

BLUTOURSYSTEM

CB-LL Learning Tools Catalogue

Final Version of 30/September/2019

Deliverable Number D. 5.2.1



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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.: 5

Work Package Name: Establishment of the BLUTOURSYSTEM PLATFORM development

Activity N.: 2

Activity Name: Activating the Cross Border Living Lab

Deliverable N.: 5.2.1

Deliverable Name: CB-LL Learning Tools Catalogue

Credits

Partner in charge: PP1 - Veneto Region

Partners involved: contributing Veneto Region; collaborating UNIPA

Info

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

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For public dissemination (YES/NO): YES

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.

Human centered approach is one of the key element of the project, together with empowerment and transferring new knowledge to tourism actor in order to be able to be firstly the poly maker for the future and being able to design future scenario and adopt choice and investment taking into consideration data and information and not only emotion – based.

This is why the transnational Smart Cross Border Data System has been developed and also a local data tool has been implemented.

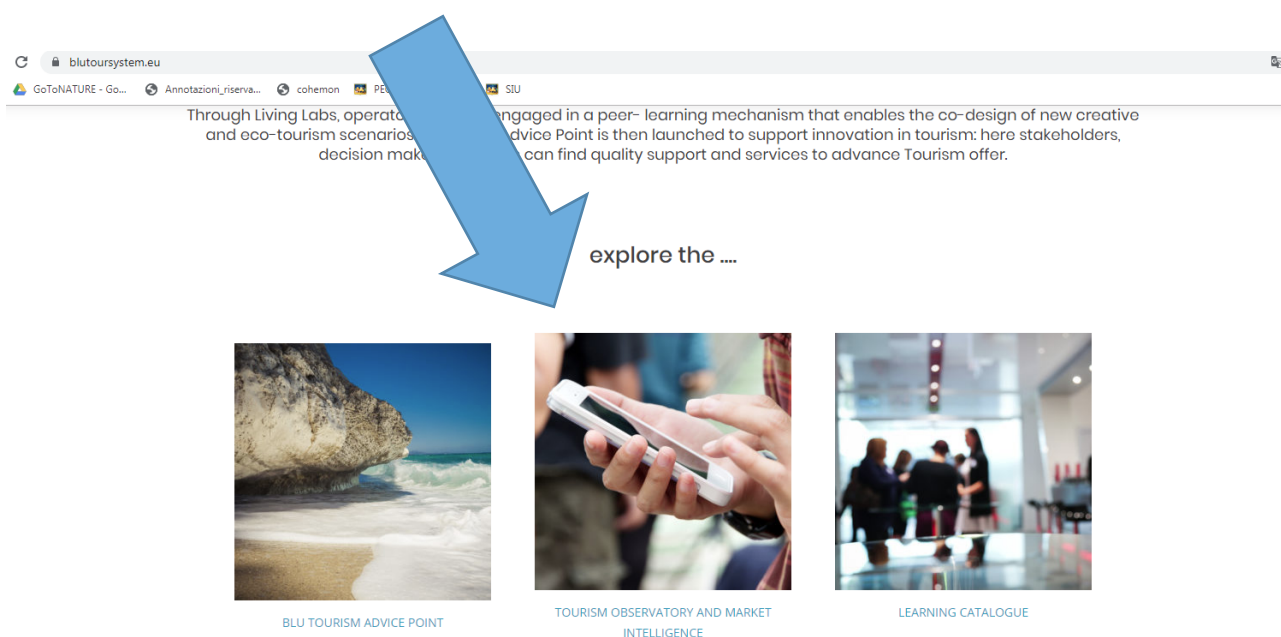
This report summarize the main achievements

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TRANSNATIONAL SMART CROSS BORDER DATA SYSTEM

Starting from the experience gained by Ca' Foscari University with TOURMEDASSET project, a new transnational Data System tool has been developed by Veneto Region, which has been embedded in the project website.



The Blutoursystem tool provides new knowledge for tourism stakeholders and strategic guidance to support tourism destinations. Through tourism dataset it is possible to create more competitive, sustainable and attractive territory improving destination management and destination marketing through efficient policies and governance.

The digital tool enabled dataset collected, updated and shared by Ca' Foscari University to be visualized in user-friendly way, in order to be as more accessible and readable as possible.

The dataset visualized in the transnational platform area about:

Attractiveness: It refers to how a place is perceived and what types of goods it has to offer to residents and visitors, it allows the reading of the attractive potential of a territory on the basis of its anthropic capital (interventions of transformation of the natural environment by man) , economic capital, environmental capital, institutional capital and social capital.

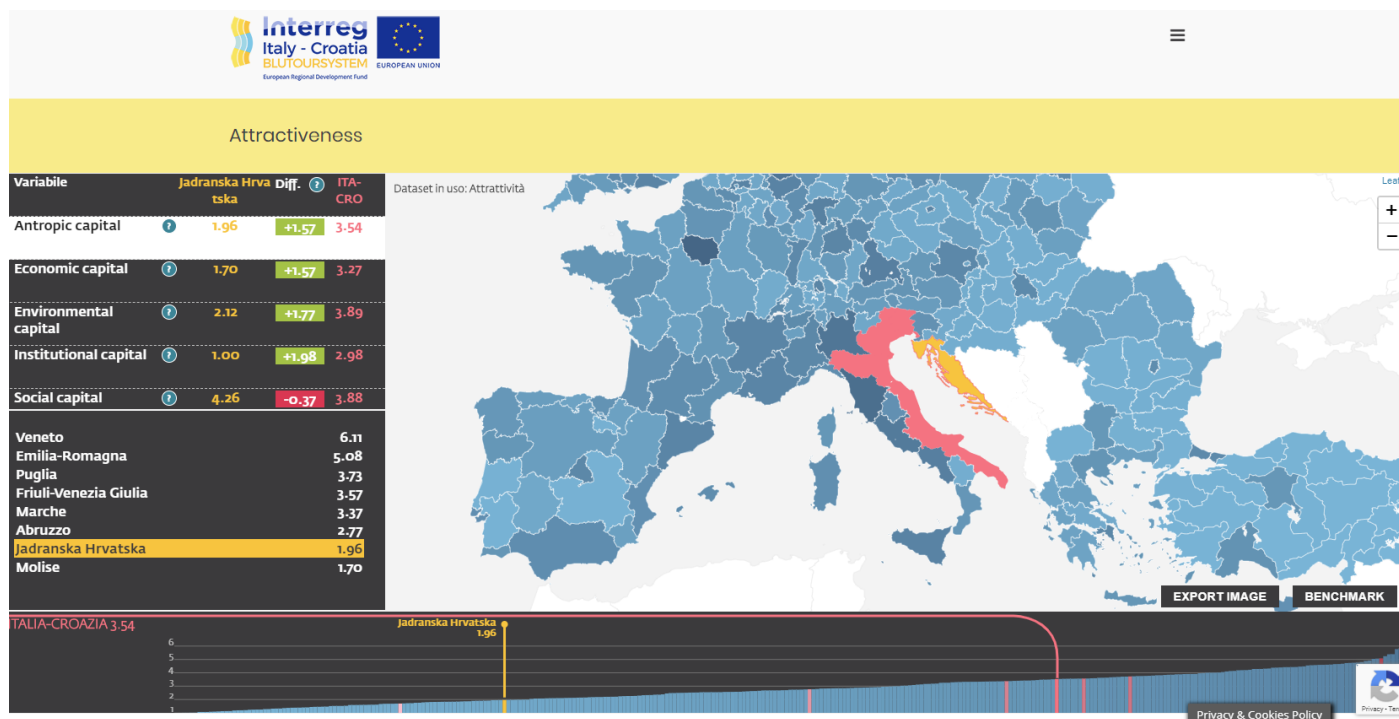
Competitiveness: It allows reading related to the ability to generate tourist interest in a territory, providing a favorable environment and satisfactory well-being. It is based on the results of the Travel & Tourism Competitiveness Index (TTCI), an overall indicator used internationally and made up of 90 sub indicators.

Sustainability: The World Tourism Organization defines sustainable tourism as "tourism that takes full account of its future economic, social and environmental impacts, responding to the needs of visitors, industry, the environment and host communities".

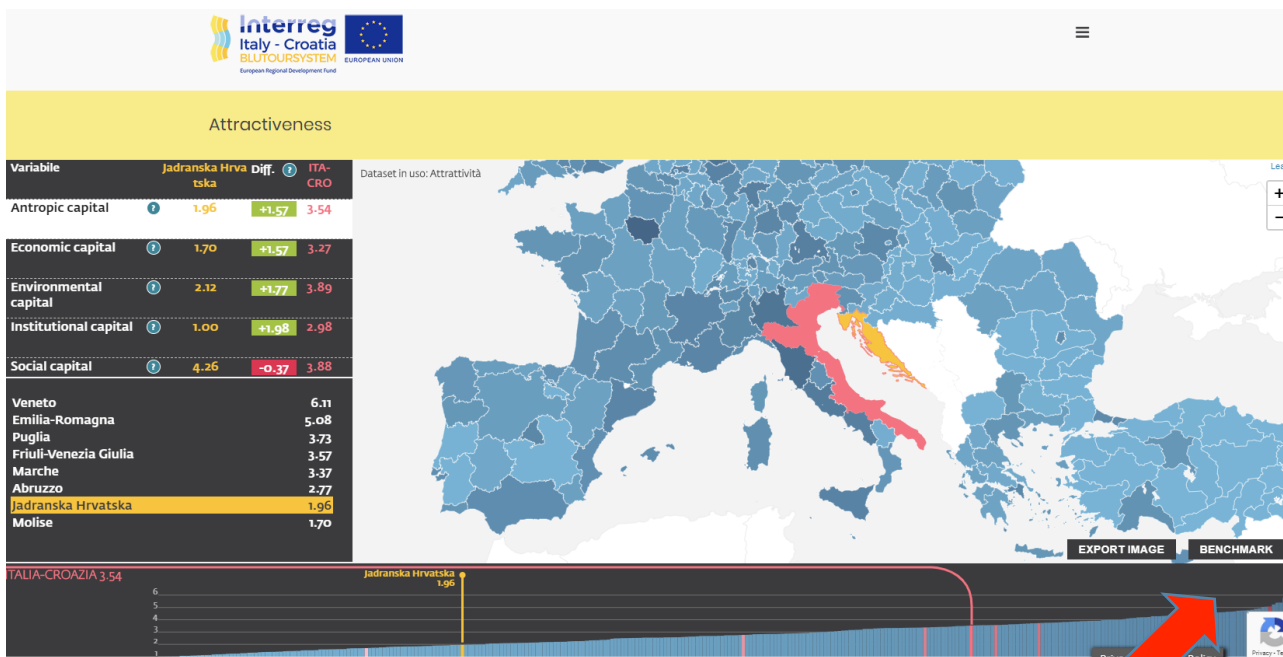
Reputation - Attractions – Hotels – Rentals – Restaurants: It allows a first reading of electronic word of mouth (EWom) that characterizes the informal passage of judgments in some selected social media.

Veneto Region has hired Quantitas external expert to develop technically the online tool.

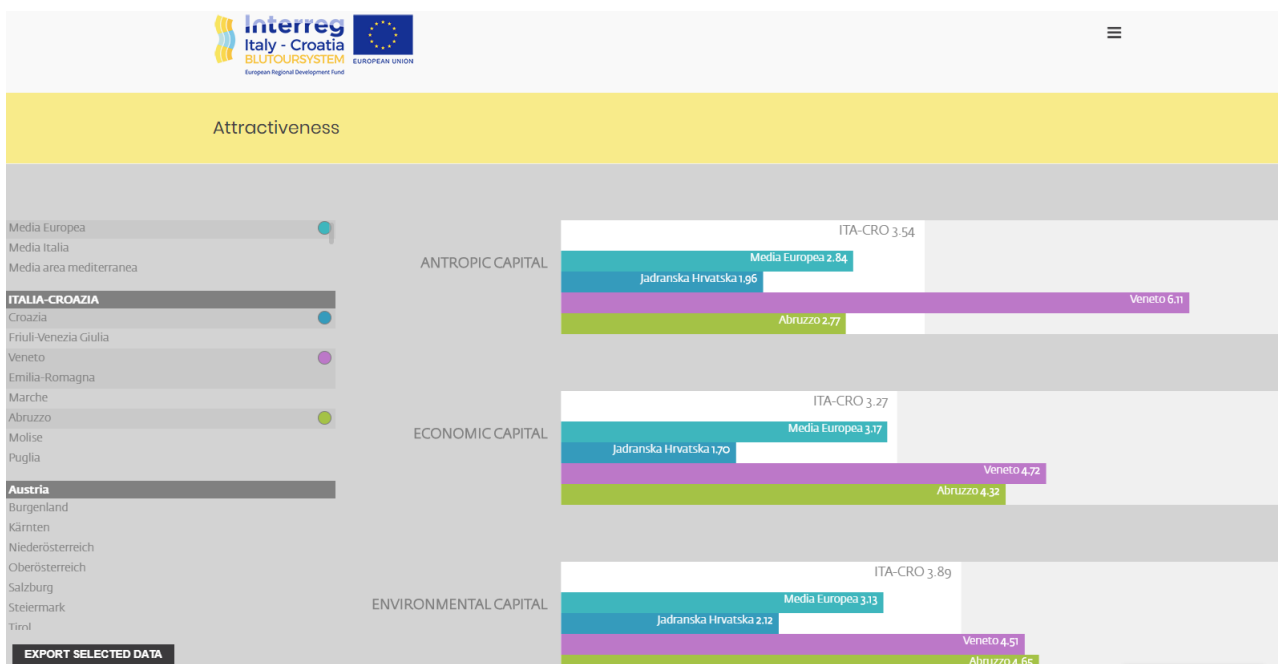
With the external expertise of Quantitas and sharing ideas with the Leadpartner, a chromatic map visualization has been chosen for the first imagining of the data indicators, taking into consideration the average on macro region ITA – CRO as the benchmark.



Clicking on benchmark it is possible to have access on a new section with bar plot comparing data among until 5 regions.



It can be highlighted the comparison among different regional areas, but even among macro region, such as European average, Italian average and Mediterranean area



It is possible to export data for further analysis.

VENETO DATA INDICATORS TOOL

Veneto Region as partner of the BLUTOURSYSTEM project, after sharing ideas with the Leadpartner, developed a pilot dashboard for indicators at local level, to check ties and interactions between local needs and data inputs through visual indicators.

The Tourism Department agreed to be a partner in this project, having recognized the complementarity with the priorities that the Regional Council has defined with the regional Law n. 11/2013 "Development and sustainability of Veneto tourism", confirmed with the adoption of the Regional Tourism Strategic Plan.

According to the priorities set, one of the key element is the importance of data and the awareness that wide range of information is available, however it is needed to:

- organize information in an orderly and systematic manner, covering the main stakeholders' needs;
- promote IT tools for destination management and analysis;
- enrich analytical skills and maximize existing capabilities.

Veneto Region started for a double concept:

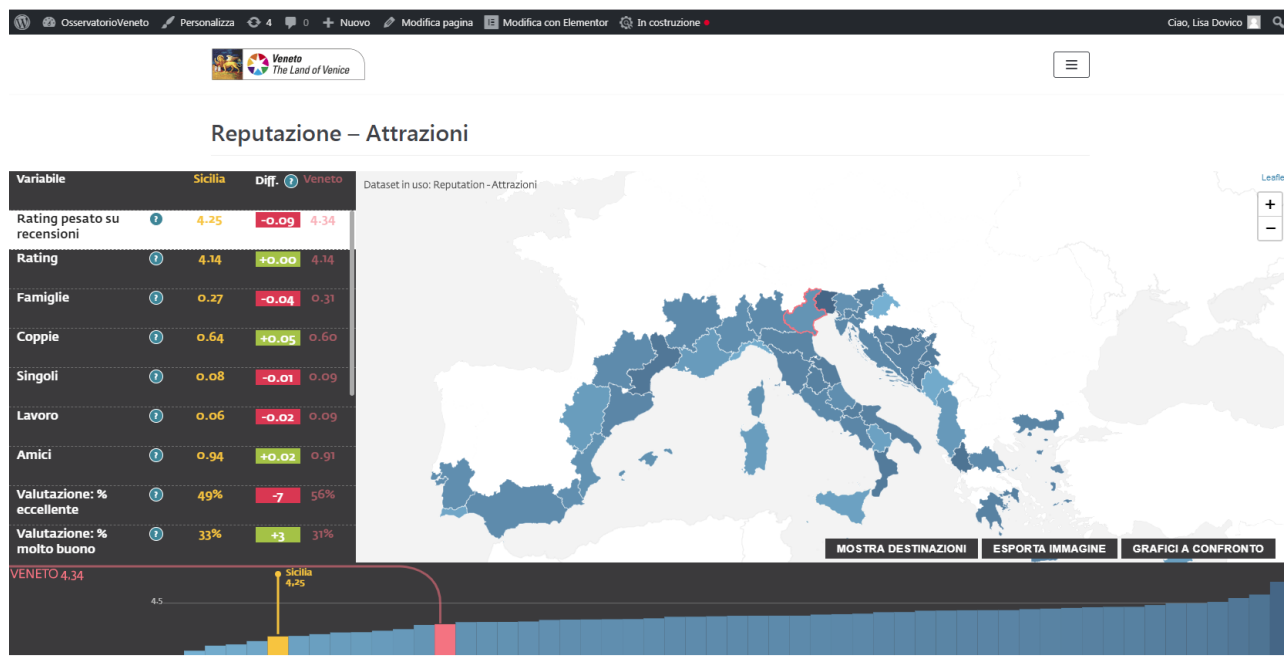
- 1) We have lot of information which belongs to different local actors , but as information, data and analysis are not neatly arranged we are not able to have easy access and to compare them in a useful way;*
- 2) It is necessary to switch from an emotion – based to a data-based decision making process, taking into consideration all local needs and giving feedback to them.*

The tool tries to give a feedback to these main elements and it allows to verify the correspondence of the indicators to the local needs, allows to verify in a practical way the readability of the data, allowing the local operators have practical access.

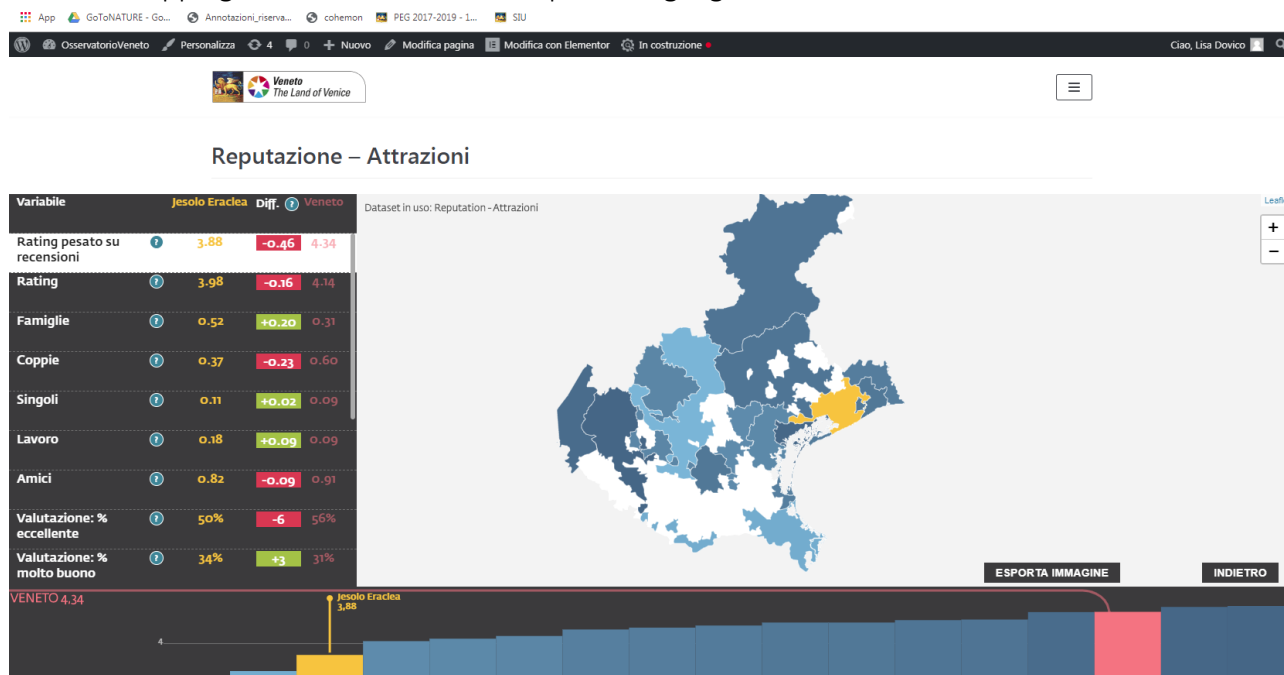
The idea to test a local tool is based on the awareness that the human centered approach is possible only if all parties are involved, if local needs are placed at the first in the stage, if the communities and the citizens are respected in their requests. This is not possible through a standard model, but adapting the model to local features, even if under a common framework.

The tool allows visualizing an Indicators Area, a Documental Area and a Surveys Area.

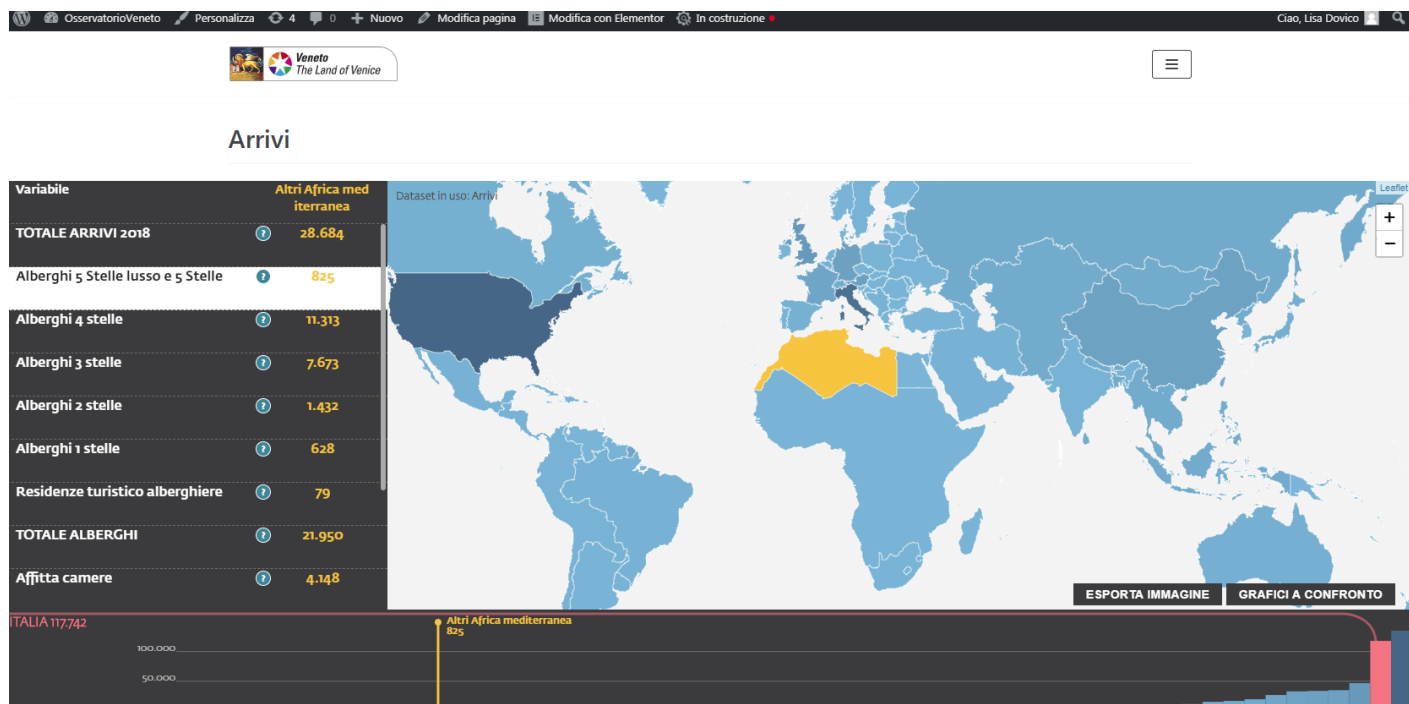
According to Indicators Area the Information about Attractiveness, Competitiveness, Sustainability and Reputation have been compared to Veneto average for benchmark, instead of the Italia – Croatia Macro Region average. Data about about Attractiveness, Competitiveness, Sustainability and Reputation has been shared by Lead Partners as agreed. Leadpartner developed the Reputation data also at regional basis, going in depth in the analysis until the municipality data. Thanks to this detailed study, an aggregation of data for local DMOs (16 Veneto DMOs approved at the day of this report).



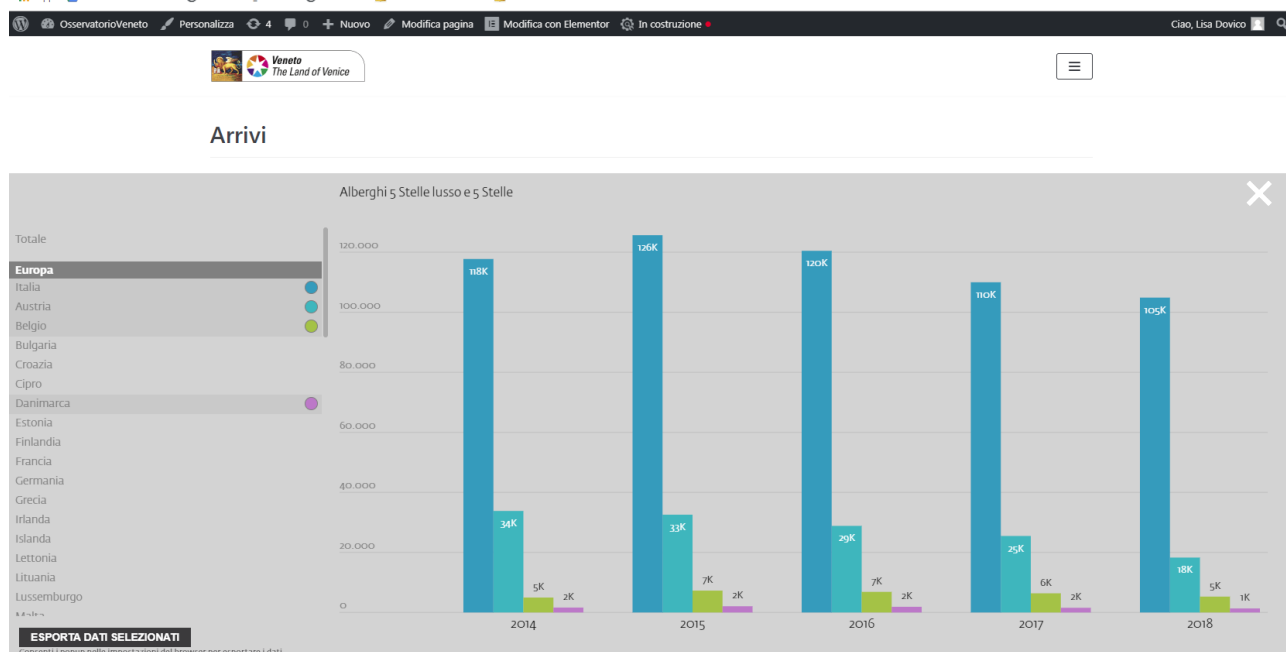
A DMOs mapping has been further developed to highlight local destination levels.



Veneto Tourist arrivals and overnights have been visualized through a worldwide chromatic map with different darkness of color according to the data of the nationalities of geographical origin.



Clicking on Comparison graph it is possible to compare different origin



The tool was shared with some local stakeholders, representative for DMOs and Trade Associations to test the functionality of visualization and it could be further improve in the future according to local needs. It could be used as a offline or online tool according to the local or temporary demand.