BLUTOURSYSTEM

Seminars for KBT transfers thus to support stakeholders decisional process

Final Version of 30/September/2019

Deliverable Number D. 4.2.1

Università Ca'Foscari Venezia

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European Regional Development Fund   **www.italy-croatia.eu/blutoursystem**

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.: 4.2

Activity Name: Developing decision makers seminars and networking workshops

Deliverable N.: 4.2.1

Deliverable Name: seminars for KBT transfers thus to support stakeholders decisional process

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

Table of contents

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.

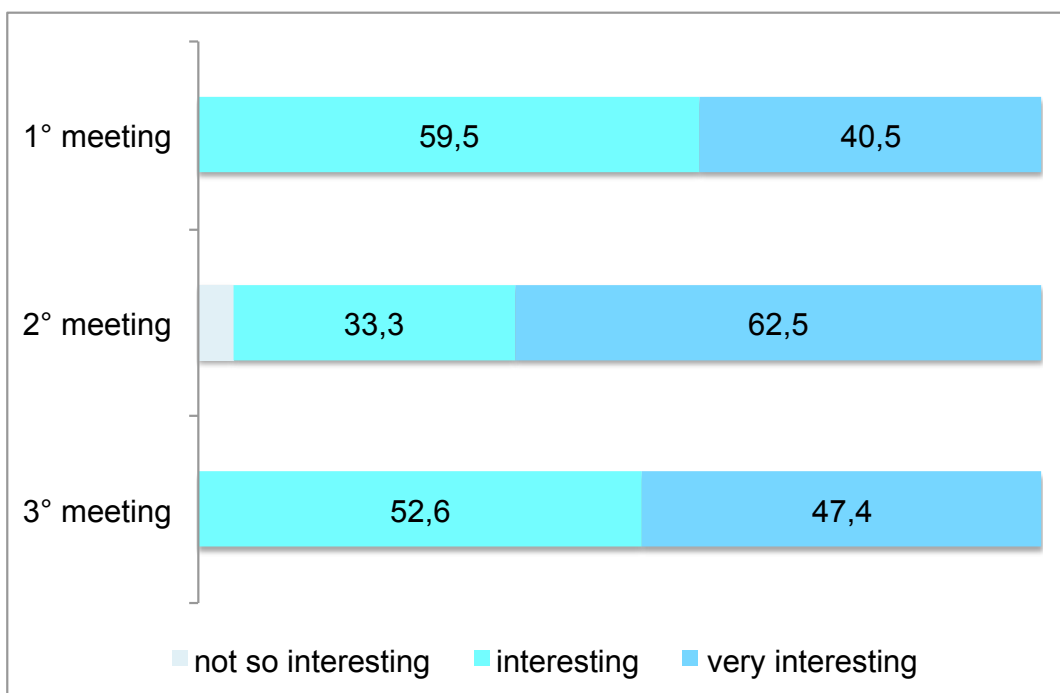WP4 has been then planned to achieve the specific objective 2 "Improving skills and capacities to develop new Blue Tourism CB networks and business ecosystem". Deliverable 4.2.1: Seminars for KBT transfers thus to support stakeholders decisional process. Science and technology appear as an essential source of competitive and sustainable advantage, but the key determinant of their efficacy is the quality and quantity of entrepreneurship- enabled innovation that unlocks and captures the benefits of the knowledge in the form of private, public, or hybrid goods The dynamics of knowledge-based development call for the empowerment of stakeholders from diverse groups of interests.

Introduction

The seminars have been very successful, according to what was revealed through the questionnaires distributed at the end of each meeting.

The contents presented and discussed and the enrichments that the participants may have drawn in terms of knowledge and analysis skills as well as learning new tools at their disposal are analysed below for each Living Lab.

Interest for the discussed topics

	not so interesting	interesting	very interesting
1° meeting		59,5	40,5
2° meeting		33,3	62,5
3° meeting		52,6	47,4

1. Living Lab seminar

The importance of the federated tourism observatory: experiences and needs of the destination

The tools that the project partners are carrying out within the project and that the participants can contribute to making them as close and responsive to their needs as possible have been shared with the participants during the seminar.

1. SHAPETOURISM

L'Università Ca' Foscari ha presentato la dashboard realizzata nell'ambito del progetto MED TOURMEDASSETS, che è in fase di aggiornamento e di allargamento della base dati.

The tool is a remarkable basis for comparing data at the regional level in relation to 3 dimensions - attractiveness, competitiveness, sustainability - and is being extended to the 4th dimension related to reputation.

These are not purely tourist data, but they allow to set the destination context in relation to elements that characterize its competitiveness.

As for reputation, the theme is certainly more suitable for tour operators who have shown an interest in gaining this type of information.

Data base will be the TripAdvisor review portal, from which it is possible to extract reviews and "votes" related to the services and attractions of the destination. An interesting aspect also raised by the operators regards the "honesty" of the reviews: in this regard, a mechanism has been identified to "spot" the false reviews.

2. FEDERATED TOURISM OBSERVATORY

The design and creation of the Federated Tourism Observatory derives from the work carried out within the strategic Tourism Plan approved in 2019 by the Veneto Region, and is currently being implemented.

During the Living Lab seminars, in addition to the transfer of knowledge on the management structure of the Observatory, which is complex due to the number and type of subjects involved, it was decided to concentrate mainly on the contents of this tool.

The work done during the seminars, thanks also to the participants' interventions, has led to defining the areas of interest that the Observatory should develop and the contents of each of them.

The identified model defined MA.DE. directly involves the stakeholders of BLUTOURSYSTEM, starting from the Universities and from Unioncamere, and extends the contribution in terms of surveys and information to the other project targets: local authorities, associations, companies, etc.

The topics to be discussed/monitored are:

1.   Conventional Data (A/O)

to know the trend of tourism through the data provided by hotel and non-hotel accommodation structures

2.   Destination Brand

to know how to respond to the existence and value in terms of notoriety, evaluation, desire and satisfaction of the tourist destination brand

3.   Reviews/reputation

to manage the reputation and improve the experience of the tourist, knowing in real time where they come from, what they are looking for and what aspects they would improve in relation to the structures, museums, restaurants and other services

4.   Websites and social media analytics

to find out what happens around the website and the social networks of the destination and check the "traffic", to find out if there are discussions about it, about its competitors and the topics of greatest interest that generate web traffic

5.   Business surveys

to get to know companies, to know their performance, what are the common elements to face the market, and find common solutions to problems

6.   Surveys on tourists at companies

to know who they are, where they come from, what they look for in the territory, how they move, what they buy, how they evaluate the experience

7.   Surveys on tourists/hikers infopoint and attractors

to know who they are, where they come from, where they sleep, what they look for in the area, how they move, what they buy, how they evaluate the experience

8.   Surveys on residents

Listening to the voice of the inhabitants of the destination to know how they see themselves, what they recognize about the destination (comparison between internal and external perception). And to measure their sentiment in relation to tourism, their expectations, the problems generated, to share and plan a sustainable destination

9.   Comparison/competition (cross-sectional analysis)

to compare with other similar destinations, by size and/or type

The following table shows the contents for each topic:

Conventional Data (A/O)	• arrivals and overnights by origin (including national/regional) • construction of the life cycle
Destination Brand	• toponyms awareness (municipal, "over" and infra-municipal) • related searches/brand values • attractors, characters, products, business (…) awareness
Reviews/reputation	• Ota and comparison sites analysis (Tripadvisor, travel appeal, …) for accommodation, restaurants, museums and attractors
Websites and social media analytics	• views, followers, likes, comments • comments textual analysis
Business surveys	• economic and product/market attitude • marketing channels • revenue per available room (REVPAR)
Surveys on tourists at companies	• gender, group, purchasing channels, media transport, experience assessments
Surveys on tourists/hikers Infopoint and attractors	• overnight stay, gender, group, purchasing channels, media transport, experience assessments
Surveys on residents	• destination perception, sentiment and assessment of tourism
Comparison/competition with similar destinations	• by size and/or type: life cycle, awareness, values, reputation, websites and social media, channels, REVPAR

Operators have been able to learn not only about the existence of the tool (unknown to the most) but also about the potential in terms of information capacity that the Tourism Observatory can introduce, both at the level of retroactive analysis and predictive.

An important aspect concerns the role that each subject can play and the contribution that can be made to the creation of the Observatory, for example companies, providing data in a timely manner and participating in surveys, information offices activating data collection, and more generally putting the information at their disposal available to all.

3. THE TOOLS ACTIVATED ON THE TERRITORIES

With regards to the personalized in-depth analysis carried out in each destination, it is possible to highlight how the participants were able to become aware of analysis tools, already available or under construction, and to have the first information available, in particular for example the studies presented in the destination Euganean Spa and Hills.

Starting from the "Destination personality" model (which analyses the tourist image of a destination in the perception of residents and tourists, in order to compare them and understand how they differ or resemble each other, so as to better address communication), regarding the seminar it was possible to understand how to measure it, through some "scales" that concern the profile and behaviour of the tourist and the emotional profile of the destination.

As part of the Po Delta destination, the results of some projects were brought to the attention of the participants, which, if not directly related to tourism, can however be integrated through the platforms created. Within the COEVOLVE project an advanced mapping of the tourist offer can be made available.

Interesting is the path of identity construction in the Laguna destination where the aim was to understand how to position and measure over time those elements that make the destination a sustainable destination. From this point of view the tools that can be put in place are different.

2. Living Lab seminar

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

The seminar has brought to the operators' knowledge the possibility of transforming the data that they produce themselves daily, together with those of their "colleagues", into relevant information to plan their activities and to generate value for their businesses.

This starting from H-benchmark, an analysis tool that generates a continuous flow of data to analyse the progress of one's activity and destination, to plan choices and monitor them over time.

The tools in fact allows to analyse in temporal perspective:

- **the occupancy history**, the ADR: the Average Daily Rate which shows the average revenue of each room occupied by a total revenue of all the rooms and does not take into account the rooms left empty/unsold and therefore the lost revenue, and the REVPAR: Revenue per available Room, or the real revenue that comes from the rooms, because it also takes into account the rooms that remain free;

- **reservations** per sales channels used by the structure, for markets of origin;

- **the average prices** at which you are selling.

The figure below shows an example of the use of the tool applied to the case of Milan.

The operators were able to learn different lessons:

- the growing importance of networking and not seeing local businesses as competitors rather than as partners for dealing with the market;

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- the possibility of being supported in the choices made by instruments able to offer a punctual analysis starting from instruments that one has at home (h-benchmark starts from the management analysis);

- with contained costs and easy-to-use tools to be able to program for its own structure and territory, also important with a view to diversification and seasonal adjustment;

- and not least the possibility of starting through small steps to learn to manage and "contrast" the OLTA market, instead of being subjected to it passively.
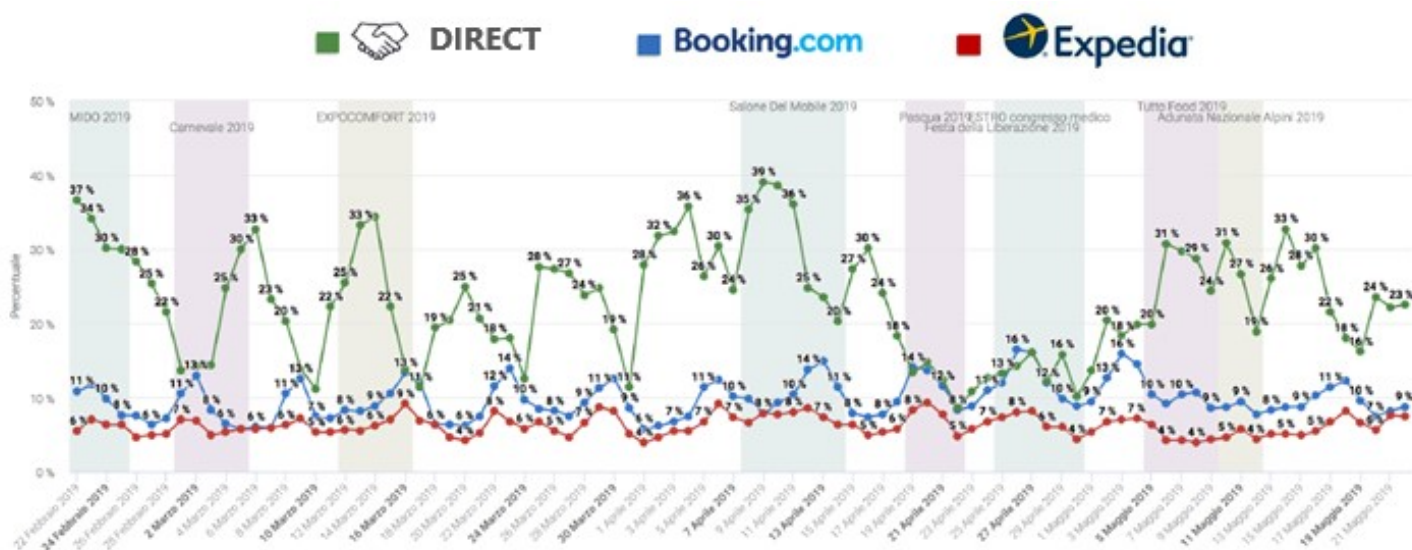
No less useful are the systems that allow small businesses, which can hardly afford specialized personnel and do not have management systems, to be able to fulfil all the regulatory obligations regarding the communication of public safety data, the collection of statistical data and payment of the tourist tax. During the seminars two software were presented - IDA and CONNECTIS - which allow to send to the different bodies automatically all the correct data through a single file, thus responding to the needs of small operators.

In particular, the participants were able to explore the topics:

o the application of the new GDPR (Privacy Law), which makes tourist facilities the only subjects that can manage the personal information of their guests;

o of criminal liability for the correct management and communication of the City Tax, as the structures become tax substitutes;

o of the mandatory communications of the data that include those to the Central Police station (through the system housed) and those to Istat (through the Regions and the systems adopted by them).

* * *

The second seminar was also enriched with specific topics about destinations.

In the Po Delta, the theme of brand identity and ways to measure it has been addressed, and an example of the use of Google analytics has been presented, which allow to follow research by target and by market over time.

In relation to the destination Laguna, those tools were used to measure the sustainability of a destination through the construction of shared indicators and the involvement of tourists and residents. Starting from concrete examples, such as Etis toolkit, highlighting how the application of models is strongly influenced by innovation and market changes.