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DineTours

Deliverable Number	D2.3
Deliverable Title	Dissemination Plan and Implementation.
WP Task	WP2 (T2.3)
Activity description	Within this task a final Dissemination Plan will be prepared and executed that will spread the project innovation and originality and results to the different communities and stakeholders.
Organisations/Contributors	Lead: FRC
Status (D: draft; RD: revised draft; F: final)	F
Final Release Date	28.05.2021



Ευρωπαϊκή Ένωση
Ευρωπαϊκό Ταμείο
Περιφερειακής Ανάπτυξης



Διαρθρωτικά Ταμεία
της Ευρωπαϊκής Ένωσης στην Κύπρη/Κυπριακή Δημοκρατία



Document History

Authors	Reviewer	Date	File suffix [Version.Revision]	Comments
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Disclaimer

This document contains description of the DineTours project work and findings.

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Executive Summary

The present report (D2.3) defines the progress and completion of the activities planned by the consortium for the exploitation and dissemination tasks of the DineTours project. The initial strategy and activities were defined in the initial version of the report, while in the final version of this deliverable the results of the activities are presented in detail. In fact, the dissemination and exploitation activities and the implementation results are defined in this report, which is delivered at the end of the DineTours project.

List of abbreviations

Abbreviation	Definition
KPIs	Key Performance Indicators
FRC	Frederick Research Center
UEQ	User Experience Questionnaire
FU	Frederick University

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1. Introduction

This deliverable lays down the implementation activities and results of the defined D2.3: Product Dissemination, Exploitation plan. It defines the results of the DineTours project's strategy of scientific and other dissemination activities, as well as exploitation activities, which aim to circulate and publicise the project results to end-users, restaurants, venues and other stakeholders working in the hospitality domain.

The initial dissemination and exploitation plan target were to mobilise restaurant owners, and industry collaborators working in the hospitality arena in general to spread the project's results among interested stakeholders. As part of this strategy the following presents a brief summary of the planned and implemented dissemination activities:

- i) the project's visual identity was created including the logo, the QR code, the deliverables and presentation templates, as well as two posters and a flyer for the project,
- ii) the project's website was developed at the beginning of the project and was kept updated with the most recent information, results and news on the project,
- iii) a Webinar-based innovation day was organized by FRC with the contribution of the affiliated Frederick University, to inform actors in the field and research staff of the University about the results of DineTours project.
- iv) data collection and analysis on the basis of:
 - a. interviews with relevant stakeholders to receive feedback on the product and their consent to publish the information and virtual tours for restaurants on the DineTours web platform (Annex 1: Consent Forms).
 - b. focus groups were not performed due to the COVID situation.
 - c. two research surveys (A/B tests, User Experience Questionnaire) performed during the webinar as part of the project exploitation activities and in the context of the design and specification of the DineTours platform.

2. Dissemination and Exploitation Plan

This deliverable provides a detailed report of the dissemination and exploitation activities and the objectives the proposed activities must fulfil, the target groups that span from the general public (i.e. customers) to explicit stakeholders and research fellows working on the hospitality sector and more precisely in the area of restaurants and the key goals of the proposed activities and the target groups addressed by each activity. The following subsection 2.1 presents an outline of the planned (initial and revised) dissemination and exploitation activities to support the reader of the report. In addition to presenting the objectives of the dissemination and exploitation work, the key scope of this deliverable is to present the results of the activities as these are reflected in Section 3. Dissemination and exploitation activities aim to spread the project innovation and originality to the different communities and stakeholders interested in the project activities and results.

2.1. Dissemination and Exploitation Activities

The planned activities are separated in two classes:

- (i) knowledge spreading activities and
- (ii) data collection and scientific activities.

2.1.1. Knowledge Spreading Activities

The first part of the dissemination activities includes the exposure and diffusion of the project results as part of knowledge spreading activities. This will begin with the definition of the project logo, templates, poster and flyer that will form the visual identify of the DineTours project. The poster and flyer will be updated as needed throughout the project. Using the visual identify artefacts the project website will be designed and developed. Finally, a Webinar / Project Information Day is planned with the aim to engage the academic community (i.e., researchers, students), the restaurant businesses and industrial community, as well as governmental authorities that are interested in the topic.

Table 1: Knowledge Spreading Activities

Type	Description	Targets	KPIs
Logo, templates poster and flyer	<ul style="list-style-type: none"> Creation of the project's visual identity 	International Hospitality community, Local restaurant owners and managers, Local stakeholders/organizations, general public, private sector	- N/A – to be used in the other media related activities (e.g. website)
Project website	<ul style="list-style-type: none"> Design and development of the project's website. 	International Hospitality community, Local restaurant owners and managers, Local stakeholders/organizations, general public, private sector	- More than 100 visitors to the project website.
Social Media & Online blogs	<ul style="list-style-type: none"> Promotion of the project via MDL lab, Frederick University social media channels. 	International Hospitality community, Local restaurant owners and managers, Local stakeholders/organizations, general public, private sector	- Exposure to more than 30.000 followers.
Early Adopters-DineTours Platform	<ul style="list-style-type: none"> Outreach and recruitment of restaurants that will provide information and virtual tours (with consent) to be added to the platform. 	Local restaurant owners and managers, Local stakeholders/organizations, general public, private sector	- 5-10 restaurant owners and managers - More than 1000 unique visitors
Project Information Day-webinar	<ul style="list-style-type: none"> Webinar organized by Frederick University of Cyprus - Presentation of project and trial of the platform. 	International Hospitality community, Local restaurant owners and managers, Local stakeholders/organizations, general public, private sector, students, academics	- Exposure to more than 60 clients, partners, organizers, general public and public stakeholders.

2.1.1. Data Collection and Scientific Activities

The second class of activities focuses on data collection and academic and research-oriented activities that have the potential to also attract and engage business stakeholders that participate in conferences and workshops. The following table defines these activities. In short, the data collection activity will be performed by using Google Forms to create the A/B tests and User Experience Questionnaire (UEQ) survey instruments that will be completed at interviews with stakeholders and at the organised innovation day. Moreover, it was later planned (although not included in the proposal activities) to make one submission to scientific conferences and/or workshops. The following table provides details on these activities, including potential conferences that have been identified and are relevant to the research topics of the project.

Table 2: Scientific and Research Activities

Type	Description	Targets	KPIs
Data Collection	<ul style="list-style-type: none"> A/B tests and User Experience Questionnaire (UEQ) prepared electronically using Google Forms. 	Feedback, Product Evaluation	- 20 survey participants
Prospective Conferences/ Workshops	<ul style="list-style-type: none"> Annual ENTER eTourism Conference, Springer Proceedings. International Conference of the International Association of Cultural and Digital Tourism (IACuDiT), Springer Proceedings. Annual International Conference on Tourism, Technology & Systems (ICOTTS), Springer Proceedings. 	Publications (Not defined as target in proposal)	<ul style="list-style-type: none"> - 1 submission - Citations - Exposure to more than 100 international conf. participants

The above tables do not provide a final list and do not exclude other conferences, workshops or other dissemination events but defines some clear guidelines and a plan for the project data collection and scientific activities. The above two classes of activities will provide exposure and maximise project impact both at an international (e.g., conferences) and local (e.g., innovation day) level. Finally, in terms of publications, and to guarantee open access, self-archiving will be adopted, where necessary and applicable.

3. Dissemination and Exploitation Results

3.1. DineTours Project Visual Identity

At the beginning of the project the visual identity of the project was defined, by end of M1, since the different material were prepared as they needed to be used in all other dissemination and exploitation activities of the project. The following table presents the elements of the project's visual identity¹:

Material
DineTours Project Official logo
DineTours Project Deliverable Template
DineTours Project Presentation Template
DineTours Project QR code
DineTours Project Posters
DineTours Project Flyer

The logo and the QR code of the project, as well as two posters and the flyer were developed in the project by FRC. The material was used as part of all dissemination and exploitation activities. In particular, as part of project activities the electronic version of the poster was used at the dissemination and exploitation activities. Finally, the templates of the deliverables and presentations were created and used in the project activities, events and deliverables/reports produced.

3.2. DineTours Project Website

The project website was developed and released at M1, around the same time when the initial version of this dissemination and exploitation report was prepared with the planned dissemination and exploitation activities (see Section 2). The project website is hosted at the MDL lab servers of the Frederick Research Center (FRC)². The following figure shows the Google analytics for the project website:

Project Website: <http://mdl.frederick.ac.cy/DineTours/>

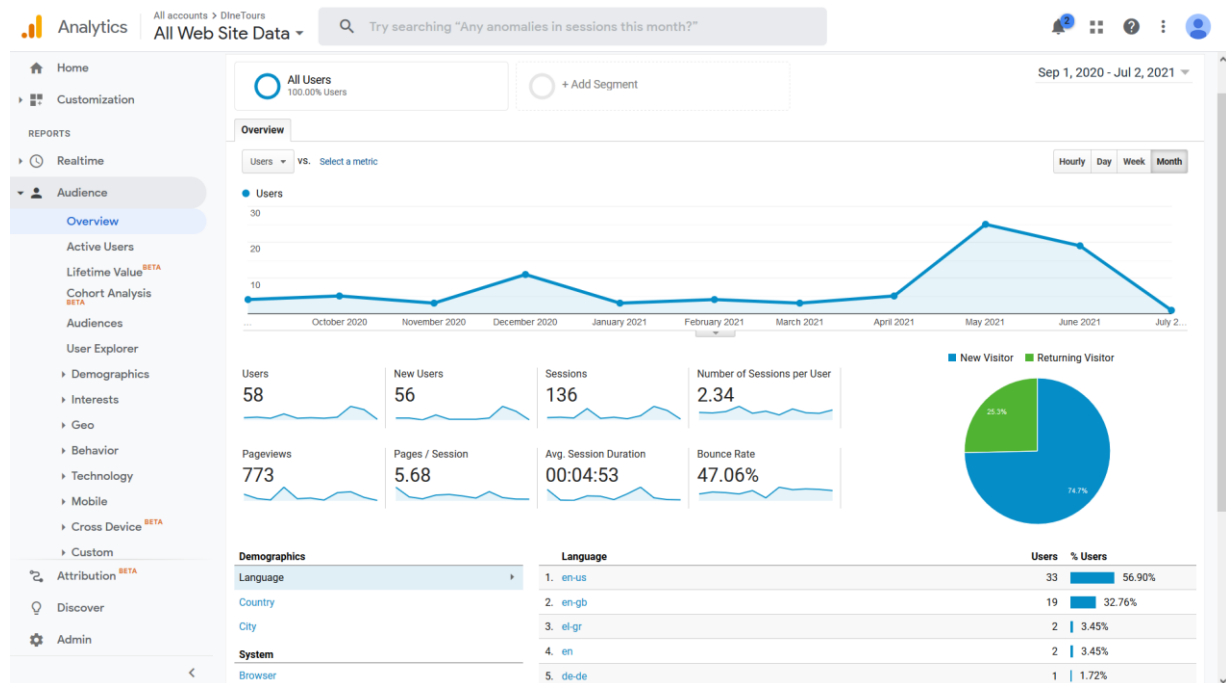


Figure 1: The project website – Google Statistics.

Type	KPI (target)	KPI (result)
Project web-site	- More than 100 unique visitors to the project website.	- 58 unique visitors to the project website.

The project website was developed with a backend Content Management System (CMS), which allows different users from FRC to have accounts and manage content based on the different activities that were performed in the project. Figure 2 presents the home page of the website.

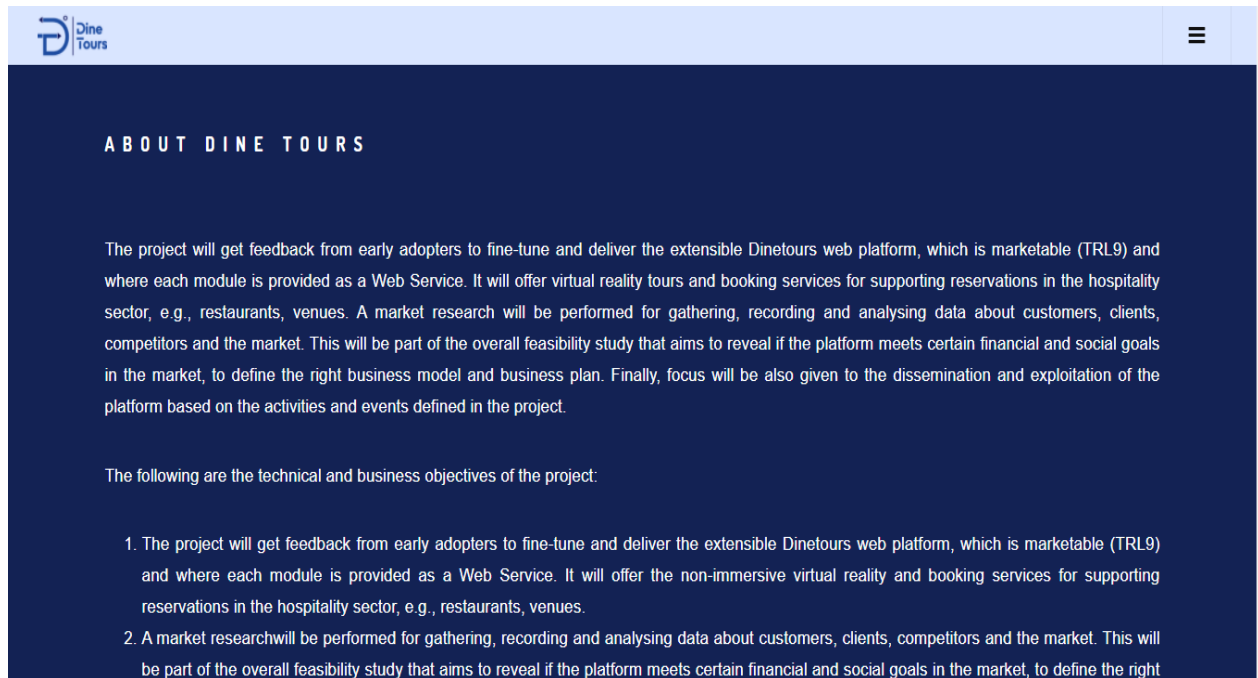


Figure 2: Home page of DineTours website

The project website, apart from the home page, it also includes:

- 1) the partners page (that lists and provides information about Frederick Research Center)
- 2) results page (that includes information and resources on the public deliverables, the publications and other material such as the project's visual identity)
- 3) news page (that provides information, resources e.g., media links and videos and photos from the different exploitation and dissemination activities and events performed in the project and
- 4) the contact information page that includes the address, phone and website as well as other contact details and a contact us form that forwards information to the above project email.

Also, the CMS enables to provide the text for any content of the website in both Greek and English, which allows switching between the Greek and English version of the project (see Figure 3).

SEND US A MESSAGE BELOW

Full Name

Email

Title

Message

ΣΤΕΙΛΤΕ ΤΟ ΜΗΝΥΜΑ ΣΑΣ ΠΙΟ ΚΑΤΩ

Όνοματεπώνυμο

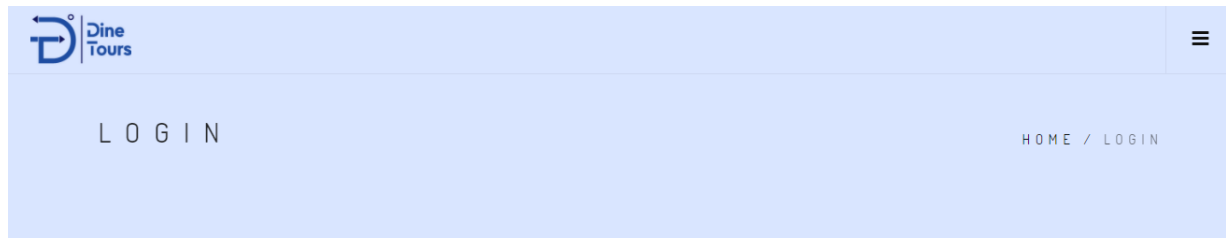
Email

Τίτλος

Μηνυμα

Figure 3: The contact us form and the multilingual feature of the project

The login page to the CMS is not visible for visitors but can be accessed by following the link: <https://mdl.frederick.ac.cy/DineTours/Account/Login>. The link provides access to the login page shown in Figure 4, which provides the capability to members of the project team to access, edit and manage content on the page. Each member is registered by the technical administrator and is provided credentials that are sent to his/her email address. Using the credentials, he/she can access the backend content management system, as displayed in Figure 5 that shows the news editing page.



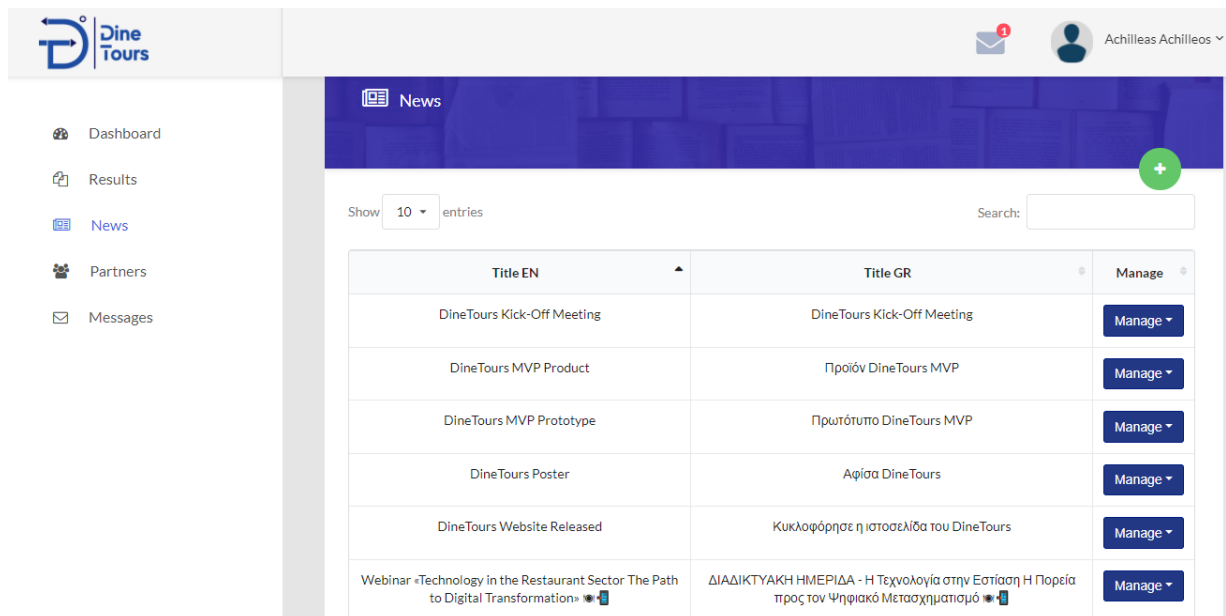
Email Address

Password

Remember me?

[Forgot your password?](#)

Figure 4: The backend CMS login page



Title EN	Title GR	Manage
DineTours Kick-Off Meeting	DineTours Kick-Off Meeting	Manage
DineTours MVP Product	Προϊόν DineTours MVP	Manage
DineTours MVP Prototype	Πρωτότυπο DineTours MVP	Manage
DineTours Poster	Αφίσα DineTours	Manage
DineTours Website Released	Κυκλοφόρησε η ιστοσελίδα του DineTours	Manage
Webinar «Technology in the Restaurant Sector The Path to Digital Transformation»	ΔΙΑΔΙΚΤΥΑΚΗ ΗΜΕΡΙΔΑ - Η Τεχνολογία στην Εστίαση Η Πορεία προς τον Ψηφιακό Μετασχηματισμό	Manage

Figure 5: Editing news in Greek and English using the backend CMS.

3.3. DineTours Project Platform

The DineTours Project Platform is set up with the key goal to grow into a marketable non-immersive web platform, that is going to provide the capability to restaurant owners and managers to manage reservations and to client to make virtual bookings. The DineTours platform meets certain financial and social goals of the Cyprus market. It is designed to make the booking process simpler and more efficient than making a phone call, which will enable to change the culture and mindset of the clients and customers. The CloudFlare platform provides the capability to take a snapshot of 3 months of statistics of the DineTours web platform. The two screenshots/snapshots below show the unique visitors' statistics for the platform since it was released on dinetours.net, which accounts for a total of 1616 unique visitors from Dec. 2020 to May 2021.

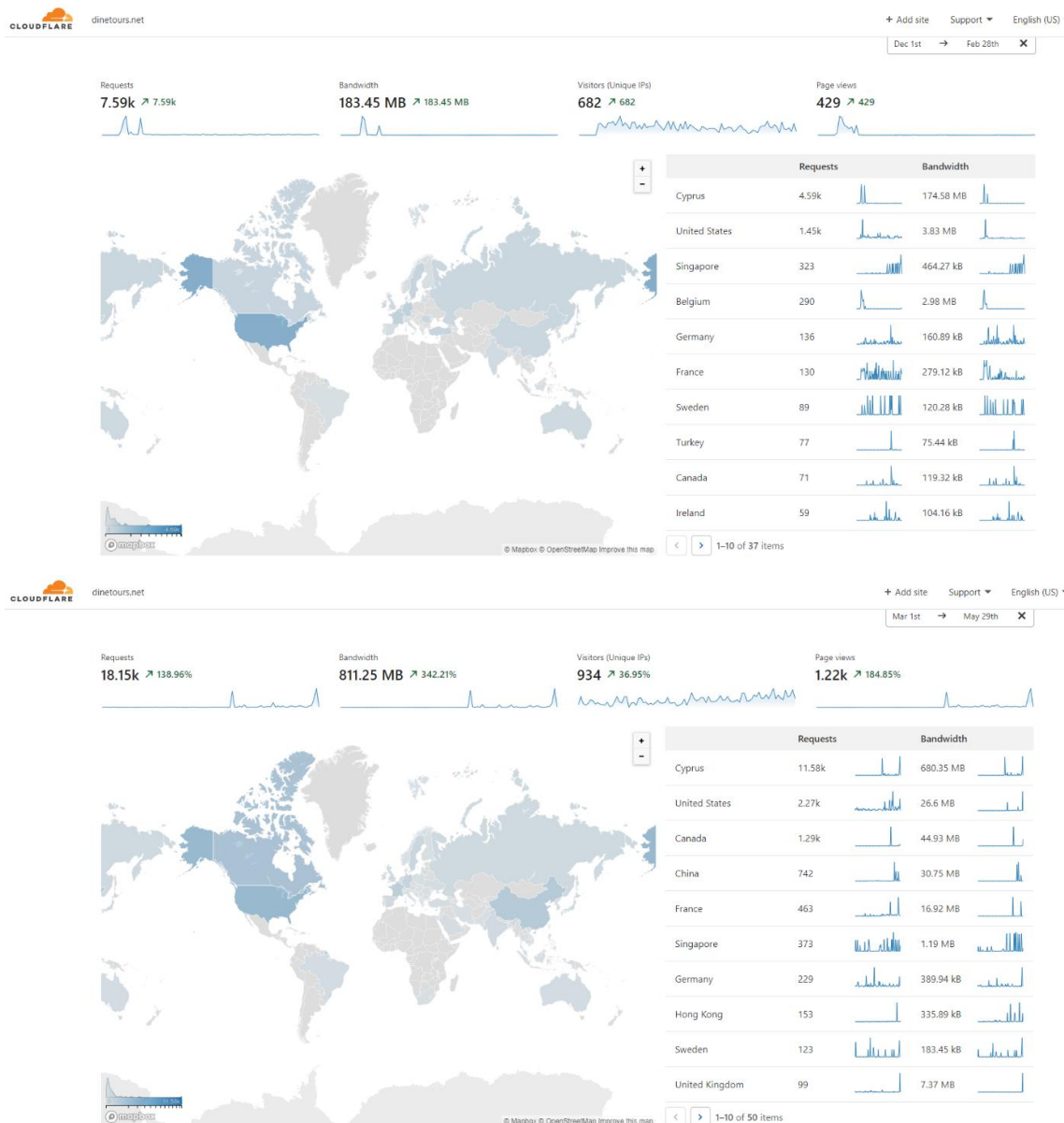


Figure 6: DineTours web platform – Dec 2020 to May 2021 unique visitors' statistics.

The additional statistics of the DineTours platform shown in the figure below, provide a more specific and detailed overview of the unique visitors to the DineTours platform in June 2021, proving that the platform attracted almost 600 visitors over the last month, which is a relatively high number for such a short period a platform's implementation. While also the unique number of visitors per day is almost 50. Furthermore, the second figure below shows the total number of web page requests (for the different pages of the platform) for June 2021 by country. Highest in the list is the United States (2,275) followed by Cyprus (634) and China (532). Lower is France and Singapore with equal number of requests (334, 333) respectively. It is important to highlight that Cloudflare platform provided statistics for the last month but these statistics were similar for April and May 2021.

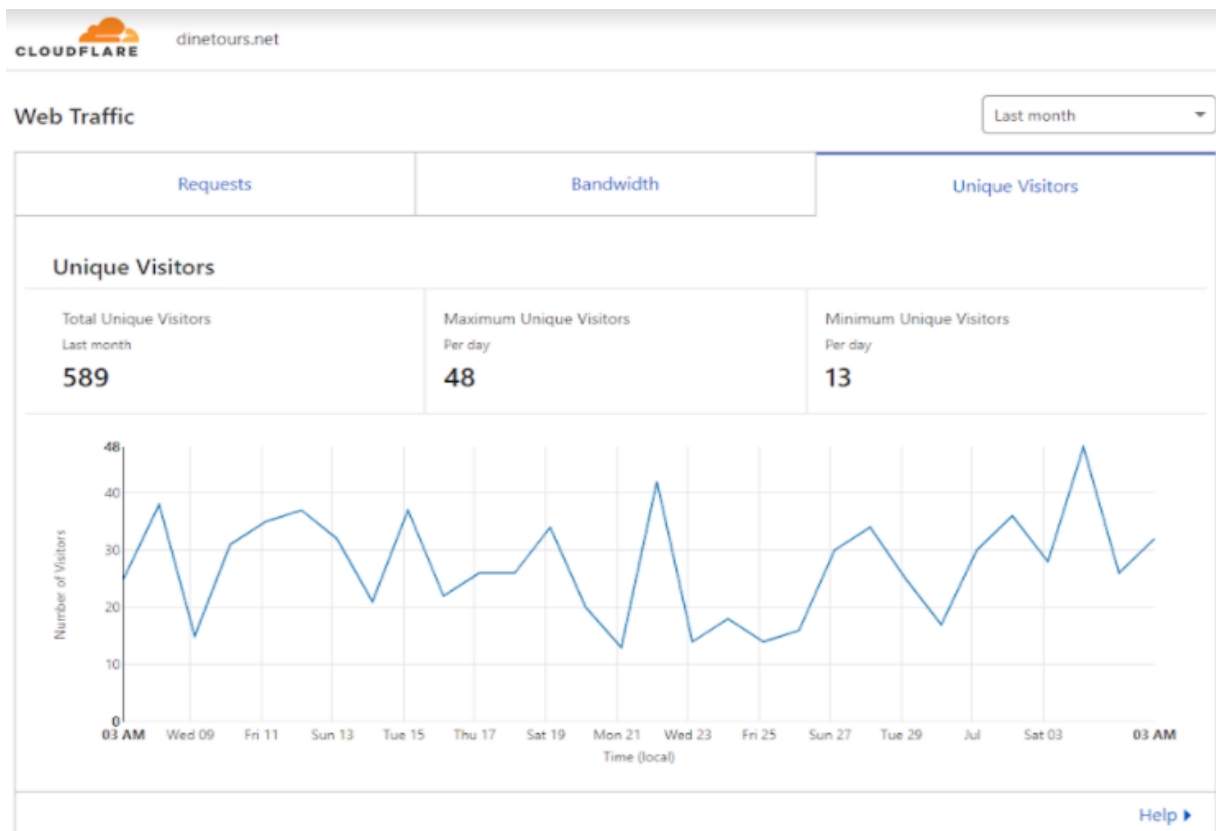


Figure 7 Cloudflare web traffic Indicator

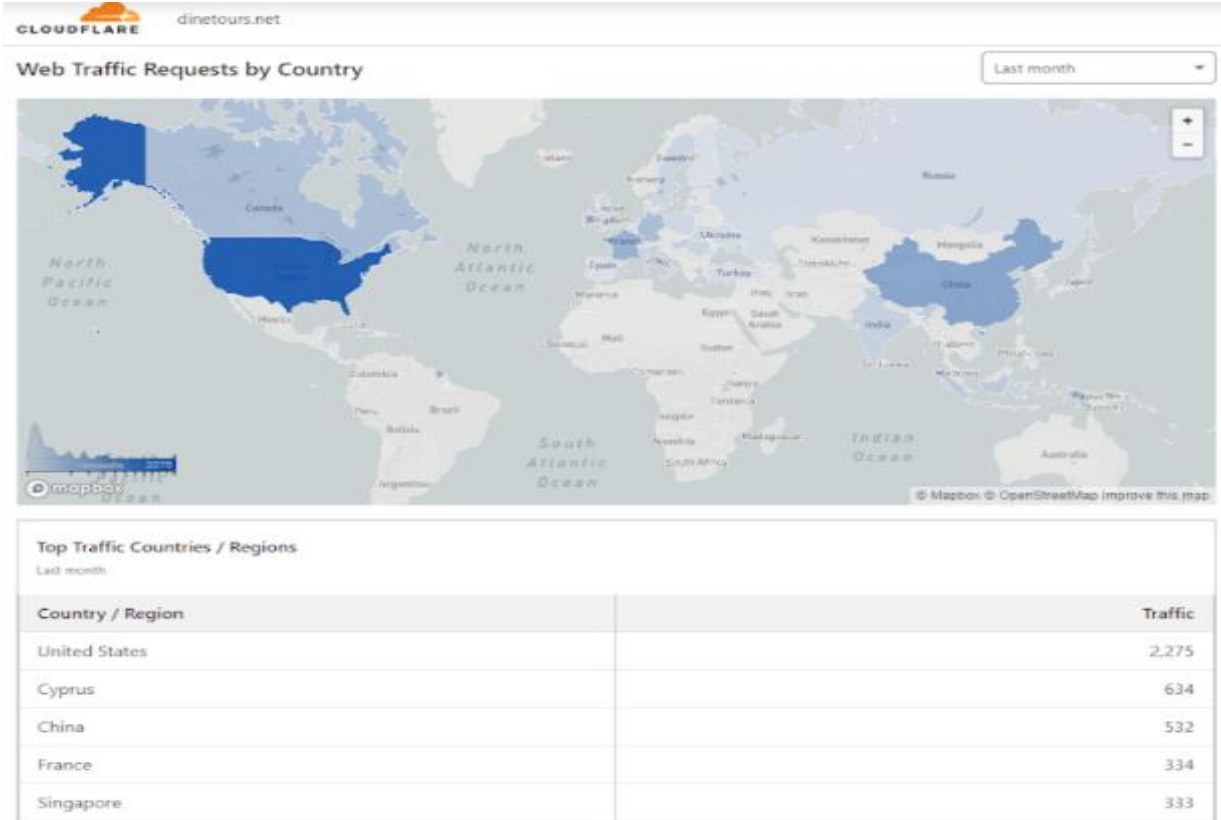


Figure 8 Cloudflare Web Traffic Requests by Country

3.4 Social Media & Online Media News

The dissemination activities related to the project such as short project descriptions and information about the Webinar - Innovation Day, were publicised via the social media and in media and press releases. The statistical insights in terms of user engagement on social media are shown in the following table. It is important to note that each post was also shared by the personal profiles of team members, based on which additional users have been reached, for which of course we cannot get any statistical data.

Table 3: Social Media Statistics Table

Frederick University Cyprus Facebook Page – https://www.facebook.com/frederickuniversity			
Dissemination/Exploitation Event/Activity	Post Clicks	People Reached	Reactions, Comments, Likes & Shares
DineTours Webinar dissemination	76	2984	62
DineTours Webinar and Innovation day agenda	72	2888	66
Frederick University Cyprus LinkedIn Page – https://www.linkedin.com/school/frederick-university/			
Dissemination/Exploitation Event/Activity	Post Clicks	People Reached	Reactions, Comments, Likes & Shares
DineTours Webinar and Innovation day agenda	30	414	14
Electrical and Computer Engineering and Informatics – Frederick University. Facebook Page – https://www.facebook.com/FrederickUniversityDECEI			
Dissemination/Exploitation Event/Activity	Post Clicks	People Reached	Reactions, Comments, Likes & Shares

DineTours Webinar dissemination	21	271	18
DineTours Webinar and Innovation day agenda	2	67	1
DineTours Project Information	2	75	2

The project's innovation day have also been promoted to online media new websites as follows:

Table 4: Innovation Day Channels of Dissemination


Dissemination Event/Activity	Media Source
DineTours Project Innovation Day	<ol style="list-style-type: none"> 1. InCYNews - CY 2. CNA - CY 3. PaideiaNews - CY 4. EuroKerdos - CY 5. Frederick University Facebook page-CY 6. MDL Facebook page – CY 7. Frederick University Webpage – CY 8. Student Life – CY 9. City Free Press - CY <p>Links for all the above with respective details are provided in Table 6</p>

The project description and the webinar were also promoted through FRC's affiliated Frederick University internal newsletter, see figure below, to the members and students of the academic community.

ISSUE: 09 Open in browser

INTERNAL NEWSLETTER

Our Journey




FREDERICK UNIVERSITY

Ready to meet again?

Hello everyone! We are super excited to share newsletter issue #9, featuring our long-term campaign "To all women and girls: Join the journey in Engineering, Science and Technology" which we are very, very proud of! We also highlight the four graduation ceremonies and one award ceremony taking place at the end of June. After last year's online graduation ceremony, it was about time to meet again physically to celebrate the end of the academic year.

OUR NEWS


Proud of



Signing an MoU with Kinems Inc.

We have recently signed a Memorandum of Understanding with Kinems Inc., an innovative educational platform designed to help all students, including students with multiple learning disabilities, build skills which will assist them in long-term objectives. Scientists in the USA and Europe have been investigating the effectiveness of the Kinems platform in a wide variety of student populations and now our academics at the Department of Education are given the opportunity to validate the effectiveness of this novel multi-sensory movement game-based learning approach. Frederick University is the only academic institution Kinems works with in Cyprus. Congratulations to Dr Nikleia Eteokleous for putting the effort on this collaboration!

[Read more](#)



The DineTours digital platform

Have you heard about Frederick Research Center's latest project in collaboration with the Mobile Devices Laboratory? It's a platform called **DineTours** which offers virtual reality tours and booking services for supporting reservations in the hospitality sector, e.g. restaurants. The platform allows customers to virtually experience the venue and choose the exact table they wish (plus they can check if the restaurant meets the social distancing requirements!) Within the framework of **DineTours**, a webinar took place on May 28. The digital transformation opportunities and challenges in the restaurant sector were presented by the speakers, among whom Dr Achilles Achilleos, Lead Researcher at Frederick University's Mobile Devices Laboratory, Alexis Onoufriou, Director of Frederick Research Center and Michael Hadjidemetriou, Programmer at Frederick Research Center. The **DineTours** project received research funding from the European Regional Development Fund and the Cyprus Research and Innovation Foundation. Raise your glass to **DineTours**!

[Read more](#)

The project innovation day was attended by people of the following organisations:

Table 5: Innovation Day Participants

Dissemination Event/Activity	Organisations/Participants
DineTours Webinar and Innovation Day	MDL Lab, Frederick Research Center, Bolt Food, Frederick University, University of Cyprus, PHC Group – Paul's, Pyxida Tavern, Piatsa Gourounaki, Restaurant Owners and Managers, researchers, academics, media (Exodos.com.cy), students, general public.

Finally, material (e.g., presentations, photos, participants list) for each event is available in the project's google drive.

3.5. Early Adopters

The DineTours Web Platform has been adopted by the following three restaurants, while the target KPI was set to at least five early adopters.

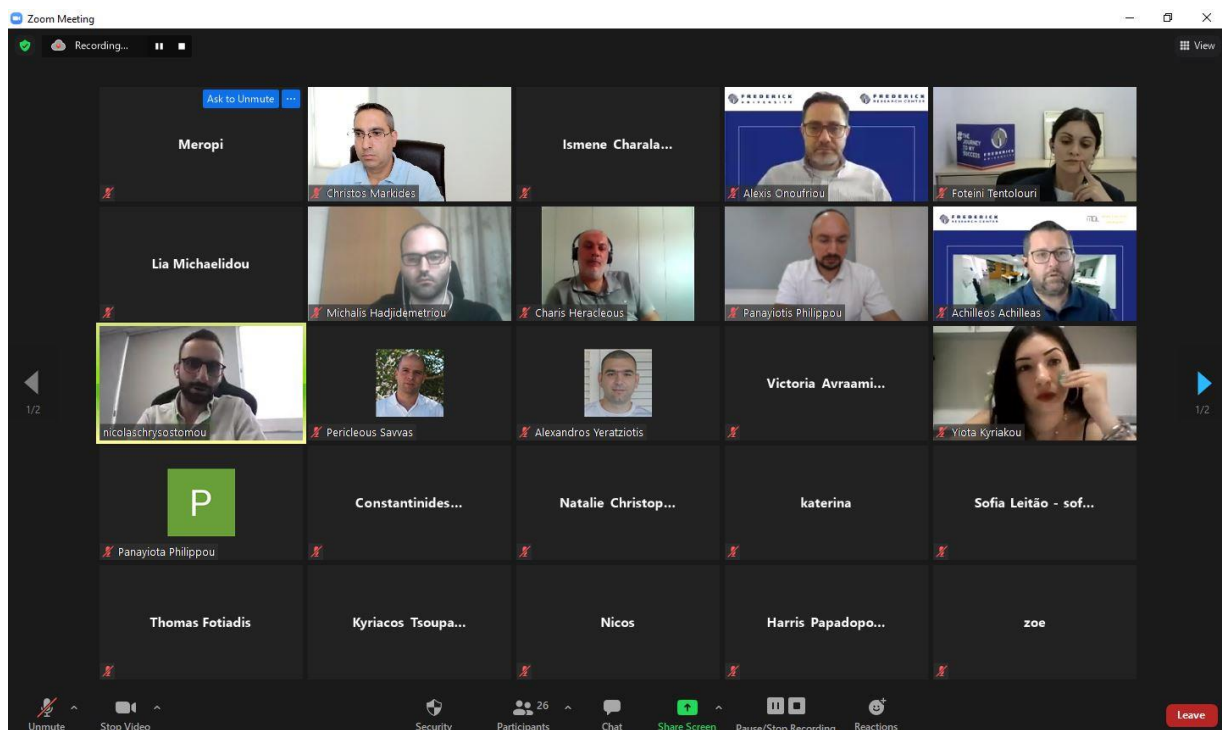
Table 6: Innovation Day Participants

Restaurant Name	Restaurant Website	Link on the DineTours platform
Paul's Cyprus, PHC Group	http://phc.com.cy/company/paul/	https://dinetours.net/SearchResults/Restaurant/3
Pyxida Fish Tavern	https://pyxidafishtavern.com/	https://dinetours.net/SearchResults/Restaurant/2
Da Paolo	https://www.dapaolorestaurant.com/	https://dinetours.net/SearchResults/Restaurant/1009

3.6. Webinar «Technology in the Restaurant Sector The Path to Digital Transformation»

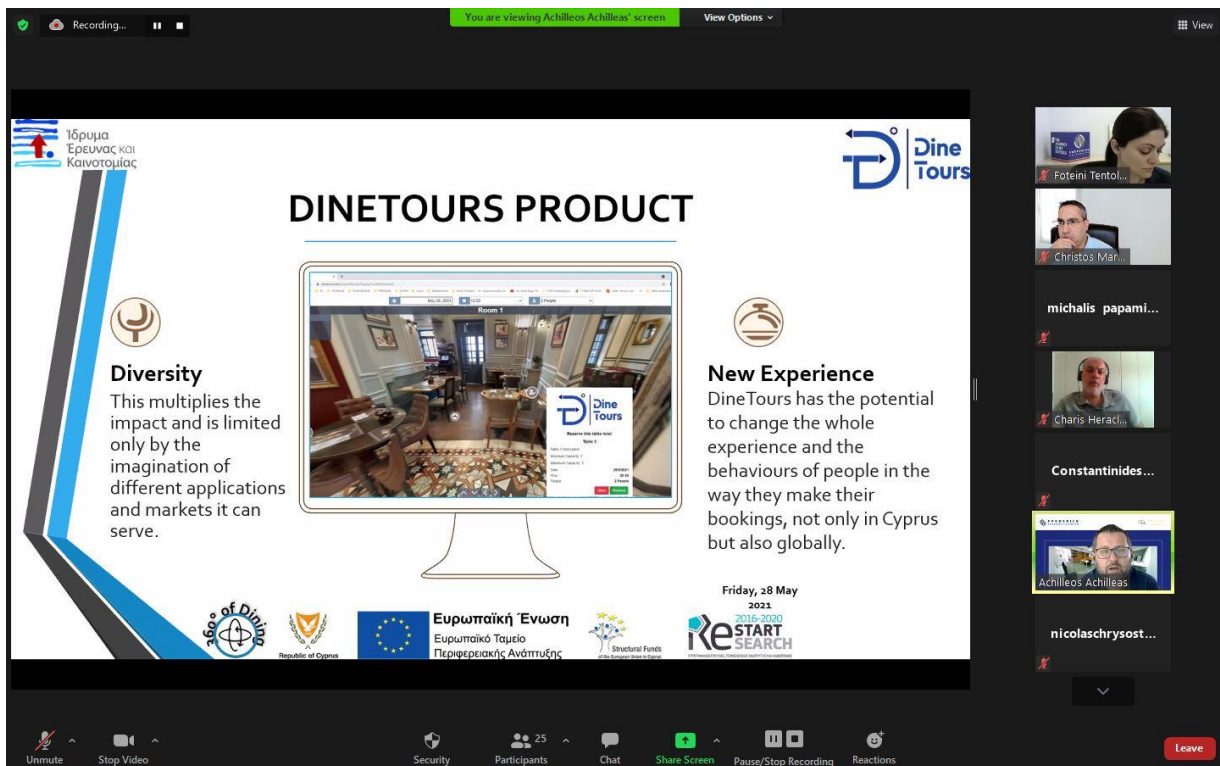
A Webinar - Innovation Day was planned and executed during the last months of the project where different stakeholders, mainly potential clients (i.e., restaurants) were invited to demonstrate the capabilities of the platform and set out the path to its commercial exploitation. The business affiliations, connections and partnerships of FRC, the affiliated Frederick University and Bolt Food, Cyprus were exploited to invite key hospitality industry organizations, government stakeholders and interested end-users to diffuse the project progress and results.

The DineTours project Innovation Day was organised and performed as the key dissemination and exploitation event for the local community in Cyprus, in respect to the project, its activities and its results. Frederick Research Center and the Mobile Devices Laboratory personnel working on the project organized the webinar, with the invaluable support of Frederick University. The webinar was held with great success despite the fact that due to COVID-19 pandemic, gathering a large number of experts from the hospitality sector was challenging, especially due to the fact that it was the first month they have opened after a long time of restrictions.



The key purpose of the dissemination and exploitation event that took place online using the Zoom platform on the 28th of May was to increase awareness about the project, as well as register and participate as volunteers in the pilot testing of the DineTours Platform. The event was published in multiple dissemination channels, as it can be seen in table 6, including photos, videos and media / publicity links of the event.

"Our goal is to develop a sustainable product. That is why through the Conference we sought the interaction with people from the catering industry, with companies that can benefit from this platform and of course with users, in order to evaluate DineTours and to 'build' it in a way that responds to their needs ", notes Dr. Achilleas Achilleos. According to Dr. Achilleas, Coordinator of the DineTours project at FRC and Lecturer in the Department of Electrical and Computer Engineering and Informatics at Frederick University, the innovation behind this project is "the ability to provide a different experience to the user and to assess what kind of benefits and challenges are presented within from the possibility of virtual reservations.", as presented in the webinar and shown below.

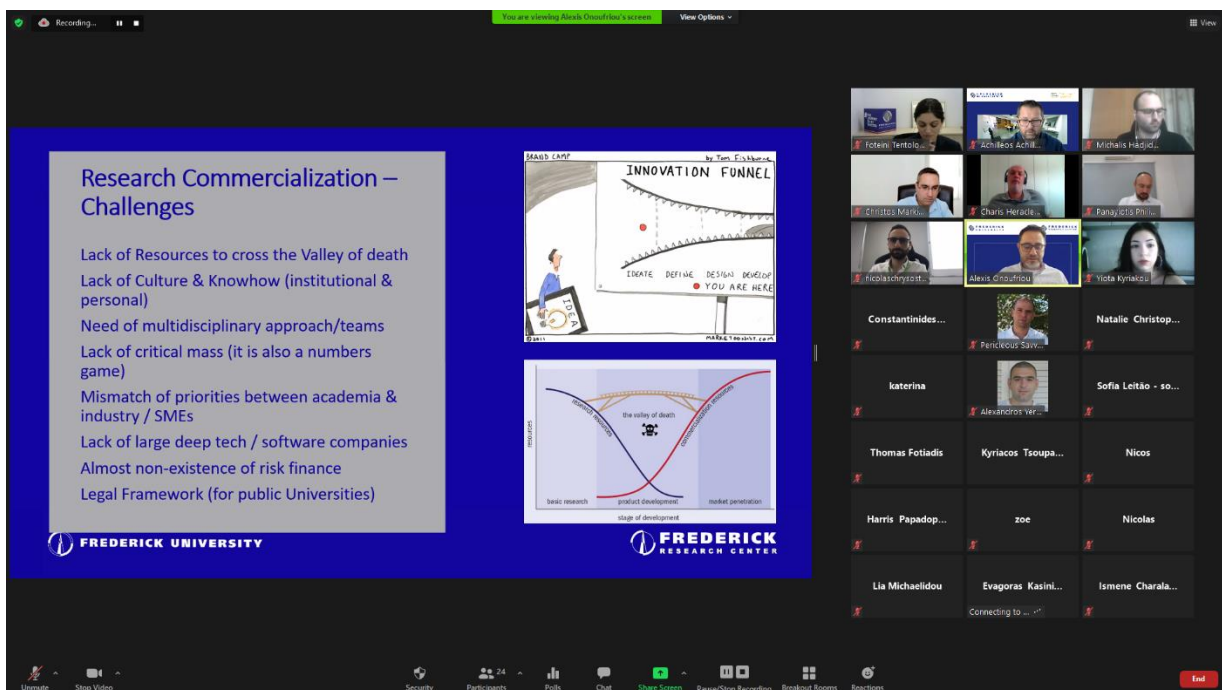


He noted: "it is the benefit itself to move from a manual method of telephone booking to a more technological solution. Via the data obtained from such a booking platform, restaurant managers will be able to evaluate each of their customers individually and better serve him / her, avoiding problems such as last-minute cancellations."

Finally, he presented an overview of the business plan developed in the project and referred to the ongoing talks with Bolt Food Cyprus for the product commercialisation.

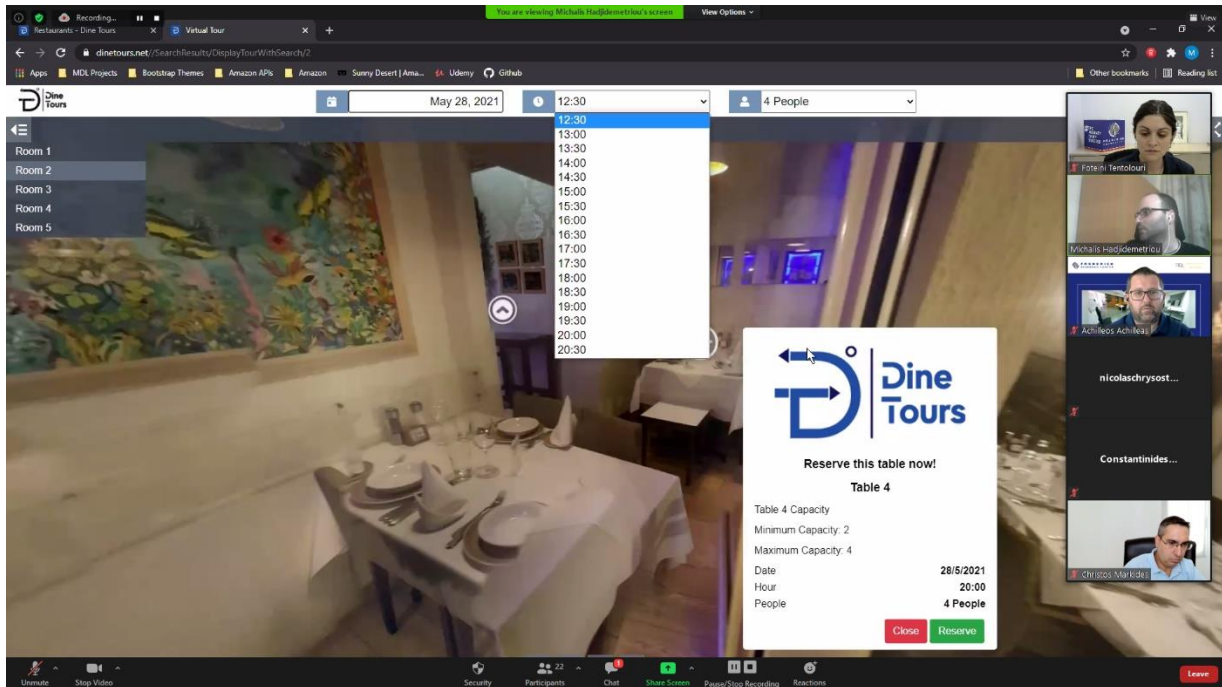


During the Conference, the director of the Frederick Research Center, Mr. Alexis Onoufriou, spoke at length about the "Commercialization of Research", the process through which innovative ideas or academic research such as DineTours can be commercially exploited, effectively transferring the research itself and its effects on business and the economy, as illustrated below.



The speaker at the Conference was also Mr. Harrys Irakleous, Food Art Instructor, Chef and restaurant owner, Piatsa Gourounaki (<https://piatsagourounaki.com.cy/>) who spoke about the challenges, opportunities and ways in which digital technologies can help the restaurant sector. Mr. Nikolas Chrysostomou, General Manager of Bolt Food Cyprus (<https://food.bolt.eu/en-us/>), spoke about how online platforms and mobile applications are reshaping catering businesses.

Finally, Mr. Michalis Hadjidimitriou, Developer at FRC, presented the virtual booking platform as can be seen below.



A session for questions, discussion and exchange of ideas followed during the webinar. For the purposes of the project, the Paul's, Restaurant Group and Pyxida restaurants are currently listed on the online platform, providing ongoing support, feedback and ideas for further improving DineTours. The Innovation Day key performance indicator was partially satisfied in the project, due to the issues with the pandemic and the fact that the innovation day was performed in the form of a webinar.

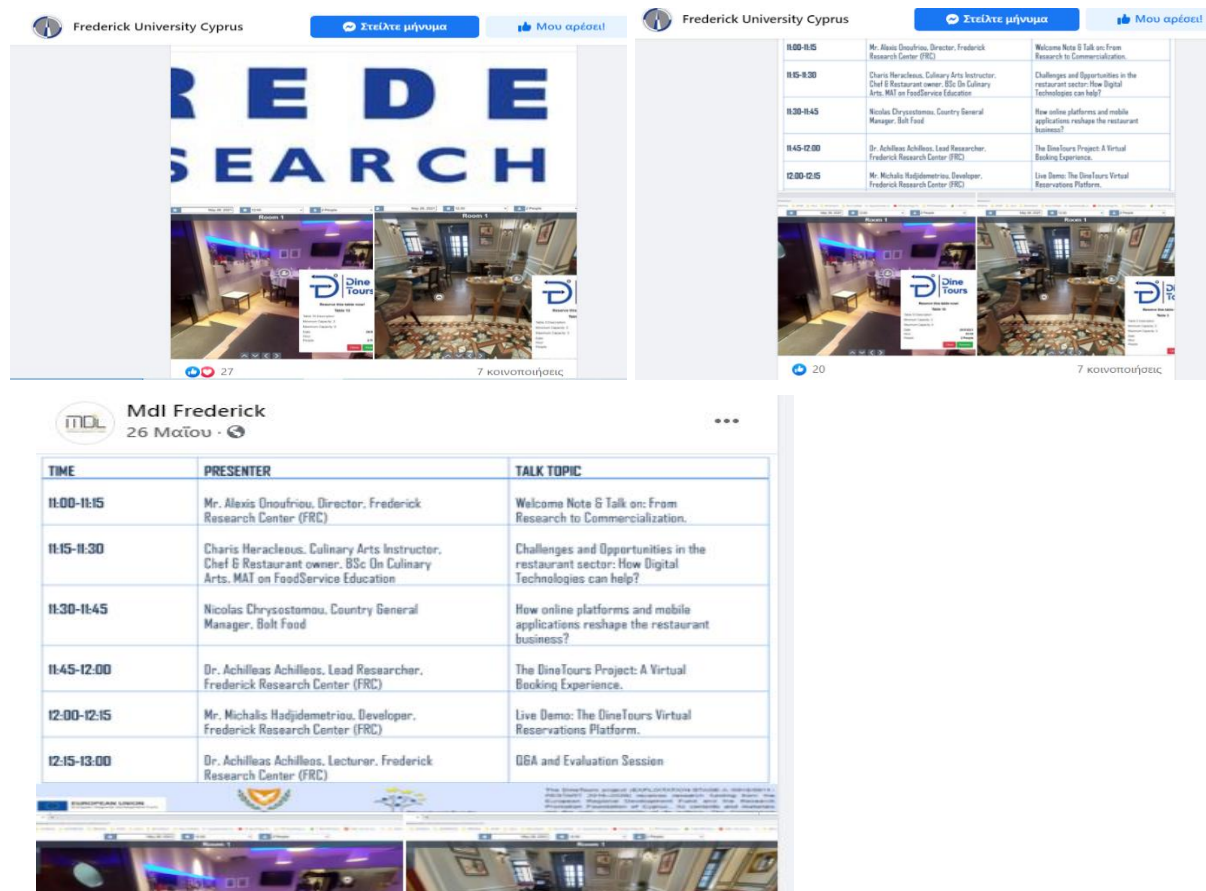
Table 7: KPI's of Innovation Day

Type	KPI (target)	KPI (result)
stakeholders, mainly potential clients (i.e., restaurant owners and managers), key hospitality industry organizations, government stakeholders and end-users	- Exposure to more than 60 participants	- Exposure to 30 people, 10 of them active in the field of hospitality industry, to diffuse the project progress and results.

The project innovation day was attended by 30 participants, from where most of them actively participated until the end of the webinar. In overall, the aim of the webinar was to present the results and the objectives of the project that can be summarised as follows:

1. The technological objective: to design and develop the DineTours platform that enables restaurant owners/users to book (i.e., restaurant sitting slots and type of cuisine)
2. The business objective of the project: to demonstrate the impact that such digital solutions can have on restaurant sector and pave the way for the commercialisation of the platform.

Finally, as can be seen in the following figure, the event was disseminated via the social media and generated high interest to the followers of these channels. The recording of the webinar is also available in the following link: https://drive.google.com/file/d/1LQGK7B_IVhtlBIVMnxhgyxFkYjrtxxne/view?usp=sharing



The figure displays three social media posts related to the DineTours Project Information Day. The top two posts are from Frederick University Cyprus, and the bottom one is from Mdl Frederick.

The Mdl Frederick post includes a table with the following content:

TIME	PRESENTER	TALK TOPIC
11:00-11:15	Mr. Alexis Onoufriou, Director, Frederick Research Center (FRC)	Welcome Note & Talk on: From Research to Commercialization.
11:15-11:30	Charis Heracleous, Culinary Arts Instructor, Chef & Restaurant owner, BSc On Culinary Arts, MAT on FoodService Education	Challenges and Opportunities in the restaurant sector: How Digital Technologies can help?
11:30-11:45	Nicolas Chrysostomou, Country General Manager, Bolt Food	How online platforms and mobile applications reshape the restaurant business?
11:45-12:00	Dr. Achilleas Achilleos, Lead Researcher, Frederick Research Center (FRC)	The DineTours Project: A Virtual Booking Experience.
12:00-12:15	Mr. Michalis Hadjidemetriou, Developer, Frederick Research Center (FRC)	Live Demo: The DineTours Virtual Reservations Platform.
12:15-13:00	Dr. Achilleas Achilleos, Lecturer, Frederick Research Center (FRC)	Q&A and Evaluation Session

Figure 8: DineTours Project Information Day dissemination on social media

3.6. Data Collection and Scientific Publications

As part of the project activities data collection referred to the realisation of two surveys: i) A/B tests and ii) User Experience Questionnaire (UEQ). The data collection procedures, including the surveys methodology and execution process, and the results of the surveys are defined in deliverable D3.2. Moreover, as part of scientific activities one conference paper is currently being authored at the time of writing this report and will be submitted by 26 Jul 2021 (abstract deadline) to the 7th International Conference of the International Association of Cultural and Digital Tourism (IACuDiT) 2021 with the theme “Culture and Tourism in a Smart, Globalized and Sustainable World” (<https://iacudit.org/Conference2021/>). Despite the fact that the KPIs defined in the project did not refer to a publication, it was decided due to the quality and cutting-edge technologies used in this product and the evaluation and testing results to prepare and submit a conference paper to the above venue. This could contribute post-project to the international visibility of the product.

The following table provides details and the status of conference submission:

Paper Title	Conference/Journal	Proceedings	Status
A Web-based Virtual Tours Platform for Reservations: a case study of the restaurant sector in Cyprus	8th International Conference of the International Association of Cultural and Digital Tourism (IACuDiT), Theme: “Transcending Borders in Tourism through Innovation and Cultural Heritage” https://iacudit.org/Conference2021/	Springer Proceedings in Business and Economics, https://www.springer.com/series/11960	Currently Authored & to be submitted

4. Summary of Impact and Awareness Activities

The following table summarises and provides the links to the major publicity social and news media on the activities of the project.

Table 8: Impact and Awareness Activities

IMPACT AND AWARENESS ACTIVITIES			
Dissemination Channel	Activity	Date	Medium and reference
FU Facebook page	Published information about DineTours project webinar on the Frederick University Facebook page	08.06.2021	https://www.facebook.com/frederickuniversity/photos/pcb.3780012325441897/3779993905443739
FU Facebook page	Published information about DineTours webinar	26.05.2021	https://www.facebook.com/frederickuniversity/photos/pcb.3743048215804975/3743046995805097/
MDL Facebook page	Published information about DineTours webinar	26.05.2021	https://www.facebook.com/mdl.frederick/posts/2012902778872875
MDL Facebook page	1st plenary meeting of the DineTours	15.09.2020	https://www.facebook.com/photo?fbid=1784587175037771&set=a.140829952746843
City Free Press	Article about the DineTours webinar	07.06.2021	https://city.sigmalive.com/article/2021/6/7/to-ereunetiko-kentro-frederick-parousiase-to-programma-dinetours/
StudentLife	Article about the DineTours webinar	09.06.2021	https://studentlife.com.cy/2021/06/09/to-ereynitiko-kentro-frederick-parousiase-to-programma-dinetours?cat=headlines/uni-news
INCY News	Article about the DineTours webinar	09.06.2021	https://incynews.com/xenagiseis-kai-kratiseis-se-esti/

Frederick University Webpage	Article about the DineTours webinar	10.06.2021	https://www.frederick.ac.cy/latest-news-fu/3060-%CF%84%CE%BF-%CE%B5%CF%81%CE%B5%CF%85%CE%BD%CE%B7%CF%84%CE%B9%CE%BA%CF%8C-%CE%BA%CE%AD%CE%BD%CF%84%CF%81%CE%BF-frederick-%CF%80%CE%B1%CF%81%CE%BF%CF%85%CF%83%CE%AF%CE%B1%CF%83%CE%B5-%CF%84%CE%BF-%CF%80%CF%81%CF%8C%CE%B3%CF%81%CE%B1%CE%BC%CE%BC%CE%B1-dinetours
Paideia News	Article about the DineTours webinar	07.06.2021	https://paideia-news.com/panepistimio-frederick/2021/06/07/to-ereynitiko-kentro-frederick-paroysiase-to-programma-dinetours/
EuroKerdos	Article about the DineTours webinar	29.06.2021	https://eurokerdos.cyprustimes.com/business-news/commercial-news/to-ereynitiko-kentro-frederick-paroysiase-to-programma-dinetours/
Politis	Article about the DineTours project	07.06.2021	https://politis.com.cy/agora/to-ereynitiko-kentro-frederick-paroysiase-to-programma-dinetours/

5. Conclusions

The dissemination and exploitation strategy defined in this project provided two main classes of activities, namely knowledge spread activities and data collection and scientific activities. The strategy was followed as planned in this project and all the identified dissemination and exploitation activities were performed for both classes. The key performance indicators defined at proposal stage were achieved successfully, with minor deviations attributed mainly to the pandemic restrictions, in all dissemination and exploitation activities. In particular, the Innovation Day “Technology in the Restaurant Sector: The Path to Digital Transformation”, as well as the social media and the DineTours web platform were actually the three main channels that contributed more dynamically to the dissemination of the project activities and setting the path for the commercial exploitation of the results of the project.



6. Annexes

Annex 1. Consent forms for Early Adopters