Contest # Terre di Pisa, ADVGame 2018

DEFINITION OF THE CONTEXT

The Chamber of Commerce of Pisa coordinates a tourism marketing project aimed at creating and making known the identity of a new tourist destination "Terre di Pisa".

«Terre di Pisa» is a complementary destination to the Tuscan tourist offer; it is a complex experience proposed by a territory that includes Pisa, one of the most famous cities of art in the world thanks to its leaning bell tower, and the surrounding territory made of sea, natural parks, hills, villages, vineyards and olive groves; a territory rich in historical, landscape, cultural, enogastronomic attractions that, as a whole, is proposed on the tourist market, offering a system of natural and artificial attractions that allow the practice of specific types of holiday (cultural tourism, active, enogastromic).

In order for a territory, like the Terre di Pisa, to become a tourist destination, a destination, it is essential that the market acquires awareness and that this translates into effective demand thanks to the ability to communicate possible experiences and services offered.

The target is the "new" tourist-consumer, a very demanding figure who seeks in the use of the territory and in the consumption of local agro-food products a means to satisfy complex needs of experiences, emotions, sensations, service, nature, culture, etc. This consumer is very demanding in terms of quality of service and product as well as in terms of information on the characteristics of the product and requires greater guarantees also on the production processes used. The quality requirements are not limited to the material components of the tourist services or the chemical-physical and organoleptic components of the products, but also to the hedonistic ones, related to health aspects, the quality of the territory of origin, the typicality, respect for the environment from part of the production processes used, up to the ethical content of the product. It is around this potential for unsatisfied needs that a joint tourist offer can be built that will have to satisfy them by exploiting the potential present in the various tourist, productive, territorial and environmental realities of the Pisan province.

The digital communication of the tourist destination will be entrusted to a "terredipisa.it" site and to some social media (including FB, Instagram, Twitter). The strategic choice favors the use of innovative digital and participatory marketing tools, for which the Chamber of Commerce of Pisa is interested in developing new promotional tools that involve tourists in the communication process.

WHAT WE ARE LOOKING FOR

It requires the design and development (at least in demo version) of digital games that can be useful tools to promote (make known, invite, increase the loyalty, etc.) of the new tourist destination Terre di Pisa.

By way of example only, AdvGame can be developed to increase traffic on the nascent information portal, digital games set in the territory and accessible through apps, contest for the loyalty to the use of tourism services provided by local companies, photographic contests, etc.
WHO CAN PARTICIPATE

Participation in the competition is reserved for participants in the Phd + 2018 course organized by the University of Pisa.

Students can participate individually or in groups.

Participation is free.

WHAT WE MAKE AT DISPOSAL

The materials produced up to now for the definition and implementation of the strategic plan of the tourist destination are available on (http://www.pi.camcom.it/camera/3945/-Terre-di-Pisa-un-nuovo-product-of-territory-tourist-rural-pisano.html).

PRIZE

The Chamber of Commerce with Resolution no. 133 of 21/12/2017 has offered a prize of € 2,000.00 (two thousand / 00) to be awarded to the proposal that will be declared the winner at the discretion of the evaluation commission.

The prize will be awarded to the proponent or to the proposing team, distributed in equal parts.

INFORMATION AND CLARIFICATIONS

Any requests for clarification can be sent exclusively via email to comunicazione@pi.camcom.it indicating the object "Contest Terre di Pisa".

REGULATION

The Contest is part of the competitions organized for the production of literary, artistic or scientific works, as well as for the presentation of projects or studies in a commercial or industrial context, where the awarding of the prize to the author of the chosen work is equivalent of performance of work or represents the recognition of personal merit or a title of encouragement in the interest of the community; therefore it is configured as an exclusion pursuant to art. 6 paragraph 1 letter a) of Presidential Decree 430/2001 Regulations concerning the organic revision of the discipline of competitions and prize operations.

The concept of the winning game will therefore become the property of the Chamber of Commerce of Pisa, which reserves the right to any development intended to promote Terre di Pisa. In any case, the use of the title of merit will be used: "Winning idea of the contest # Terre di Pisa, ADVGame 2018".

The award ceremony will take place during the closing ceremony of the Phd + 2018 course.

EVALUATION COMMISSION

The commission will be nominated by the Chamber of Commerce and composed by the

- The Rector of the University of Pisa or his delegate
- The President of the Chamber of Commerce of Pisa or his delegate
- A communication expert identified by the Chamber of Commerce of Pisa
The Commission will decide in total autonomy and at its own unquestionable judgment. By way of example and not exclusively, the evaluation criteria can be evaluated: originality, effectiveness, development costs, sustainability.

It is the discretion of the Commission to evaluate that no proposal is worthy of winning the Contest.

METHOD OF PARTICIPATIONS AND TERMS

Applications must be submitted by 4 March. Each student enrolled in PhD + 2018 can present, individually or in a team, no more than two proposals.

The application form must be completed on the appropriate form published on the website https://www.unipi.it/index.php/phd-plus by the proposer or by all the members of the team. In this case, however, a representative must be indicated to whom any communications concerning the Contest will be sent.

The application must be accompanied by all the material produced and deemed useful to appreciate the proposed solution.

PROTECTION OF PRIVACY AND CONFIDENTIALITY

Pursuant to art. 13 of Legislative Decree no. 196/2003 and s.m.i. (Code regarding personal data) the data provided by the participant to this initiative will be processed in accordance with the provisions contained in the Code regarding the protection of personal data, as well as the contents of the privacy policy that the participant accepts at the time of registration. All the subjects involved, in every phase of activity foreseen by the "# Terre di Pisa, ADVGame 2018" initiative referred to in this Regulation, and also after its conclusion, will guarantee the confidentiality of personal information related to the ideas and projects presented.

The winning project submitted by the participants will be made public.

TREATMENT OF PERSONAL DATA

The personal data provided by the participant for participation in the Contest will be processed by the Chamber of Commerce of Pisa (Organizer with University of Pisa) for the realization of the Contest itself, registration and selection of participants, promotion and communication of the winner and any other activity necessary exclusively for the development of the initiative itself.

The aforementioned data will be handled either manually or through computer and / or telematic tools and in any case with methods designed to guarantee the security and confidentiality of the data.

The holder of the aforementioned treatments are the University of Pisa and the Chamber of Commerce of Pisa, the latter having its registered office in Pisa, Piazza V.Emanuele II, 5. The complete list of those responsible is available at the headquarters.

The provision of personal data for the purposes referred to in this Regulation is mandatory to access the Contest.

Pursuant to art. 7 of Legislative Decree no. 196/2003 and subsequent amendments, the participant may request at any time the confirmation of the existence, updating, modification, correction and / or cancellation of their personal data, sending a specific request via -mail to the holder of the treatment indicated above.

LIABILITY LIMITATIONS
Given the modalities of participation in the initiative referred to in this Regulation, the Organizers do not assume any responsibility for technical malfunctions, hardware or software, network connection interruptions, failed, incorrect, inaccurate, incomplete, illegible user registrations, damaged, lost, delayed, incorrectly addressed or intercepted, or about records of participants, that for any reason have not been received, electronic or other communications that have been delayed or about other technical problems related to the registration and upload of contents under this initiative.

GUARANTEES

Each participant participating in the contest guarantees that the proposal:

- is an original work, of which the participant has the relative rights of intellectual property and economic exploitation;
- does not contain any trademark, logo or other element protected by the industrial property right or copyright owned by third parties, or that, where rights of third parties exist, the participant has previously provided all the necessary authorizations and licenses from of the relative holder;
- does not violate other rights of third parties, including, inter alia, patents, industrial secrets, rights from contracts or licenses, rights of publicity or rights related to privacy, moral rights or any other right worthy of protection;
- does not constitute the object of a contract with third parties;
- does not constitute a violation of applicable laws and has no content that encourages unlawful conduct.

The participants expressly declare for themselves and their assignees to indemnify and hold harmlessly the Organizers and their partners from any claim, claim for damages or request for damages made by any third party, for the violation of one of the provisions referred to in this paragraph "Guarantees", for the maximum term allowed by law.