

Programme for Cross-border Cooperation Spain- External Borders. POCTEFEX.

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NEXOTOUR

PROYECTO TURÍSTICO REGIONES ORIENTALES
ANDALUCÍA - MARRUECOS

NEXOTOUR

(TOURIST CONNECTION BETWEEN EASTERN REGIONS OF ANDALUSIA AND MOROCCO: NEW VIRTUAL PLATFORM FOR SMES) is a cross-border cooperation project with northern Morocco aiming to “create a stable platform between Eastern Andalusia and Morocco with a high quality in order to improve the coordination of the Economic Area of both regions and foster its growth”.

Under the brand NEXOTOUR, a number of tourist packages will be produced and they will gather the best companies of the sector in both regions. They will be available in most outstanding tour operators and they will be a model of quality, service and guarantee for the final client.

Easter Andalusia and northern Morocco

The significant cultural heritage between both areas makes this initiative especially attractive which will enable synergies generation that will improve competitiveness of the products created by NEXOTOUR, energizing the business sector of Andalusia and Morocco through a renovated attractive and high quality tourist offer.

NEXOTOUR will provide:

Selection of companies for their participation in the tourist packages and classifies them depending on the profile through a methodology created for this reason.

Analysis of business opportunities for the production of tourist packages, developing the necessary dynamics to realize different cooperation projects.

Design of a Branding strategy in order to position the brand NEXOTOUR as a symbol of guaranty and quality in its tourist offers.

Negotiations with tour operators in order to obtain the most advantageous conditions for companies attached to the project NEXOTOUR.

NEXOTOUR platform:

Development of the portal *NEXOTOUR.ORG*, for commercializing tourist packages and as a tool of internal management for participating companies. The creation of this portal ad hoc will be the first step for guarantying the continuity of the project in time, guarantying operational autonomy and knowledge transfer.

Area of influence:

Spain

- Eastern Andalusia.
- Province of Almeria.
- Province of Granada.
- Province of Malaga.

Morocco

- Northern Region.
- Eastern Region.
- Region Outjda.
- Region Al-Hoceima.

