



Project acronym: **SPOT**

Project full title: Social and innovative platform on cultural tourism and its potential

towards deepening europeanisation

SPOT – DELIVERABLE

Dissemination report

Deliverable number: D4.7

Due date: 31.08.2020

Nature¹: O = Other

Dissemination Level²: PU Public PP

Work Package: WP4 (Dissemination)

Lead Beneficiary: KRTK

Contributing Beneficiaries: All partners

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Disclaimer:

The content of this deliverable reflects only the authors' view. The European Commission and its Research Executive Agency are not responsible for any use that may be made of the information it contains.

¹ Nature: R = Report, P = Prototype, D = Demonstrator, O = Other

² Dissemination level:

PU = Public PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



Purpose and scope of the deliverable:

The objective of D4.7 is to disseminate project findings, news, good practices to both academic and non-academic audiences (including social media); to facilitate engagement with potential users and stakeholders; to help the networking and cooperation with other relevant projects, research. Dissemination activities must secure sufficient public visibility of the project, enable effective communication with stakeholders and wider audiences as well serve as an internal collaboration tool for the consortium members.

Document history

Version	Date	Description
0.1	06.08.2020	First version made by WP4 leader
0.2	18.08.2020	Comments of partners
0.3	25.08.2020	Second version of the report
1.0 (final)	28.08.2020	Approved by PMB and the Coordinator

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1 Overall description

1.1 Objectives and scope of the deliverable

The objective of D4.7 is to disseminate project findings, news, good practices to both academic and non-academic audiences (including social media); to facilitate engagement with potential users and stakeholders; to help the networking and cooperation with other relevant projects, research. Dissemination activities must secure sufficient public visibility of the project, enable effective communication with stakeholders and wider audiences as well serve as an internal collaboration tool for the consortium members.

1.2 Relevant tasks of dissemination activities concerning the first half-year

Task 4-7: General dissemination to the public, users, and stakeholders (Months 1-36):

T4-7a: Project Website. KRTK together with MENDELU created the project website (www.spotprojecth2020.eu) with both a public and a restricted area. The public area is suitable for disseminating information about the project, publications, events, etc. Project partners are able to use the restricted domain of the website to share information and work on jointly authored documents. The various databases of collected information are held in the restricted area.

T4-7c: Project leaflet. KRTK together with MENDELU prepared and issued a special leaflet about the project. This is translated into 15 languages and distributed to the stakeholders in order to raise awareness for the SPOT project.

T4-7d: Podcasts. KRTK and MENDELU interviewed and recorded researchers for podcast and it is disseminated via the website.

T4-7e: Social Media. There is regular communication through Facebook and Twitter and when new reports are produced. (KRTK established SPOT profile on Facebook and Twitter + All partners)

T4-7f: Blogs. Project participants are encouraged to contribute regular blogs and short articles (no more than 2000 words) for quick dissemination through news media such as The Conversation (online academic information system where journalists search for content), magazines, newspapers, etc. (All partners)

T4-7g: Public Engagement Events. Partners are encouraged to participate in public engagement events where possible, such as public lectures, fayres, tourist conventions, Festival of Social Science, University public engagement events, etc. (All partners)

T4-7h: Posters. The project would produce a number of posters to take along to conferences, meetings, and events to explain the project aims and results. (All partners during the upcoming phases of the project)

T4-7i: Infogrames. When information is available it would be distributed through the medium of Infogrames where appropriate. (All partners during the upcoming phases of the project)

Task 4-3: Networking with regional stakeholders (months 1-36):

Dissemination activities via networking strengthen existing networks and create new ones.



T4-3a: Regional round tables / Workshops. Four workshops will be organized in collaboration with local organizers with the following aims: to present individual topics and stage of work, to discuss with stakeholders, to visit territories with best examples, to define next steps of work, and to build upon other regional initiatives.

T4-3b: Excursion to case study areas. All partners will participate in excursions and invite stakeholders from their regions to join at their own expense. These excursions will present specific local/regional problems and challenges and foster the interaction across the participating regions and can be organized in conjunction with scientific and/or project meetings.

T4-3c: Involvement of nationally active NGO and public bodies, through the case studies, also for debating findings and conclusions.

1.3 Plan of dissemination activities for the 1-6 months

Activity	Involved partner(s)	Deadline
Establishing of Facebook and Twitter	KRTK	28.02.2020
profiles		
Maintenance of profiles	KRTK	continuously
Communication on Facebook and	All partners	continuously
Twitter profiles		
Preparing podcasts. Interviews by	KRTK, MENDELU +	continuously
representatives of	partners	
partners/stakeholders 2-3		
records/half year		
Texts, news, events, scientific	All partners + KRTK	Partners can send
publications, conference attendances,	send to	information continuously
photos, calls for next conferences and	kupi.marcell@krtk.mta.hu	
seminars etc. other relevant	and cc.	
information concerning to the	hardi.tamas@krtk.mta.hu	
research topic		
Draft of the first annual summary		15 August 2020
dissemination report prepared and	KRTK	13 August 2020
send to PMB and partners for review		
Review and approval of the annual		31 August 2020
summary dissemination report by	KRTK, MENDELU +	31 / lagast 2020
PMB		

2 Dissemination activities during the first 6 months

2.1 General dissemination to the public, users, and stakeholders (Months 1-36)

2.1.1 T4-7a: Project Website (reported in February)

The initial design of SPOT-web is done by KRTK using the service of the freely available WIX platform (www.wix.com); the domain name has been purchased and is administered by MENDELU.

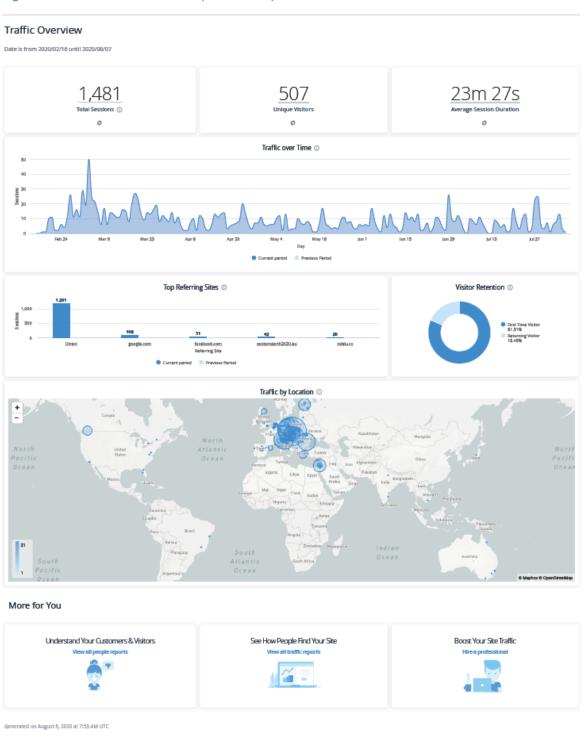
The public part of the site is placed at http://www.spotprojecth2020.eu/, while the restricted area for SPOT project members is situated on the FTP server of KRTK.



SPOT-web is optimized both for desktop computers and mobile Android and Apple devices.

After an inception phase and testing, the site went online at its regular URL on 27 February 2020, though with limited functionality so far.

Figure 1. Statistics of the website (06.08.2020)





News, media appearances, events published on the website:

Date	Title	Source (partner)
18.02.2020	SPOT project under Horizon 2020 launched	KRTK/MEN DELU
18.02.2020	Kick-off meeting	KRTK/MEN DELU
02.04.2020	SPOT news in e-newspaper IDNES	MENDELU
02.04.2020	SPOT TV interview	MENDELU
02.04.2020	SPOT Radio interview	MENDELU
09.04.2020	Landscape and Tourism, Landscapes of Tourism - Journal Special Issue	UAegean
14.04.2020	European Countryside journal	MENDELU
15.04.2020	Outbreak of COVID-19	MENDELU
20.04.2020	EURORURAL '20 - SMART COUNTRYSIDE FOR THE 21st CENTURY	MENDELU
24.04.2020	UNWTO Recommendations about Covid-19	MENDELU
24.04.2020	A Marshall Plan for European Tourism	MENDELU
05.05.2020	COVID - 19 RELATED TRAVEL RESTRICTIONS A GLOBAL REVIEW FOR TOURISM	Alexander Chvorostov
12.05.2020	Press release (IÖR) (in German Language) "Kulturtourismus als geeignete Strategie im Strukturwandel? – IÖR erforscht Potenziale in der Lausitz" "Culture tourism as suitable strategy in structural change? - the IOER explores potentials in Lusatia"	IOER
12.05.2020	German science information desk: https://www.research-news.org/2020/05/25/kulturtourismus-als-geeignete-strategie-im-strukturwandel-ioer-erforschtpotenziale-in-der-lausitz/	IOER
12.05.2020	Lausitzer Rundschau (see link and attachment) https://www.lr-online.de/lausitz/luebben/tourismus-in-der-lausitz-urlaub-auf-dem-truppenuebungsplatz-45872533.html	IOER
04.06.2020	The international team will examine changes in tourism and its return from the crisis	MENDELU
26.06.2020	Sustainability publish opportunity	MENDELU
29.06.2020	SPOT leaflets	KRTK
01.07.2020	Cultural tourism in Langhe, Monferrato and Roero: the project SPOT financed by the European Union	UNIVR
25.07.2020	New podcast: The effect of COVID-19 on the tourist consumer behavior of the Hungarian population	KRTK
27.07.2020	Update: Interest about cultural events	UAegean

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31.07.2020	Rapidly-developing COVID situation in Spain and its effects on tourism in Barcelona	University Barcelona
31.07.2020	03. 09. 2019 - CPU in Nitra is a participant of the HORIZON 2020 program. UKF je riešiteľom programu HORIZON 2020	UKF v Nitre (CPU)
31.07.2020	11. 10. 2019 – CPU in Nitra and the European Cultural Route of St. Cyril and Methodius UKF a Európska kultúrna cesta sv. Cyrila a Metoda	UKF v Nitre (CPU)
31.07.2020	16. 12. 2019 - European Cultural Route of St. Cyril and Methodius Európska kultúrna cesta sv. Cyrila a Metoda	UKF v Nitre (CPU)
31.07.2020	CPU in Nitra is a participant of the HORIZON 2020 UKF je riešiteľom Horizon 2020 In: Náš čas (CPU university journal) No. 8, Vol. XXIII (2019)	UKF v Nitre (CPU)
31.07.2020	04. 02. 2020 – The SPOT project of Horizon 2020 is starting Projekt SPOT programu Horizont 2020 začína	UKF v Nitre (CPU)
31.07.2020	European Cultural Route of St. Cyril and Methodius Európska kultúrna cesta sv. Cyrila a Metoda In: Náš čas (CPU university journal) No. 2, Vol. XXIV (2020)	UKF v Nitre (CPU)
31.07.2020	Website "Let's pilgrime without borders" Putujme bez hranic https://www.putujmebezhranic.cz/	UKF v Nitre (CPU)
31.07.2020	Event "Nitra, milá Nitra"	UKF v Nitre (CPU)
31.07.2020	Cultural Route of St. Cyril and Methodius https://www.nitra.eu/p/8598/cyrilometodska-cesta.html On the city website basic information about Cultural Route of St. Cyril and Methodius	UKF v Nitre (CPU)
31.07.2020	St. Jacob Route Svätojakubská cesta https://www.nitra.eu/p/8599/svatojakubska-cesta.html On the city website basic information about Cultural Route of St. Jacob.	UKF v Nitre (CPU)
31.07.2020	6. 7. 2020 – The Cyril and Methodius pilgrimage took place for the fourth time Cyrilo-metodské putovanie sa konalo už štvrtýkrát	UKF v Nitre (CPU)
31.07.2020	Conference - 14. 10. 2020 - 28th International Geographical Conference "Geographical Aspects of Central Europe - Creativity of Regions"	UKF v Nitre (CPU)
31.07.2020	Project of Nitra city as European capital city of culture in 2026 – press release on	UKF v Nitre (CPU)
31.07.2020	Participation of the CPU in Nitra in Culture life survey – press release on	UKF v Nitre (CPU)
31.07.2020	A unique series of books on the transformations of the city of Nitra is starting to be published Začína vychádzať unikátna séria kníh o premenách mesta Nitra	UKF v Nitre (CPU)
31.07.2020	Austrian team genereted a "SPOT in-house webpage" https://geographie.uni-graz.at/de/forschung/externe-forschungsprojekte/spot/	UNI GRAZ
31.07.2020	SPOT – ein Projekt zu Kulturtourismus https://unipub.uni-graz.at/geograz/periodical/pageview/4549001?query=SPOT	UNI GRAZ
31.07.2020	Facebook communication:	UNI GRAZ
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	https://dede. facebook.com/GrazerIntegrativeGeographie/posts/3060533900759748?xts%580%5D=68.ARALsos 4f7oLc9x- CRjhHlCsZqrn9LGMUAC4GHKtQBo3Z92ohLx4xPbSAG3zlEee5uj_wrA6XS9_ztuan xSGAg_V10nU9dMCwaMm U91IMfivfyJRxQGrCDrQLGcgloJtVrhegpaYQJhI3BZKSd99wP0KWtxompo3d3L4b_ ArjZiwC6tsJ8d3cpWYSRiBo flt9MtVy3AbBkp8lr29nDqb6vwecum5QWmno_XHTOApUbrigC_BaiQFydBXbO WU6qG9rVCJgoQ70ACuagX22ik235CKMQei3YbP1Dq3s_ C676EndLxdpBdJv3B-I8DjlVGOaWQQMVhRCO- SNrWOQ0LPvVU7iN4RoXKzGYzkrresiWJUT13aPz54kUV- K9pIVZxjtqN69eXT8Ju1dEOgmXazp6RKND1DrKZbQYs7Pr2TWVnoEYgoTpQLZve9Xo0fYX_fl_gJR_Bzns3- O1F21QcCPIE05rYmXLPDy7VY9G7Cx1RsjLRrA&tn=-R	
31.07.2020	Facebook communication: https://dede. facebook.com/GrazerIntegrativeGeographie/photos/a.441704612642703/2951 406058339200/?type=3 &xts%5B0%5D=68.ARC9xqjzDYSyHIkxMgJ0IvfdyLyiE8Tj4C_igAIwQjWu5iP3 wlncUzYMvI7T3PtzNPB9FS4 tJa2UvAUsRObj-7DCMWjFX3iRkWsfHWJBESRy- IN1Q9tipayiNXi3jXfKAvTGoVr7FRiyF8- 3LsvH4OERS7KHOZnQHpi7nT9PbKpyQrrYZ732UgIF5- 87PV9FE636rxA1Q1KxoZnUPRrcn4m_KWery18LXncVrR7aXgffoG5bo7IbAqfcHM 5oa2GvZ97ONPBAzjdGNSj 2 ygIRkOCQm4CmJC_XP3NK1ZG2R31Mjse2DCXWET_O3kDfopMKoNvnE8EfAExa_ pmbzT85_ yCn5g&tn=-R	UNI GRAZ
31.07.2020	Facebook communication: https://www.facebook.com/GrazerIntegrativeGeographie/posts/28240440344 08737?tn=-R	UNI GRAZ
31.07.2020	SPOT information page on the department page of Slovenian partner http://www.bf.uni-lj.si/oddelek-za-krajinsko-arhitekturo/oddelek/raziskovalno-in-strokovnodelo/projekti/spot/	UL

2.1.2 T4-7c: Project leaflet (reported in July)

The objective of D4.5 is to prepare a project leaflet. KRTK together with MENDELU prepare and issue a special leaflet at the beginning of the project. This document was made primarily in English and is translated into 13 languages and it will be distributed to the stakeholders in order to raise awareness for the SPOT project. The leaflet contains a short presentation of the project, the study areas, the main tool preparing by the project, addresses, and other useful information.

2.1.3 T4-7d: Podcasts

2020.07.25 New podcast: The effect of COVID-19 on the tourist consumer behavior of the Hungarian population. Partner: KRTK. Title: Complex research in Hungary: The effect of COVID-19 on the tourist consumer behavior of the Hungarian population

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Subjects: Dr. Zoltán Raffay assistant professor; Dr. János Csapó associate professor Faculty of Business and Economics of the University of Pécs Hungary

The research consists of 2 parts, on the one hand, a literature review and on the other hand an online questionnaire. The survey ran from late April to early June 2020 and the total number of respondents was 736. Tourism comprises around 10% of the Hungarian GDP, therefore it is important to examine the current changes. The experts agreed that the coronavirus pandemic is not only a crisis but also a chance.

2.1.4 T4-7e: Social Media

KRTK established SPOT profiles on Facebook and Twitter.

Figure 2. SPOT Facebook page 1

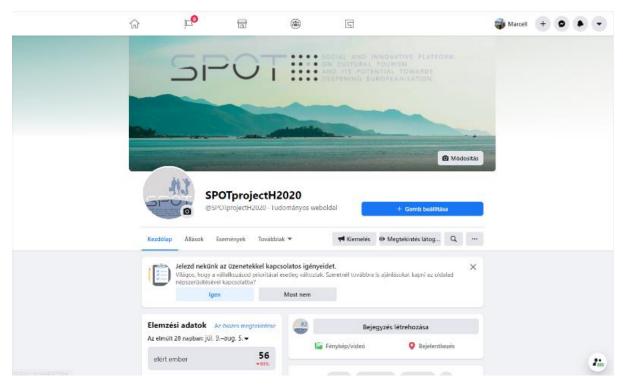




Figure 3. SPOT Facebook page 2

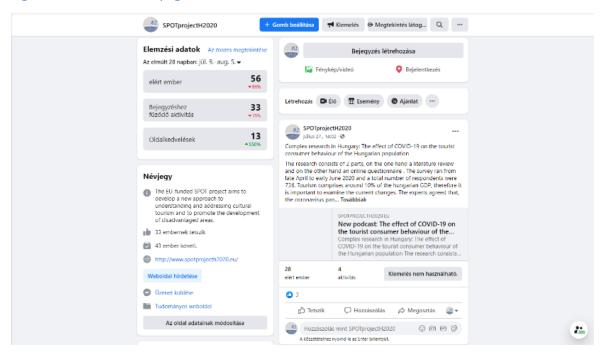


Figure 4. Facebook statistics

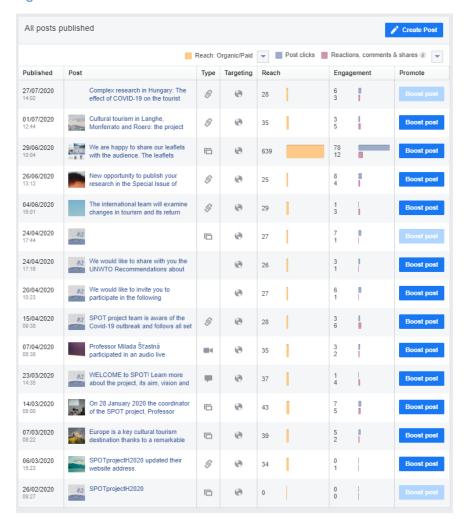
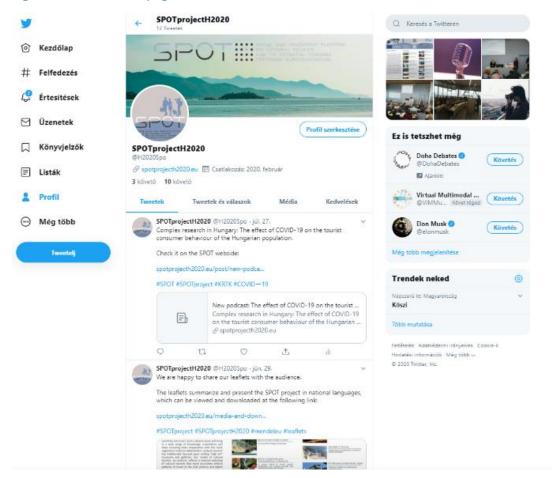




Figure 5. SPOT Twitter page



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Figure 6. SPOT Twitter statistics 1-4 months (February-May)

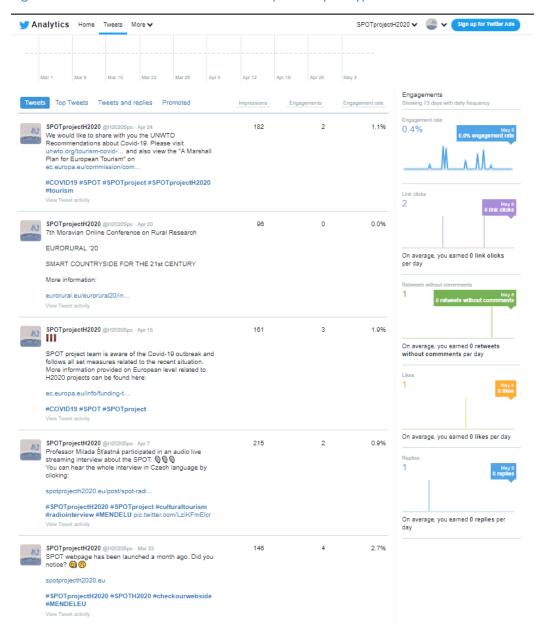
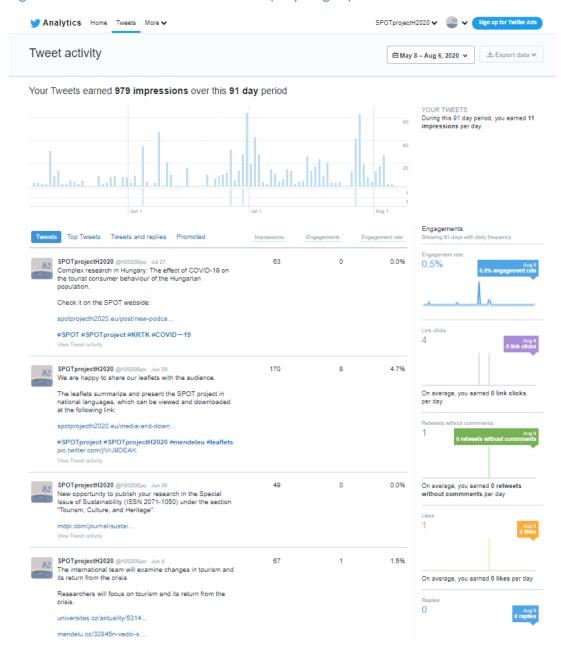




Figure 7. SPOT Twitter statistics 4-8 months (May-August)





News, media appearances, events on SM.

Date	Title	Source (partner)
18.02.2020	SPOT project under Horizon 2020 launched	KRTK/MEN DELU
18.02.2020	Kick-off meeting	KRTK/MEN DELU
02.04.2020	SPOT news in e-newspaper IDNES	MENDELU
02.04.2020	SPOT TV interview	MENDELU
02.04.2020	SPOT Radio interview	MENDELU
09.04.2020	Landscape and Tourism, Landscapes of Tourism - Journal Special Issue	UAegean
14.04.2020	European Countryside journal	MENDELU
15.04.2020	Outbreak of COVID-19	MENDELU
20.04.2020	EURORURAL '20 - SMART COUNTRYSIDE FOR THE 21st CENTURY	MENDELU
24.04.2020	UNWTO Recommendations about Covid-19	MENDELU
24.04.2020	A Marshall Plan for European Tourism	MENDELU
05.05.2020	COVID - 19 RELATED TRAVEL RESTRICTIONS A GLOBAL REVIEW FOR TOURISM	Alexander Chvorostov
12.05.2020	Press release (IÖR) (in German Language) "Kulturtourismus als geeignete Strategie im Strukturwandel? – IÖR erforscht Potenziale in der Lausitz" "Culture tourism as suitable strategy in structural change? - the IOER explores potentials in Lusatia"	IOER
12.05.2020	German science information desk: https://www.research- news.org/2020/05/25/kulturtourismus-als-geeignete-strategie-im- strukturwandel-ioer-erforschtpotenziale-in-der-lausitz/	IOER
12.05.2020	Lausitzer Rundschau (see link and attachment) https://www.lr-online.de/lausitz/luebben/tourismus-in-der-lausitz-urlaub-auf-dem-truppenuebungsplatz-45872533.html	IOER
04.06.2020	The international team will examine changes in tourism and its return from the crisis	MENDELU
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25.07.2020	New podcast: The effect of COVID-19 on the tourist consumer behavior of the Hungarian population	KRTK
27.07.2020	Update: Interest about cultural events	UAegean

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31.07.2020	Rapidly-developing COVID situation in Spain and its effects on tourism in Barcelona	University Barcelona
31.07.2020	03. 09. 2019 - CPU in Nitra is a participant of the HORIZON 2020 program. UKF je riešiteľom programu HORIZON 2020	UKF v Nitre (CPU)
31.07.2020	11. 10. 2019 – CPU in Nitra and the European Cultural Route of St. Cyril and Methodius UKF a Európska kultúrna cesta sv. Cyrila a Metoda	UKF v Nitre (CPU)
31.07.2020	16. 12. 2019 - European Cultural Route of St. Cyril and Methodius Európska kultúrna cesta sv. Cyrila a Metoda	UKF v Nitre (CPU)
31.07.2020	CPU in Nitra is a participant of the HORIZON 2020 UKF je riešiteľom Horizon 2020 In: Náš čas (CPU university journal) No. 8, Vol. XXIII (2019)	UKF v Nitre (CPU)
31.07.2020	04. 02. 2020 – The SPOT project of Horizon 2020 is starting Projekt SPOT programu Horizont 2020 začína	UKF v Nitre (CPU)
31.07.2020	European Cultural Route of St. Cyril and Methodius Európska kultúrna cesta sv. Cyrila a Metoda In: Náš čas (CPU university journal) No. 2, Vol. XXIV (2020)	UKF v Nitre (CPU)
31.07.2020	Website "Let's pilgrime without borders" Putujme bez hranic https://www.putujmebezhranic.cz/	UKF v Nitre (CPU)
31.07.2020	Event "Nitra, milá Nitra"	UKF v Nitre (CPU)
31.07.2020	Cultural Route of St. Cyril and Methodius https://www.nitra.eu/p/8598/cyrilometodska-cesta.html On the city website basic information about Cultural Route of St. Cyril and Methodius	UKF v Nitre (CPU)
31.07.2020	St. Jacob Route Svätojakubská cesta https://www.nitra.eu/p/8599/svatojakubska-cesta.html On the city website basic information about Cultural Route of St. Jacob.	UKF v Nitre (CPU)
31.07.2020	6. 7. 2020 – The Cyril and Methodius pilgrimage took place for the fourth time Cyrilo-metodské putovanie sa konalo už štvrtýkrát	UKF v Nitre (CPU)
31.07.2020	Conference - 14. 10. 2020 - 28th International Geographical Conference "Geographical Aspects of Central Europe - Creativity of Regions"	UKF v Nitre (CPU)
31.07.2020	Project of Nitra city as European capital city of culture in 2026 – press release on	UKF v Nitre (CPU)
31.07.2020	Participation of the CPU in Nitra in Culture life survey – press release on	UKF v Nitre (CPU)
31.07.2020	A unique series of books on the transformations of the city of Nitra is starting to be published Začína vychádzať unikátna séria kníh o premenách mesta Nitra	UKF v Nitre (CPU)
31.07.2020	Austrian team generated a "SPOT in-house webpage" https://geographie.uni-graz.at/de/forschung/externe-forschungsprojekte/spot/	UNI GRAZ
31.07.2020	SPOT – ein Projekt zu Kulturtourismus https://unipub.uni-graz.at/geograz/periodical/pageview/4549001?query=SPOT	UNI GRAZ
31.07.2020	Facebook communication:	UNI GRAZ

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2.1.5 T4-7f: Blogs

No blogs yet. We publish project news on our website and SM.

2.1.6 T4-7g: Public Engagement Events

Due to the epidemic situation, we did not have the possibilities to organize public events during the first 6 months. Partners hold contacts with stakeholders via electronic ways.

2.1.7 T4-7h: Posters

The project is in its first phase (establishing database, literature reviews), there are not enough relevant scientific results for publishing yet.



2.1.8 T4-7i: Infogrames

The project is in its first phase (establishing database, literature reviews), there are not enough relevant scientific results for publishing yet.

2.2 Networking with regional stakeholders (months 1-36)

2.2.1 T4-3a: Regional round tables / Workshops

Due to the epidemic situation, we did not have the possibilities to organize public events during the first 6 months. Partners hold contacts with stakeholders via electronic ways.

2.2.2 T4-3b: Excursion to case study areas

Due to the epidemic situation, we did not have the possibilities to organize public events during the first 6 months. Partners hold contacts with stakeholders via electronic ways.

2.2.3 T4-3c: Involvement of nationally active NGO and public bodies, through the case studies, also for debating findings and conclusions

Due to the epidemic situation, we did not have the possibilities to organize public events during the first 6 months. Partners hold contacts with stakeholders via electronic ways.