

# **SKILLS ASSESSMENT GEARED TO THE SPECIFIC SECTOR**

European Regional Development Fund [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym) Skill assessment geared to the specific sector (Wp 4 – Act.4.1 – D.4.1.1) 01/04/2018-31/05/2018 By TecnoPolis Science and Technology Park – PP3 1 Premise: As stated in the AF of Atlas project, the aim of WP 4 is to provide cultural tourism actors key competences by the means of a training programme aimed to strengthen their skills, knowledge and tools for developing new innovative and smart approaches for cultural tourism promotion. In particular, the deliverable 4.1.1. requires a skill assessment geared to the specific sector of tourism, a method of intervention and advice of process in the field of work and adult orientation and defines a training path to develop new skills. As stated and agreed by all PPs during the kick-off meeting held in Udine on the 7th and 8th of February, TecnoPolis (Wp 4 leader) had the task to circulate a questionnaire to assess the main needs from each partner region as regarding the lack of knowledge / competences of the cultural tourism operators. On the 15th of March, TecnoPolis has created and delivered through mail to all the Partners a google doc by this communication: 2 Da: Alina Maddaluno [mailto:a.maddaluno@tno.it] Inviato: giovedì 15 marzo 2018 10:39 A: Alek Dragojevic; Ana Markovic Cunko; Andrea Ostric Petropoli; Anita Pribanic; Anna Alessio; Antonija Zgaljardic; Boris Sabatti; Chiara Franceschini; Cinzia Lagioia; Elide Hrvatin; Flavia Di Noto; Giovanna Guzzo; Saverio D'Eredità; Tamara Floricic Oggetto: TecnoPolis Atlas Partners Questionnaire Dear Partners, good morning. As discussed during the kick-off meeting in Udine and in according with the LP, we kindly ask you to answer to these few questions through a short questionnaire in order to decide together on what topics to focus the training modules foreseen in WP 4, of which TecnoPolis Pst (PP3) is responsible. We remind you that, as established in the project, the choice should be among those compulsory topics: digital tourism, managerial skills, branding, cultural and creative industries, tourism experience design. We please you to fill the questionnaire by the 30th of March 2018. Here the link of the Questionnaire: <https://goo.gl/forms/fUDyH84bsifZ7mVG2> I'm available for further information or explanations. Thanks for your collaboration. Alina Maddaluno All the PPs have answered to the questionnaire and the answers have been completed on the 10th of April. 3 Summary of answers obtained: 4 5 6 7 8 9 10 Final

Remarks As the summary reveals, Digital Tourism is widespread and present in all Partner Countries, so sure it will be one of the topic to choose for the realization of the training seminars foreseen in Wp 4 – Act 4.2. Each partner could by this way to see other partners best experiences and try to improve them in their own country. Interesting in this sense the document quoted by UnionCamere Veneto “Veneto Digital Agenda” to consider as example to follow and to implement in tourism sector. As regards the theme of branding, we see how it is more stressed in Italian regions, especially in Apulia Region where the brand Puglia365 has become a real symbol of recognition for foreign guests. Other fundamental topic to consider for trainings are Creative and Culture industries which include several target of tourism actors and is widespread both in Italy and Croatia , so we can work a lot on this topic. Final remark on Expeience Tourism , still not so diffused in both Countries but with a great potentiality to explore especially for those itineraries not so famous and almost rural. 11