

3 WORKSHOP : SMART SPECIALIZATION

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WP3 : CB platform for quality management of
Adriatic Region

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and more balanced territorial development
Work Package Number: 3
Work Package Title: CB platform for quality management of Adriatic Region
Activity Number: 1
Activity Title: Enhancing HR through networking & transferring knowledge on green, slow & sustainable tourism
Partner in Charge: PP3/ZAD
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SUMMARY

As per the project Application Form, PP3/ZAD was tasked with organizing three workshops on smart specialization in green, slow, and sustainable tourism, with examples of good practice.

Activity 3.1 Enhancing HR through networking & transferring knowledge on green, slow & sustainable tourism focuses on green, slow, and sustainable tourism as an initial step in the development of smart, sustainable, and slow heritage tourism destinations. This activity targets HR in the tourism value chain (accommodation providers, travel agencies, artists, gastronomy, hospitality, wine and olive producers, tourism organizations, local authorities, civil organizations) on a micro destination as a stepping stone for the implementation of innovation, knowledge, and creativity. The aim of this activity is to enable HR to be the engine of innovation and knowledge-based competitiveness, actively participate in the decision-making process and strengthen collaboration with all organizations involved in destination management (European forward-thinking tourism). This activity focuses on familiarizing actors in tourism and related/supporting industries with the smart specialization concept and the importance of innovation in business operations through hybrid information, education, and promotion events.

The University organized the online workshops on the following dates: May 26th, 2021, June 24th, 2021, and July 7th, 2021.

All project partners were encouraged to forward the invitations to the workshops to anyone that may find the topics discussed interesting. The goal was to gather 100 participants, and in total 205 persons participated.

1. FIRST SMART SPECIALIZATION WORKSHOP

The first smart specialization workshop was organized on May 26th, 2021 in online form, via the Zoom platform.

The workshop started at 9:00 a.m. with 15 minutes registration time, and at 09:15 a.m. short opening speeches were given by professor Tomislav Klarin (University of Zadar), Franica Miloš (Dubrovnik-Neretva County) and Katarina Kokić (University of Zadar). The first presentation was held by Mrs. Ivana Maletić from the European Court of Auditors, and she spoke about smart specialization as a basis for the development of local units. A Q&A session was held afterwards, as to encourage a constructive discussion and give the participants a chance to ask Mrs. Maletić any questions they may have. The second presentation of the day was held by Mr. Alfredo de Liguori from the Regional Tourism Agency on the topic ‘#Weareinpuglia. A hashtag out of control.’. A Q&A session was also held after Mrs. de Liguori’s presentation. The programme ended at 12:30 p.m. with a closing remarks speech given by professor Tomislav Klarin from the Department of Tourism and Communication Studies at the University of Zadar.

A total of 72 participants from both Italy and Croatia participated in this workshop.

Definition and main features

Definition (Art. 2(3) CPR Regulation)

'Smart specialisation strategy' means the national or regional innovation strategies which set priorities in order to build competitive advantage by **developing and matching research and innovation own strengths to business needs** in order to **address emerging opportunities and market developments** in a coherent manner, while avoiding duplication and fragmentation of efforts.

Main features

- "Smart" means regions focusing on what they are good at.
- "Strategic" means strategic policies, defining a shared vision for regional innovation and development.
- "Specialised" means prioritising R&I investment in a competitive environment.

The slide also features a circular diagram with three segments: Smart, Strategic, and Specialised.

Chat:

- From Gabrijela Vidić to All panelists: Good morning from Sibenik, PI DA SKC
- From Greta Giovi... to All panelists and attendees: Good morning All from Brindisi, Puglia
- From Antoliana Palmisano to All panelists: Good morning to everyone from Pezze di Greco, Puglia
- From Me to All panelists and attendees: https://docs.google.com/document/d/1PCwrzeY9DQSKQGY4mCmmQZ_IQpZDKBL/e/dit
- From Ksenija Šiša to All panelists: Good morning from Župa dubrovačka!
- From Me to All panelists and attendees: Above you can find a link to the attendee list. Please be so kind and fill it in by the end of the workshop.

CAMPAGNA ADVERTISING 2013

#WEAREINPUGLIA

BEGIN YOUR JOURNEY AT WEAREINPUGLIA.IT

ITALIA Puglia

The poster features a scenic view of a traditional Puglian town with stone buildings and a large tree, with people sitting at an outdoor table.

2. SECOND SMART SPECIALIZATION WORKSHOP

The second smart specialization workshop was organized on June 24th, 2021 in online form, via the Zoom platform.

The workshop started at 9:00 a.m. with 15 minutes registration time, and at 09:15 a.m. short opening speeches were given by professor Gabrijela Vidić (University of Zadar), Franica Miloš (Dubrovnik-Neretva County) and Katarina Kokić (University of Zadar). The first presentation was held by Mrs. Iva Tolić from the Institute for Development and International Relations on the topic of innovations in sustainable tourism. The second presentation of the day was held by Mrs. Maša Klemenčić from the Slovenian Tourist Board, who spoke about green & boutique products in Slovenian tourism. This workshop also included a Q&A session after each presentation, to encourage a discussion on topics presented. The programme ended at 12:30 p.m. with a closing remarks speech given by professor Gabrijela Vidić from the Department of Tourism and Communication Studies at the University of Zadar.

A total of 68 participants from both Italy and Croatia participated in this workshop.



Recording

Katarina Kokic...
Gabrijela Vidic U...
Francica Milos...
Maja Klemen...
Iva Tolic

The aim of this workshop

- ✓ To foster knowlegde in the field of smart specialization in green, slow and sustainable tourism
- ✓ Learn from good practices

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Participants (39)
Panelists (5) Attendees (34)

Q Search

- AP Angela P
- AS ANITA ŠTRKALI, PI DA SKC
- AS Anna Stasi Teatro Pubblico Pugliese
- A antev
- AP Antoliana Palmisano

Lower All Hands

Chat

From Sara Semer... to All panelists and attendees:
Good morning from Fasano, Puglia

From Me to All panelists:
Good morning Sara!

From Mario Prato to All panelists:
Good morning from brindisi

Who can see your messages? Recording On

To: All panelists File ...

Type message here...



Recording

Katarina Kokic...
Iva Tolic
Gabrijela Vid...
Maja Klemen...

Example of innovation – InMed-Tour

- CBC Interreg Italy – Greece
- “Innovative Medical Tourism Strategy” promotes an innovative and increasing kind of tourism called “health tourism”
- The so-called “medical” tourism represents an innovative touristic offer, because it gives the possibility for the relatives of those who are sick, to enjoy the area by considering the needs of patients and tourists.
- Creation of a modern e-Cluster, where medical information from both countries will be stored for the exchange of know-how and good practices.



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Unmute Start Video Participants Q&A Chat Share Screen Raise Hand Record More

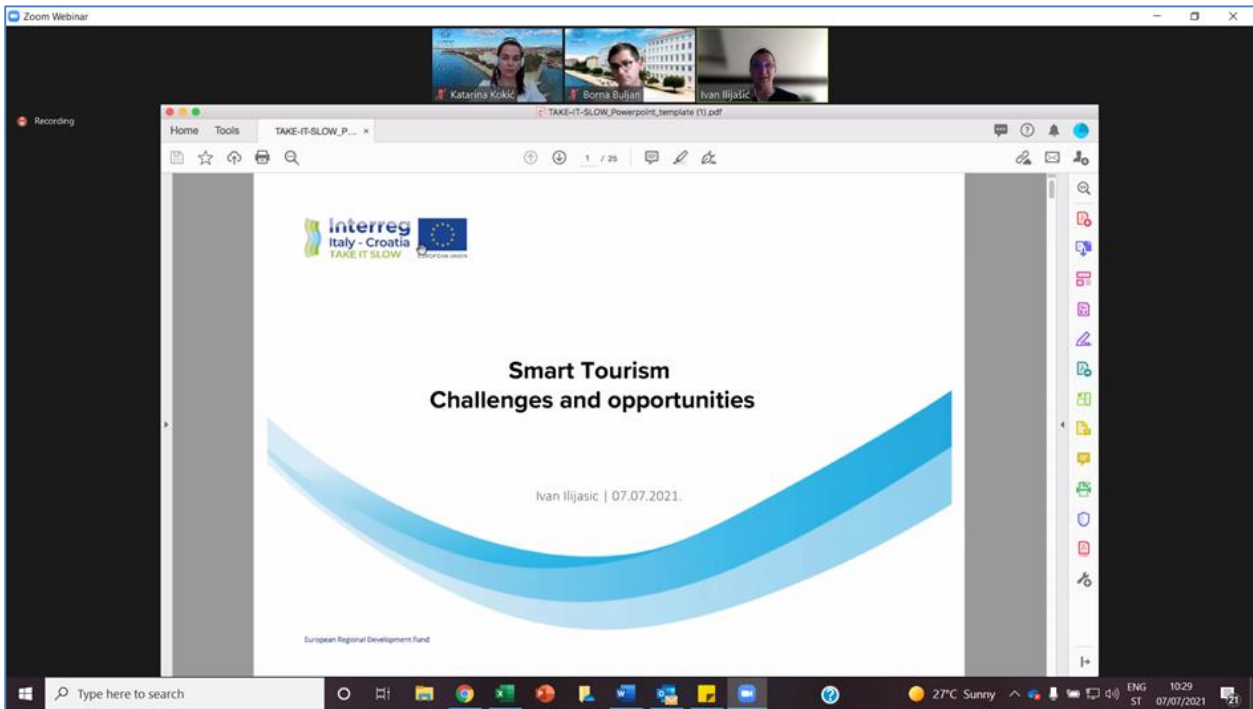
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3. THIRD SMART SPECIALIZATION WORKSHOP

The last smart specialization workshop was organized on July 7th, 2021 in online form, via the Zoom platform.

The workshop started at 09:00 a.m. with 15 minutes registration time, and at 09:15 a.m. short opening speeches were given by Borna Buljan (University of Zadar), Mirela Raič (Dubrovnik-Neretva County) and Katarina Kokić (University of Zadar). The first presentation was held by Mrs. Ana Odvitović from Inovativni Zadar (Innovative Zadar), during which she spoke about the project ZUM 4.0 – Zadar Urban Mobility, which tackles smart mobility solutions for citizens and tourists. The second presentation of the day was held by Mr. Ivan Ilijašić from Orioly Inc. on the topic of smart tourism, with examples of challenges and opportunities. This workshop also included a Q&A session after each presentation, to encourage a discussion on topics presented. The programme ended at 12:30 p.m. with a closing remarks speech given by Borna Buljan from the Department of Tourism and Communication Studies at the University of Zadar.

A total of 65 participants from both Italy and Croatia participated in this workshop.



Zoom Webinar

Recording

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Smart Tourism
Challenges and opportunities

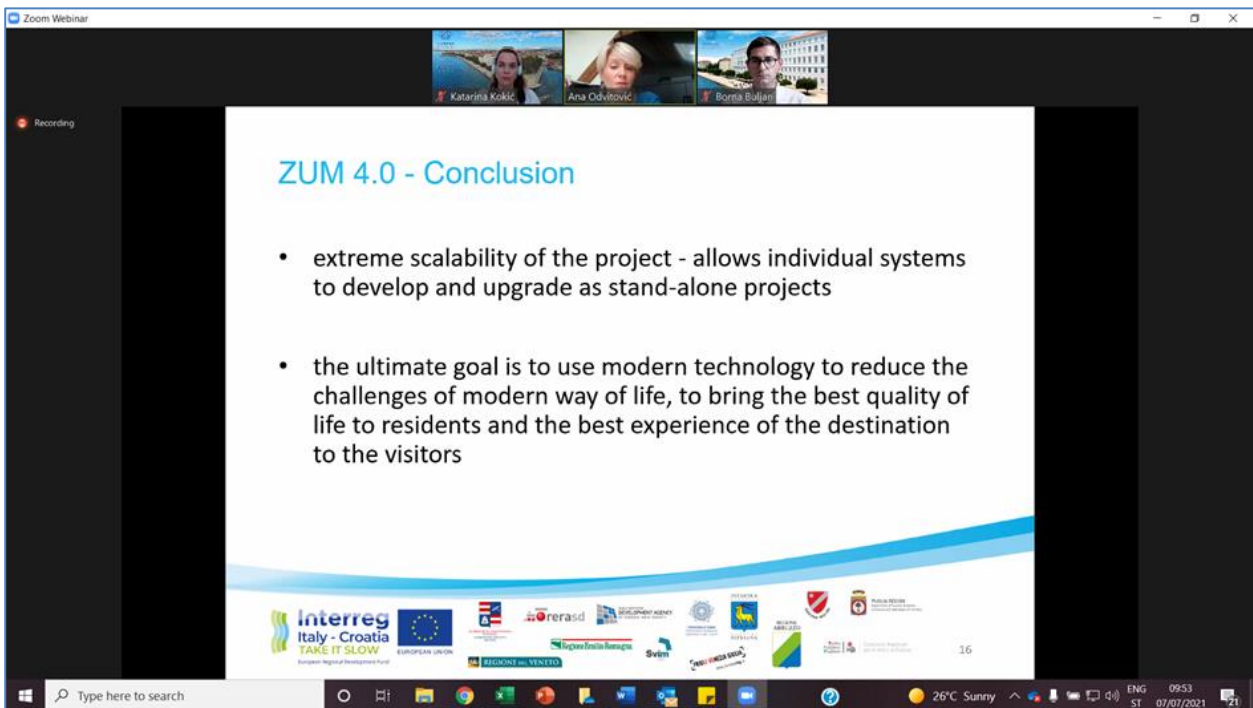
Ivan Ilijasic | 07.07.2021.

European Regional Development Fund

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Zoom Webinar

Recording

ZUM 4.0 - Conclusion

- extreme scalability of the project - allows individual systems to develop and upgrade as stand-alone projects
- the ultimate goal is to use modern technology to reduce the challenges of modern way of life, to bring the best quality of life to residents and the best experience of the destination to the visitors

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European Regional Development Fund

REGIONI DEL NORD

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