Communication strategy

Project
SMART TOUR

Audience: University of Gjirokastra, Tourism Department
Introduction: We are excited to present a comprehensive communication plan for the implementation of the SmartTour project in the picturesque city of Gjirokastra. This project, funded by the European Union through the IPA Cross Border program, encompasses cutting-edge technologies like Virtual Reality (VR), robust server infrastructure, and an intuitive online platform.

Objectives:
- **Awareness**: Inform the University of Gjirokastra's Tourism Department about the SmartTour project.
- **Engagement**: Encourage collaboration and participation from faculty and students.
- **Education**: Explain the role of VR, Servers, and the Online Platform in enhancing tourism and cultural heritage experiences.
- **Partnership**: Explore opportunities for joint research, student involvement, or knowledge exchange.
- **Alignment**: Ensure that the department is aligned with the project's goals and can integrate its findings into the curriculum.

Key Messages:
- The SmartTour project aims to revolutionize tourism and cultural preservation in Gjirokastra.
- It is funded by the European Union through the IPA Cross Border program.
- SmartTour utilizes VR, powerful servers, and an online platform to provide immersive and educational experiences.
- Collaboration opportunities with the project are open to the University's faculty and students.

Communication Channels:
- **Email**: Send a formal introductory email to the Department Head.
- **Presentation**: Conduct a presentation to provide detailed insights into the project.
- **Meetings**: Arrange one-on-one or group meetings with faculty members.
- **Website**: Create a dedicated webpage with project details and updates.
- **Social Media**: Utilize university social media accounts to share project progress.
- **Collaborative Workshops**: Organize workshops involving both project members and university faculty/students.

Timeline:
- Initial contact and email introduction: Within the first week.
- Presentation and meetings: Within the first month.
- Website launch: By the end of the second month.
- Social media updates and workshops: Ongoing throughout the project.

Feedback Mechanisms:
- Encourage the Tourism Department to provide feedback and suggestions regularly.
- Create an open channel for questions and inquiries through email and the project website.

Evaluation:
- Assess engagement and interest levels among faculty and students.
- Measure the number of collaborative initiatives or research projects undertaken with the University.
- Monitor website traffic and social media engagement.

The SmartTour project offers an incredible opportunity for the University of Gjirokastra to be at the forefront of innovative tourism and cultural heritage initiatives. We look forward to your active participation and collaboration as we embark on this exciting journey together.