.facebook.com/EKITforRuralTourism/>

For further information on the E-Kitour project contact Joe at [projects@inovaconsult.com](mailto:projects@inovaconsult.com)



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