

PHC Service One-Pager

Project: Mussomeli Smart Tourism & Hospitality Network (Project ID: PR443)

Location: Mussomeli, Sicily, Italy

Sector: Commercial / Tourism & Hospitality

Status: Proposed; partnership discussions in progress with regional tourism associations and local businesses.

1. Project Snapshot

The Mussomeli Smart Tourism & Hospitality Network aims to transform the region's tourism industry through digital integration, heritage promotion, and local business collaboration. The network will connect accommodation providers, cultural sites, and restaurants via a shared platform that enhances visitor experience and economic impact. PHC Service governance will provide transparency and accountability across all stakeholder activities—ensuring that development, promotion, and operations deliver measurable results for both the community and investors.

2. Current Risks / Concerns

- Fragmented coordination between tourism operators and municipal departments.
- Limited adoption of digital booking and visitor management systems.
- Need for consistent quality standards across hospitality services.
- Lack of clear metrics for measuring tourism's socio-economic impact.

3. PHC Service Offer

The PHC Service provides a structured governance and monitoring framework across the tourism ecosystem. PHC 7-Day Reviews will track project milestones including digital platform deployment, business participation, and visitor engagement. PHC dashboards will support the Municipality and local businesses with data-driven insights into visitor flows, revenue growth, and sustainability metrics. This approach ensures continuous improvement and public accountability.

4. Commercial + Humanitarian Flow

A share of PHC Service revenue from participating tourism operators will support humanitarian projects under the TTGD EcoSociety, linking tourism prosperity with community benefits. Local youth will be trained as PHC Hospitality Ambassadors, promoting Mussomeli's heritage while contributing to social development and employment generation.

5. Next Steps

- Conduct initial PHC 7-Day Review with tourism stakeholders and municipal planners.
- Map existing hospitality providers and digital infrastructure.
- Develop the Smart Tourism digital platform with PHC Service integration.
- Train participating businesses on governance and quality management.
- Launch marketing and engagement campaign promoting PHC-aligned tourism.