

BLUTOURSYSTEM

Quadruple Helix Database of stakeholders and targets

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Axis: BLUE INNOVATION

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Activity N.: 4.1

Activity Name: Defining innovative learning tools and the QHelix Mechanics

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Abstract

BLUTOURSYSTEM provides tourism operators with tools and skills to develop new business ecosystems. Capitalizing the knowledge gained with TourMedAssets, the project steers decision makers to rethink tourism, reduce gaps and design eco-innovative scenarios thus to promote sustainable growth.

The project aims to stimulate competitiveness, innovation and creative enhancement of the tourism offer.

The main aim is to enrich the analytical skills of stakeholders in order to improve the sustainable and creative tourism sector, while developing new knowledge based on advanced tools and services.

For this reason, learning sessions have been activated in some pilot areas in the eligible areas of the program and other dissemination and formative activities, for local actors.

Specific information about gaps and needs have been thus collected through interviews submitted to stakeholders, who represent both public and private sector in the tourism field.

WP4 has been then planned to achieve the specific objective 2 “Improving skills and capacities to develop new Blue Tourism CB networks and business ecosystem”.

Deliverable 4.1.2: Quadruple Helix Database of stakeholders and targets.

Considering innovation processes are becoming increasingly open to different stakeholders, we pursued to individuate the right targets for the innovation fostered by the 3.3. vision. This report describes with the Quadruple Helix Database of stakeholders and targets involved for WP4 process.

Introduction

As described in deliverable 4.1.1 the learning process is linked to the QHelix model and its ability to establish virtuous interactions between public, private, research and civil society.

In fact, these are the stakeholders that contribute to the sustainable development of the destination and that, in the case of tourism, find themselves working together, developed a common vision and a shared strategy, also in different areas, from information to marketing, passing through product construction, promotion, marketing.

The development of a common vision and of the consequent joint strategy is linked to a "*human centered*" approach that implies a process of growth and development of skills and knowledge, both of the individual and of the group, through the involvement of the various subjects concerned.

The "standard" methodology involves the realization of a mapping of the stakeholders with two fundamental objectives:

- have a complete list of the interlocutors involved in the development and management of the tourist activities of the destination/pilot area;
- segment the stakeholders to manage participation in the process that is to be started.

The stakeholder map consists of a check list that indicates the contact person, included in a target group, his address, contact details (telephone, fax, e-mail), the methods of involvement.

The steps that characterize the construction of the map are:

- the identification of the types of stakeholders with regard to the destination: subjects interested in participating in the planning, management and production/supply of the products/services of the location, to be chosen both on the basis of institutional roles, and of operational, economic ones

and social (such as trade associations, influential groups, associations, tourism and related businesses, as well as local institutions).

- segmentation by target groups according to specific criteria:

- by impact and interests: if directly or indirectly involved in the management and development of tourism activities;
- by type; if public (local authorities, parks, etc.); private (businesses, hotel consortia, groupings, etc.); associations; natural persons;
- by area of influence: local, national, international
- by activity: accommodation; services, institutional.

- the planning of the activities to be carried out with the parties involved and the definition of the methods of involvement according to the target and the planned activities.

As part of the BLUTOURSYSTEM project, the process of involving stakeholders was initiated by the Veneto Region - Tourism Department acting in concert with the Ca 'Foscari University of Venice, lead project partner with a dual purpose. First of all, let the stakeholders participate directly in defining the contents of the training course and then with their support, identify the most interesting targets for each destination and guarantee their participation in the activities of the Living Labs.

For the areas identified by the project, the 3 DMOs of Caorle, Po and its Delta and Euganean Spa and Hills, and the OTS were involved, as a representative subject of the Lagoon destination, already involved in the identification of needs (WP3).

Methodology for stakeholders involvement

Two meetings have been scheduled at the beginning and at the end of the training course, with the “control room” that aggregate the components of the DMOs including the local authorities, municipalities and Unions of municipalities, the Chambers of Commerce, the trade associations of the tourism and related sectors, Park Authorities, associations (environmental, cultural, etc.) and other representative subjects.

The first meeting consists of two main parts:

1. the presentation of the Blutoursystem project and the tools that it proposes to destinations and tour operators (Platform, Observatory, DMS, specific software) and to share the contents of the activities to be performed within the Living Labs.

The objective of these meetings is to define with the stakeholders:

- the targets to be involved in the Living Labs;
- the topics to be discussed and any further investigations based on the specifics and the needs of the destination;
- the shared calendar of meetings and the relative locations

In this phase, support is requested from the DMOs and other subjects for the involvement of the operators connected to them (mailing lists, ...).

2. the scenario designing to identify one or more possible scenarios.

Through the scenario designing, possible future scenarios are developed by combining external experiences and local knowledge in order to understand the evolution of the market and create innovation.

The second meeting to return the results of the training course of the WP4 phase.

Methodology for target groups involvement

Based on the consultation with stakeholders and in compliance with the QHelix model, which provides for the participation of companies and civil society, direct and indirect communication activities can be properly directed.

The involvement of the targets takes place mainly through email, a reliable and monitorable communication tool as well as available and easily accessible by the various devices, proceeding for the following steps:

1. **definition of the mailing list of interested subjects**, including accommodation and service companies, information offices, trade associations, local authorities (municipalities and their aggregations), the world of associations (environmental, sports, cultural, etc.). The mailing lists, for each destination/pilot area of the project, are made starting from the databases already in possession of the Veneto Region - Tourism Department integrated with those provided by stakeholders;
2. **preparation of the supporting materials** for the communication and engagement activities of the possible participants, which include the drawing up of the invitations and the definition of the programs for each of the destinations;
3. **creation of an online registration form** for each of the seminars, useful from an organizational point of view, for the arrangement of the materials and the preparation of the rooms, but above all to monitor the progress of the interest and be constantly aware of participation in order to be able to intervene with specific involvement activities if necessary;

4. **planning of mailings**, based on the scheduling of meetings. It is planned to carry out targeted communications by destination, starting from a "save the date" to about ten days from the first meeting and a reminder sending (one/two days before the event);

5. **continuous monitoring of the activities** carried out to intervene as necessary to implement communication activities.

The promotion of the initiative is also entrusted to the channels of the various institutional subjects involved, starting from the Region, through press releases and direct contacts, to the DMOs and to the local bodies that will have the task of sensitizing businesses and territories.

Panel of stakeholders and target groups

Below is a brief description of the stakeholders involved in the Blutoursystem project by the Veneto Region and a summary of the target groups involved in the Living Labs.

1. LOCAL REGIONAL AND NATIONAL PUBLIC AUTHORITIES

Beyond the participation of regional authorities as project partners, the municipalities were also involved in defining a new business ecosystem in the field of Blue Creative Tourism.

Specifically, the local authorities involved are:

- Veneto Region

The Veneto Region is one of the Italian regions (the first level of territorial subdivision of the Country) with ordinary status, located in the north-east of the nation. It is a public body with political and administrative autonomy. Veneto is divided into 7 large area entities (6 provinces and 1 metropolitan city). The city of Venice is the historical capital and the administrative capital of the Region.

- Comune di Rosolina

It is an Italian municipality, or a basic territorial entity, endowed with a certain degree of administrative autonomy, dedicated to the interests of the local population. Rosolina, a coastal municipality in the province of Rovigo in Veneto, is located in the Po Delta area and has about 6 thousand inhabitants.

- Comune di Caorle

It is an Italian municipality, or a basic territorial entity, endowed with a certain degree of administrative autonomy, dedicated to the interests of the local population.

Caorle, coastal municipality of the metropolitan city of Venice in Veneto, has over 11 thousand inhabitants.

2. REGIONAL AND LOCAL DEVELOPMENT AGENCIES, CHAMBER OF COMMERCE AND OTHER BUSINESS ORGANIZATIONS

- Unioncamere Veneto

It is the regional union of the Chambers of Commerce of Veneto. It associates all the chambers of commerce of the handicraft agriculture sector of the region and carries out functions of support and promotion of the regional economy, coordinating relations with the Region and local authorities.

- Dmo1 Po and its Delta

It is one of the DMO recognized by the Veneto Region, whose promoter is the Veneto Regional Park Authority of the Po Delta, established in 2014. The DMO is integrated with the recognized organization of the UNESCO Biosphere Reserve MAB Po Delta.

They are part of the coordination group of the DMO, which has general and political-directional functions, in addition to the Park Authority, the Veneto Region, the Municipalities, the associations of municipalities outside the territory of the Delta Park, the Chamber of Commerce of Rovigo, the trade associations of tourism and related sectors (agriculture), various Associations (environmentalists, hunting, etc.).

¹ The DMOs (Destination Management Organisation) are part of the Veneto regional tourism management system with the name of OGD (Organizzazione di Gestione della Destinazione). These are bodies established at the territorial level by public and private entities for the integrated management of tourist destinations in the Veneto region and the unified implementation of information, tourist reception, promotion and marketing functions for the tourism offer of each destination.

- Dmo Euganean Spa and Hills

Among the DMOs recognized by the Veneto Region, it was established in 2016 and has the Municipality of Montegrotto Terme as its referent.

Among the subjects recognized by the DMO appear the Municipalities of Abano Terme, Arquà Petrarca, Baone, Battaglia Terme, Cervarese S. Croce, Cinto Euganeo, Due Carrare, Este, Galzignano Terme, Lozzo Atestino, Monselice, Rovolon, Teolo, Torreglia, Vò. The Thermal Studies Center "Pietro d'Abano", the Chamber of Commerce of Padua, Confindustria Padova, Consorzio Terme Euganee, Consorzio Veneto Acqua and Terme, Federalberghi Terme Abano and Montegrotto, Gal Patavino, Ascom Padova, APPE Padova, Confesercenti Padova participate, UPA Padua, CNA Padua, Coldiretti Padua, Confagricoltura Veneto Agriturist, Voluntary Consortium for the protection of the Euganean Hills Wines, Euganean Hills Wine Route and the Euganean Hills Regional Park.

- Dmo Caorle

Destination Management Organization (DMO) recognized by the Veneto Region.

Among the participants: Municipality of Caorle, Municipality of Concordia Sagittaria, Caorle City of Sports Foundation, Caorle Tourism Promotion Consortium and Eastern Venice, Confcommercio (ASCOM), Caorle Hoteliers Association (ACA), Consorzio Arenili Caorle, Italian Federation of Professional Estate Agents (FIAP).

3. UNIVERSITIES, TECHNOLOGY AND TRANSFER INSTITUTIONS AND RESEARCH INSTITUTIONS

- Ca Foscari University of Venice

The University of Venice, established in 1868, was the first educational institution in Italy to offer higher education in business and economics and the second in Europe. It has signed hundreds of international cooperation agreements with universities around the world, in order to promote international mobility, research and training. Actively participates in EU programs for education, training and research, with projects involving partner institutions around the world. The University's Economics Department has a long tradition in tourist research.

- University of Padova – TESAF

The Department of Territory and Agro-Forestry Systems (TESAF) is part of the University of Padua, one of the oldest universities in the world, and carries out research and teaching activities strongly oriented to the study of agricultural, environmental and forestry resources, in view of their management, conservation and sustainable use. The Department activates international, national and local collaborations on topics relevant to science and society.

4. NGO, ASSOCIATIONS, INNOVATION AGENCIES, BUSINESS INCUBATORS, CLUSTER MANAGEMENT BODIES AND METHODS

- OTS Laguna

The Association of Sustainable Tourism Operators of the Venice Lagoon (OTS) was born on 12 April 2018, within the framework of the CHRISTA project Culture and Heritage for Responsible, Innovative and Sustainable Tourism Action (Interreg Europe).

Its primary purpose is the protection and promotion of sustainable tourism within the territory of the Venice Lagoon, as identified by the LIFE VIMINE project (Grant Agreement LIFE12NAT / IT / 001122) and the related Charter for Sustainable Tourism.

The board of directors is made up of all private operators.

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The targets to which the planned training activities are addressed are shown below.

Target group	Name of the body/institution	Description of institution/body competences
1 - Local regional and national public authorities	Veneto Region	Public body with political and administrative autonomy
	Rosolina Municipality	Autonomous territorial body of the province of Rovigo in the Veneto Region
	Caorle Municipality	Autonomous territorial body of the metropolitan city of Venice in the Veneto Region
	other Municipalities of the interested territories	Autonomous territorial entities of the destination
2 - Regional and local development agencies, chamber of commerce and other business organizations	DMO PO AND ITS DELTA	Organization of destination management with public and private subjects
	DMO EUGANEAN SPA AND HILLS	Organization of destination management with public and private subjects
	Other DMOs interested in the territory of the Venice Lagoon	Organization of destination management with public and private subjects
	Unioncamere Veneto	It associates the chambers of commerce of the region and carries out functions of support and promotion of the regional economy
5 - Universities, Technology and Transfer Institution and Research institutions	Ca' Foscari University of Venice	State institution for higher education and training in business and economics, founded in 1868 with headquarters in Venice
	Università di Padova - TESAF	Department of Territory and Agro-Forestry Systems of the University of Padua which carries out research and teaching activities

7 - NGO, associations, innovation agencies, business incubators, cluster management bodies and methods	OTS Laguna	Association of sustainable tourism operators
4 - SMEs	Accommodation facilities in the identified areas	Hotel, B&B, Agritourism, etc.
	Businesses related to tourism services	Transport, bathing, guides and escorts, rentals, etc.

8 - Education and training organizations as well as social partner and labor-market institutions