

Definition of the contents for the identified 5 topics

(Wp 4 – Act.4.1 – D.4.1.2)

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Project Premise

Starting from the results of the Skills assessment, obtained through the questionnaire proposed to all the PPs, this work presents a suggestion of contents of the pathway of seminars that will be held in WP 4 – Act 4.2 this autumn. The aims of the trainings will be to strengthen skills, knowledge and tools for developing new innovative and smart approaches for cultural tourism promotion. Social, organization and communication skills will be explored and developed with the aim of filling existing knowledge gap and needs for tourism operators.



1. Digital Tourism training Pill

Title: *Innovative Tools for cultural tourism: digitization to support knowledge, protection and enhancement of cultural heritage.*

Premise:

The objective of the Seminar is to provide participants with all the skills necessary to operate at best in the tourism sector, as well as in consulting companies specializing in the implementation of tourism projects, providing the tools for:

- acquire specific skills on digital tools useful in all areas of the tourism sector: from marketing to ecommerce to brand reputation
- develop new business through the development of a new offer to emerging markets
- deepen the aspects of economic and financial management, with a focus on the most analytical aspects related to cost and revenue management
- develop effective management strategies for positioning, commercial and cost control, indispensable in the hotel industry to develop the business and be more competitive in the international market.

A path that is characterized in particular by the multidisciplinary approach and the strong involvement of entrepreneurs and managers of the most important structures in the sector.

Main Subjects:

- ✓ New technologies for the enhancement of cultural heritage
- ✓ New technologies and impact on the management of cultural heritage
- ✓ Digitization to support knowledge and enhancement of cultural heritage
- ✓ Inclusive cultural heritage
- ✓ Best practice in the field of digital tourism



2. Managerial Skills

Title: Managerial skills for tourism actors

Premise:

The tourism industry is a global and constantly evolving 'employer' that, according to the World Travel Tourism Council, provides 1 in 10 jobs on the planet. With an annual growth rate of almost 4%, industry faces a skills shortage that is an obstacle for companies in the sector and could threaten 14 million jobs by 2025. The need for the 'trained talent' sector is also found in the high employment rates of graduates in Hospitality Management.

Main Subjects:

- ✓ Operational experience. Operational know-how is one of the fundamental skills for future hospitality managers. The most operative departments such as the reception, the assignment of the rooms and the food & beverage are, in fact, the backbone on which the guest experience is based.

- ✓ Soft Skills and emotional intelligence. The importance of emotional intelligence and soft skills can not be underestimated in hospitality, a sector focused on people and based on the creation of experiences
- ✓ Data-driven decision-making process and innovative approach. Today's managers also need to interpret data and adapt business strategies accordingly. Powerful tools like Tableau have transformed the way we can visualize data. But leaders need to know how to turn this data into smart business decisions, which is the key to delivering excellent experiences to guests. Therefore, it is essential to be digitization experts in order to exploit the latest tools and be able to adopt solutions outside the box to remain competitive.
- ✓ Learn thanks to the example. By developing these skills, hospitality leaders will be better equipped to manage different teams, adapt to emerging trends and seize new opportunities. These skills have been well internalized in former pupils, many of whom are industry leaders and successful entrepreneurs



3. Branding

Title: *Branding Management: when a territory becomes a brand.*

Pemise: Even a simple tourist can easily understand how today the offer of holiday destinations is always wider and more suitable to meet the needs of a varied clientele and specific requests. If on the one hand they emerge new destinations on the world scene, which rely on an offer innovative and that focus on innovation, on the other hand the classic destinations, now well known and with established mechanisms, they must try to stay competitive through ad hoc marketing strategies. The match, that is, yes play on the ability of a destination to be attractive in the eyes of a potential tourist, pushing him to choose that location as a destination of holiday, rather than another. But what are the factors that condition this choice? And to what extent the destination with its managers, can check and manage these factors, which are ultimately the material on which tourists potentials build the image of a destination? But the complexity is also due to the different areas of marketing that must be taken into account, to have a more complete idea of the factors that influence the creation of an image in the minds of potentials tourists.

Main Subjects:

- ✓ strength and weakness of the territory
- ✓ strategies and tools for promotion of the territory
- ✓ examples of marketing operations winning territory
- ✓ How to re-evaluate the so-called dead seasons
- ✓ What synergies to weave between the strong points, especially between tourism and local products
- ✓ How to develop communication? What a role to play web marketing?
- ✓ What is the relationship with the institutions?



4. Cultural and Creative industries

Title: The role of the CCI in the territory

Premise:

In line with the international evolution of recent years, the combination of culture and creativity seems to emerge as a central factor in the development of a country, especially if this already shows an advanced and complex economy. The cultural and creative sectors, in fact, have a positive impact on the functioning of an economy, both directly, through the entrepreneurial fabric that makes culture and creativity its business activity, both indirectly, through the activation of partnerships with more traditional economic sectors (tourism, commerce, crafts and manufacturing). The Puglia Region has believed in the possibilities of territorial development related to cultural and creative industries. In recent years we have been witnessing a profound evolution in the development ecosystem: from an industrial economy we have moved on to a service-based one. In this context, fluid and changing, the economy of culture and creativity is often proved one of the most suitable tools to reconvert the territories and their productive vocations, aligning them with the rhythm of international flows that today, like it or not, are the reference paradigm for the creation of value and the redistribution of well-being. With an "extra gear", one could say: why, enhancing and giving possibilities of expression to what the territories already express themselves through their cultural identities (and which, also due to the recent crisis, are being returning to appropriate), we return to work on what we are, a true and rooted asset, far more long-lived than any "heavy" industrial utopia we have pursued, often importing it, in the last century. Investing in culture and creativity, which in our territory is equivalent to saying "tourism", is therefore not a trend: it is a precise choice of economic policy, however, to some extent, forced by the times we live.

In general the path:

1. It will be the occasion for a reflection on the general context in which cultural enterprises operate, with particular reference to the local one to be competitive on the market;
2. It will analyze the cultural marketing strategies, useful to detect the appreciation on the market of the goods and services marketed, the market conditions and the possibilities of commercial penetration of cultural products or services, to identify competition situations, prices and types of consumers, applying procedures to collect and analyze information on the subject;
3. It will promote knowledge and participation in regional calls and funding funds made available to cultural and creative enterprises

Main subjects:

- ✓ Business creation
- ✓ Canvas for creative businesses
- ✓ Time management
- ✓ Credit access
- ✓ Lean StartUp
- ✓ Loans
- ✓ Digitization of creative businesses
- ✓ Market and Marketing
- ✓ Cross Innovation



5. Tourism experience design

Premise:

Experiential Tourism is the new frontier of the travel organization. The analysis of the tourism market clearly shows how a new type of tourist emerged, increasingly oriented towards a service that guarantees memorable experiences, to be told and shared. Becoming an Operator for Experiential Tourism is therefore a real job opportunity for those who want to specialize today in the tourism sector. The conception, planning and realization of new tourist experiences is at the center of experiential tourism, whose operators are at the same time marketing experts and careful connoisseurs of the market and tourist geography. The creative talents, of course, are very important in this area.

Main subjects:

- ✓ Experience marketing
- ✓ Regulations and professional protection of the operator
- ✓ Organizing an experience: the idea, the analysis of the territory and the feasibility study
- ✓ Design and implementation, management of risk factors, safety
- ✓ Subjects involved: bodies, associations, suppliers, structures
- ✓ Price definition
- ✓ Evaluation of results: customer satisfaction
- ✓ The story of the experience on the web: storytelling and use of social networks

