

# BLUTOURSYSTEM

## Schedule of multi-stakeholders activities

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## Document references

**Project:** BLUTOURSYSTEM “*Knowledge platform, skills and creative synergies for blue tourism ecosystem development*”

**Axis:** BLUE INNOVATION

**Specific Objective:** 1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area

**Work Package N.:** 4

**Work Package Name:** Capacity building process, networking and pilot scenarios for Blue tourism development

**Activity N.:** 4.1

**Activity Name:** Defining innovative learning tools and the QHelix Mechanics

**Deliverable N.:** 4.1.3

**Deliverable Name:** Schedule of multi-stakeholders activities

## Credits

**Partner in charge:** PP1 - Veneto Region

**Partners involved:** contributing Veneto Region; collaborating others

## Info

**Status (Draft/final/N. of Version):** Final/1

**Date:** 30/9/2019

**For public dissemination (YES/NO):** YES

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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 4.1.3: Scheduled multi-stakeholders activities (seminars, networking and peers learning, scenarios workshops).

## Scheduled activities

As already anticipated, the activities were planned in consultation with the stakeholders of the 4 territories on which the BLUTOURSYSTEM project is based, starting from a common base of topics, modulated and integrated according to the territorial specificities. In this way we have remained faithful to the methodology outlined for the definition of the training model, built on the basis of the stakeholders and the targets' needs, to which it is addressed.

The basic path of the Living Lab has included the creation of two seminars and two workshops that have followed the schedule shown below:

### Scheduled activities:

	<b>Destination Lagoon</b>	<b>Destination Po and its Delta</b>	<b>Destination Euganean Spa and Hills</b>	<b>Destination Caorle</b>
<b>1 - Co-designing scenario workshop</b>	20/05/2019	21/05/2019	21/05/2019	21/05/2019
<b>2 - Living lab seminar</b>	10/06/2019	14/06/2019	12/06/2019	12/06/2019
<b>3 - Living lab seminar</b>	24/06/2019	24/06/2019	25/06/2019	25/06/2019
<b>4 - Living lab workshop</b>	01/07/2019	01/07/2019	02/07/2019	re-scheduled

As will be seen below in the construction of the program and in the definition of the contents, a similar path has been created for all 4 territories involved in the BLUTOURSYSTEM project, ensuring a cognitive standard at the same level for the Veneto areas.

The scheduled basic activities, common to all the territories, concern the key themes of the Living Labs: scenario co-designing, marketing intelligence created by the Ca 'Foscari University; the federated tourist observatory; the tools available to companies, the DMS.

The comparison with the territories and the stakeholders during the planning phase of the Living Labs has led to the definition of a series of interventions that enrich and expand the contents planned for seminars and workshops.

It was mainly aimed at integrating knowledge with studies and / or projects, including European ones in progress, such as the platform created by the COEVOLVE project, which returns territorial information, including tourist information on a map in the Po Delta area, or the Destination project personality. Or the study under construction in the Euganean Hills area that studies the relationships between adjacent sectors such as tourism and agriculture.

The seminars and the workshop were structured as follows:

### **1) Co-designing scenario workshop**

Putting the desires of tourists and the needs of the operators at the center of the project: the importance of the community

The first meeting concerns the definition of one or more possible scenarios with regard to the sustainable development of the blue product, in which when we talk about sustainability expressed in the National Strategic Plan first and then in the VSTP , we actually talk about sustainability as a key to competitiveness for companies, starting from the tools offered by the BLUTORSYSTEM project.

This is a meeting aimed at a "restricted" audience, composed of representatives of the DMOs.

The adopted methodology is that of the scenario designing, using a concentrated form so as to be able to gather concrete results in a very limited period of time (considering that in general this activity can last even several days).

In fact, through the scenario designing, possible future scenarios are developed by combining external experiences and local knowledge, knowledge and expectations about influential factors to outline likely future scenarios.

It is not a matter of forecasts but of outlining a future (short and medium term) conditioned by the evolution of the market and by the innovation of the tools available in the case of this project in tourism.

During the workshop the context is outlined, starting from the development of the PSTV activities and the evolution of the tourist market, with specific reference to the destination, and then given the opportunity to the participants to make realistic assessments and to express needs and critical points from their point of view, to identify one or more possible scenarios.

## **2) Living Lab seminar**

The importance of the federated tourism observatory: experiences and needs of the destination  
The first seminar concerns an in-depth analysis of the tools for analyzing the demand and the tourist offer in the destination. During the seminar is scheduled the presentation of the marketing intelligence system carried out by the Ca 'Foscari University within the MED TOURMEDASSETS project and the federated tourism Observatory planned in the Veneto Region Strategic Plan and some experiences in other regions with particular attention to the possibility of being able to gain predictive tools and not just subsequently data.

It is an opportunity for the participants not only to learn about the tools that the University and the Veneto Region make available to the operators but also to participate with their first proposals/needs in the co-designing of the Federated Tourist Observatory under construction.

Specific attention is paid during the seminar to transfer to participants the ability to understand and analyze destination data also through comparative comparisons as well as competitive with other

similar destinations. Besides working on what are the most useful data, on what to look for in relation to specific needs and above all where to look for information.

This path leads the participants, not only to increase their skills, but also the awareness that with the right information it is easier to plan and make the best decisions whether they are public or private operators.

### The speeches in the 1° living lab seminar

	Destination Caorle	Destination Po and its Delta	Destination Lagoon	Destination Euganean Spa and Hills
Market intelligence to support the competitiveness and sustainability of tourism systems	x	x	x	x
The importance of knowing the data to understand the phenomena and adjust their offer to market demands: the Veneto Tourism Federated Observatory	x	x	x	x
How to enrich the Observatory: the experiences of other destinations	x	x	x	x
Destination personality: the tourist image of a destination in the perception of residents and tourists and ways to measure it				x
The product nature: from the specialized niche to the mass of niches in search of experiences and emotions		x		
The product nature: from the specialized niche to the mass of niches in search of experiences and emotions		x		

### 3) Living Lab seminar

#### **How to read yourself by comparison with others: monitoring tools and benchmark**

The second seminar focuses on those digital devices that allow the destination and the single company to position themselves through the comparison with similar entities. Participants are guided to identify and choose those indicators that best fit their needs through three significant experiences.

Some highly innovative instruments were chosen suitable for hotel and non-hotel accommodation, already used in different and important destinations (i.e. Milan or Trentino) as well as in some locations in the Veneto region.

The first software, H-BENCHMARK, allows you to analyse the trend of bookings and revenues in a destination in real time through the continuous reading of accommodation management systems. The system is particularly suitable for hotels and campsites. It can be used in any destination.

The other two software (IDA and CONNECTIS) allow small businesses, in particular those of non-hotel businesses, to manage through a single software the administrative obligations that consist in reporting guests to the State Police, paying the tourist tax to the municipalities and the communication of the statistical data to the relevant bodies.



## The speeches in the 2° living lab seminar

	Destination Caorle	Destination Po and its Delta	Destination Lagoon	Destination Euganean Spa and Hills
H-BENCHMARK: the collaborative platform that allows hoteliers and other hospitality operators to confront their own territory by monitoring indicators such as average market prices, hotel occupancy levels, event-based trends	X	X	X	X
IDA: software that simplifies the work of small accommodation businesses in data management and communication		X	X	X
CONNECTIS: the software that simplifies the work of accommodation businesses in data management and communication	X			
ETIS Toolkit: how to measure sustainable destination through shared indicators			X	
For an analysis of the social impact of tourism			X	
Ma.De. "Marca di destinazione": an experimental model for measuring the value of the destination brand	X		X	X
Proposals for a modern DMO of the PO and its Delta: brand identity and other analysis tools		X		

#### 4) Living Lab Workshop

The management of a tourist destination: information and networking promotion

The workshop includes the presentation of the Destination Management System adopted by the Veneto Region, its operation and the advantages in its use. The program is enriched with the illustration of the application in similar destinations for organizational and/or product characteristics. The use of the DMS may vary depending on the type of manager, for example DMO, network of companies, information office, and the objectives to be achieved.

The management system concerns several aspects:

- updated tourist information;
- event calendars;
- tourist offers;
- dynamic packaging.

Through the seminar, besides enriching the information on the tool and its applications, the participants have the opportunity to deepen the collaborative aspect that the system requires to all the subjects of the destination for the best and effective functioning.

A further aspect concerns the potential in terms of data and information that the DMS can always provide regarding users (big data).

### The speeches in the 2° living lab workshop

	<b>Destination Caorle</b>	<b>Destination Po and its Delta</b>	<b>Destination Lagoon</b>	<b>Destination Euganean Spa and Hills</b>
DMS: opportunities for destination and companies in information management, event communication and marketing	X	X	X	X
Innovation and nature: how to combine sustainable tourism with the comfort of a mobile home		X		
Sustainable Rosolina: the guidelines for tourism development in line with market demands. A pilot project for the Destination		X		
Agriculture and tourism: the first results of the survey carried out by Patavino LAG				X

## Short figures

Overall, the following meetings have been scheduled:

- four co-design meetings with restricted participation;
- twelve meetings open to a wider public, three for each destination.

Considering only the extended meetings, these deal with a total of 17 topics in as many expert interventions/speeches (interventions that become 35 if we consider the repetitions in the different destinations), for a total of 36 hours of training.

### The activities carried out aimed at the wider public

