

WP 4.2 TRAINING PATHS FOR CULTURAL TOURISM

LP - Friuli Innovazione

Training modules/workshops Report

Friuli Innovazione has published in October 2018 a Calendar of workshops dedicated to regional tourism operators. The workshops were opened to everyone for registration, however for organizational reasons the maximum number of 20 participants was defined. The workshops dealt with the issues of Digital Tourism, Experience Tourism, Branding and Communication with the aim to strengthen those competences of identified stakeholders resulting still insufficient.

The **1th workshop** held on 9 November 2018 in Cividale del Friuli was about **Experience Tourism** and has involved two great experts, **Maurizio Testa**, the designer and coordinator of the ARTES project, and a tourism operators educator/trainer on experience tourism and **Giovanna Tosetto**, our Friulian expert of experience tourism who, following the first part of the workshop, carried out an experience tour of Cividale del Friuli. The workshop lasted all the day and there were 23 participants that attended.

Within the workshop the following topics were discussed:

- What is an experience tourism, A consumer market, Storyliving design framework based on Artes Project and its specification, The profession of the tourism experience operator.

The **2nd workshop** held on 14 November and on 28 November 2018 was about **New technologies for the Cultural Tourism** and was organized on the premises of Friuli Innovazione. The workshop involved **Paolo Omero** as rapporteur, a computer-science and ICT professor at University of Udine and co-founder of an university spin-off. The workshop was structured in 2 parts (divided into 2 days), each of 4 hours. There were 19 participants that attended the first part and 14 participants that attended the second part of the workshop.

The workshop focused on how to find its own target, its own communication channels, how to develop a content strategy, and be visible on-line. The second part of the workshop was organized dividing the participants into working groups engaged in developing and defining an ICT strategy for a concrete tourism product.

The **3rd workshop** held on 11 December 2018 was about **Destination Branding and Communication**, organized at the premises of Friuli Innovazione and managed by Bruno Bertero, a Promoturismo FVG Marketing Director and Destination Manager. Themes like destination promotion strategy, products and experiences, areas of promotion, and DMO's communication tools were explained much more in details and implemented. 17 participants attended the workshop that lasted 4 hours.

The participants were divided into two working groups practicing with the illustrated tools.

The participants filled out a questionnaire, a satisfaction survey about the organization, speakers, the content and themes dealt with, and they were asked if they would be interested to participate/to be involved in the forthcoming pilot actions. The responses were satisfactory and motivating: 100% of the participants were satisfied with the content and themes covered, as well as with the professionalism of speakers.



It is interesting that more than 50% of participants had an idea, about an innovative tourism product, and they found the workshop very useful and efficient.

The participants were representatives of a private sector (farms, wineries, cooperative society Albergo Diffuso, video-makers, web agency), as well as representatives of local and regional administration (municipality, local action group, regional tourism board, tourist office), representative of cultural associations and museums.

The contents, including PPT presentations, videos, interviews, and other material was uploaded on the ATLAS platform where everyone can have access to it.