



**Cross-border master version for the implementation of trainings for cultural  
tourism**

**(Wp 4 – Act.4.1 – D.4.1.3)**

**01/04/2018-31/05/2018**

**By TecnoPolis Science and Technology Park – PP3**



## **Project Premise**

This paper represents the cross border master version for the implementation of trainings for cultural tourism. The master version is a results of the sill assessment (google Questionnaire) shared with all the Project Partners and the contents have been discussed and approved by the LP. The deliverable has been produced in collaboration of PP5 – University of Pula.

This work is compulsory for the delivery of the training in Wp4 – Act 4.2. After have defined the contents and mapped the stakeholders through the Field Analysis on cultural released by PP7 , all the Partners could start to plan the seminars.

## **Rationale**

Among the objectives stated in the 2017-2022 Strategic Tourism Plan, central is the creation of favorable conditions for the consolidation and relaunch of the extended tourism sector as a key sector for the sustainable development of the country system and its international projection, also in a co-development perspective with the main Euro Mediterranean area partners. Such favorable conditions concern, for example, the diffusion of new entrepreneurship, the improvement of the quantity and quality of employment, with particular attention to young people, as well as the formation of new human resources capacities in the tourism sector;

The recovery of competitiveness is associated with an expansion of the product and the expansion of the quantity and quality of employment in tourism and in related sectors. Tourism is a labor-intensive sector, where the quality of the offer is strongly linked to the quality of the service and the professionalism of the operators, throughout the supply chain as well as in the service and manufacturing sectors that are otherwise connected to the tourist activity. The Plan's objectives and tools system - in collaboration with national policies for work, training and inclusion - is aimed at reducing the areas of the sector that are not yet regulated, to grow and diversify professionalism and skills, to train new generations of workers and entrepreneurs experienced in digital technologies and capable of conveying creativity and talent in the action of tourism enhancement, to operate within the new forms of integrated enhancement of the territories.

Furthermore, the speed of change requires continuous training of operators in the sector, as well as the identification of professionals able to deal with new analysis tools and new forms of communication.

Tourist demand - rapidly changing under the pressure of technological innovation, accessibility of information, the opening of new large markets, the transformation of cultures, styles and travel motivations - has full centrality. The traveler is at the center of the valorisation system: all the services and, more generally, all the conditions that make it possible to transform the visit into a memorable experience must be oriented towards the complete satisfaction of the tourist, in order to push him back and influence, through his narration, new people to visit our country. The Plan recognizes that in the current market travelers tend to seek a tourist experience rather than a simple destination and that the promotional tools must be calibrated accordingly, in line with the needs of the multiple segments and travel markets. In the strategic perspective of the PST, the priority to maximize passenger satisfaction also has another dimension, equally relevant, linked to the promotion of tourism as a driver of inclusion, education and culture towards specific segments of demand.

**Topics:** digital tourism, managerial skills, branding and commercialization, cultural and creative industries, tourism experience design.

## Example of Training Pill Scheme

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

#### Premise

In a historical phase such as the current one in which tourism is definitely a sector in strong and continuous growth, it is strategic to acquire managerial skills that allow to be updated and to have adequate tools to be more competitive in a world that is increasingly opening up to the industrial revolution 4.0. Interpreting this necessity of the market and after a careful analysis of the needs of the hotel and hospitality companies, TecnoPolis organizes a seminar entirely dedicated to the tourism sector, focusing on increasingly advanced skills. Through this path it is possible to acquire theoretical skills and skills in the use of new information technologies related to Industry 4.0 in the tourism sector, necessary to present themselves prepared in the company and be in line with what today the receptive environment requires.

A training course full of opportunities and knowledge to redesign their business and face the great revolution of the digital tourism market.

The training project intends to support the development of knowledge and skills related to the application of integrated digital tools for the knowledge, conservation and enhancement of cultural and environmental heritage with a view to a unitary and integrated vision of tourism and cultural heritage policies. , as defined by the European Tourism Strategy (EU Tourism Strategy).

During the lessons will be provided, including through the analysis of best practices and ongoing projects, tools for the definition and implementation of integrated projects that know how to combine sustainability, innovation and accessibility in relation to the different target users involved

#### Recipients (Max 20)

Managers of hotels, collaborators or professionals in the tourism sector.

### Objectives

- ✓ work on knowledge to activate winning strategies in a digital environment;
- ✓ listen and read the signals on the web and get to know the market by anticipating trends and trends;
- ✓ develop a dialogue with the guest (also potential);
- ✓ writing not only to communicate, but to build a strong and recognized identity;
- ✓ plan and monitor actions in your structure, to improve your product and invest in promotion by measuring results.

### 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

**Location:** TecnoPolis Pst

**Duration of the pill:** 12 hours total (1 day from 8 hours + half day from 4 hours online)

**Structure of the Pill:**

**Day N.1:**

**Theory phase: 4 h**

Lectures (with the intervention of mentors experts in the sector and the topic in question)

**Practice phase/ Laboratory: 4 h**

- Successful case history analysis
- Corporate testimonies / study visits
- Design laboratory

**Day N.2:**

**N.2 hours of Self Marketing/ Storyliving:** pitch of the participants on their tourist offer (following the theoretical part followed the previous day) with the aim to create generative and collaborative network contexts to give life in the territory to an increasingly integrated offer compared to the expectations of the experiential customer, overcoming improvised approaches providing the operators with the necessary professionalism required by international distribution as a condition for hijack in our country a segment of valuable, medium to high-spending customers.

**2 hours of Webinars** (moderated by expert on the topic, in Italian or in English) .

**Period:** October-November 2018

This training scheme has to be repeated for each seminar( 3 in total for each partner) for all the PPs. The contents will be defined in accordance with each PP considering the background of the PP, the stakeholders found with the analysis ant the real needs of tourism actors in each Partner Country.