

# BLUTOURSYSTEM

## HUMAN CENTERED LEARNING MODELS AND QH MECHANISM

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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.:** 1

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

**Deliverable N.:** 4.1.1.

**Deliverable Name:** Human centered learning models and QH mechanism

## Credits

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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 4.1.1: Human centered learning models and QH mechanism: learning models are designed placing human resources at the centre of the process. The models are defined consistency with the scope of learning: tourism skills and networking capacities to activate business ecosystems. Human-Centered Learning models are not needed for the mastery of content, but for the mastery of the individual who must use it and further its development. Learning Models assume that the center of the “classroom experience” must shift from the INFORMATION of individuals, to the individuals information. This report describes the learning model applied.

## Pilot area description

Pilot area is located in Dubrovačko-neretvanska county and is consisted of three islands: Korčula, Mljet and Lastovo, peninsula Pelješac. It includes 11 units of local self-government (10 municipalities and one town): Blato, Janjina, Korčula, Lastovo, Lumbarda, Mljet, Orebic, Smokvica, Ston, Trpanj and Vela Luka.

The LAG 5 area has 736,42 km<sup>2</sup>, with 24.287 inhabitants or 18% of the total population of Dubrovačko-neretvanska County in 2011 (DZS, 2011) and 0.6% of the population of the Republic of Croatia. Unfortunately, there is constant growing trend of depopulation, whereby negative demographic trends are a huge obstacle to any kind of stimulus to the development in economy or tourism. This trend is the most evident in the county of Mljet and the least in the Town of Korcula, which is one of the most populated units.

**Table 1.**

### Most important features of 11 municipalities of the Pilot area

Municipality	Area(km <sup>2</sup> )	Population <sup>1</sup>	Location	Settlements
Blato	66,57	3.593	Island position	Blato i Potirna
Janjina	29,2	551	peninsular position	Drače, Janjina, Osobjava, Popova Luka, Sreser
Korčula	108,2	5.663	Island position	Korčula, Čara, Pupnat, Račišće i Žrnovo
Lastovo	46,87	792	Island position	Glavat, Lastovo, Pasadur, Skrivena Luka, Sušac, Uble, Zaklopatica
Lumbarda	10,77	1.213	Island position	Lumbarda (ostali izvori: Javić, Račišće, Koludrt, Kosovo, Šerić, Postrana, mala i vela Glavica, Tatinja, Prvi žal)
Mljet	100,4	1.088	Island position	Babine Kuće, Babino Polje, Blato, Goveđari, Korita, Kozarica, Maranovići, Njivice, Okuklje, Polače, Pomena, Pristanište, Prožura, Prožurska Luka, Ropa, Saplunara, Soline, Sobra, Tatinica, (-Velika Loza)

<sup>1</sup> Source: dzs.hr, 2011

Orebić	113,13	4.122	peninsular position	Donja Banda, Kućište, Kuna Pelješka, Lovište, Nakovanj, Orebić, Oskorušno, Pijavičino, Podgorje, Podobuče, Potomje, Stankovići, Trstenik, Viganj (ostali izvori: Viganj, Trstenik, Oskorušno i Popratna, Orebić, Lovište, Kuna, Kućište, Gorje i Podobuče)
Smokvica	24,57	916	Island position	Smokvica (ostali izvori: Smokvica, Brna, Vinačac (Vinašac) i Blace (Blaca))
Ston	169,51	2.407	peninsular position	Boljenovići, Brijesta, Broce, Česvinica, Dančanje, Duba Stonska, Dubrava, Hodilje, Luka, Mali Ston, Metohija, Putnikovići, Sparagovići, Ston, Tomislavovac, Zabrdje, Zaton Doli, Žuljana (+Zamaslina)
Trpanj	36,7	721	peninsular position	Donja Vručica, Duba Pelješka, Gornja Vručica i Trpanj
Vela Luka	43,27	4.137	Island position	Vela Luka
<b>Total</b>	<b>935,53</b>	<b>26.457</b>		

This area borders with Splitsko – dalmatinska county and the Republic of Bosnia and Hercegovina up in the north and with the City of Dubrovnik in the south.

Most of the area is on the coast and all the parts have the same or very similar geomorphologic and climate characteristics, the characteristics of biodiversity, economy, social and cultural- historical characteristics. The main characteristics of the area are spatial fragmentation and insufficient traffic connectivity. The sea traffic plays the most important role in the traffic connectivity. Road traffic; state, county and especially local roads, also demands reconstruction. The area is not connected to the mainland with the airlines apart from the heliports which are used for emergency situations and aids of the local population. The closest international airports are Split and Dubrovnik.

The most important branch of the economy is tourism and private entrepreneurship related to tourism. To a lesser extent, maritime affairs and primary activities are developed (vine production, wine production, fisheries, shellfish farming, etc.).

In 2018, the largest number of overnight stays (almost one million) was in Orebić municipality, which also has the predominance of the total number of tourist beds. The smallest tourist turnover

was in Smokvica municipality. Unfortunately, the average occupancy rate of the pilot area is only 14%, while the average stay of tourists is 6.8 days (longer than in the rest of Adriatic Croatia).

**Table 2**

**Accommodation objects, units and beds in 2018<sup>2</sup>**

Municipality	Number of accommodation objects	Number of accommodation units	Number of tourist beds	Number of extra beds
Blato	594	1.030	3.721	392
Janjina	451	676	2.252	232
Korčula	1.073	2.491	7.856	1.352
Lastovo	235	576	1.875	1
Lumbarda	421	931	2.392	51
Mljet	348	963	2.606	500
Orebić	2.100	7.432	18.458	1.684
Smokvica	164	305	1.005	30
Ston	606	1.387	4.339	510
Trpanj	554	969	2.939	247
Vela Luka	558	1.387	4.017	605
<b>Total</b>	<b>7.383</b>	<b>19.145</b>	<b>54.168</b>	<b>5.974</b>

However, when compared to the fact that in this area there is almost half of the tourist beds of the Dubrovnik-Neretva County (47.41%), the fact that only 21% of tourist arrivals in the county and 32% of overnight stays are performed in LAG 5 pilot area is not satisfying.

When these data are viewed in the relation with entire Croatia, the share of the pilot area in all Croatian touristic overnights is only 2.65%, while the share of touristic beds is 3.37%.

<sup>2</sup> Source: e-Visitor

Table 3

Main tourism indicators per municipality in 2018. <sup>3</sup>

Municipality	Tourist nights	Tourist arrivals	Nights (%)	Arrivals (%)	PDB	The average occupancy rate by beds
Blato	197.637	20.500	7,04	4,66	9,6	14,55%
Janjina	101.841	12.711	3,63	2,89	8,0	12,39%
Korčula	440.085	96.466	15,68	21,91	4,6	15,35%
Lastovo	64.131	8.855	2,29	2,01	7,2	9,37%
Lumbarda	138.794	19.087	4,95	4,33	7,3	15,90%
Mljet	155.803	33.803	5,55	7,68	4,6	16,38%
Orebić	949.119	121.465	33,82	27,58	7,8	14,09%
Smokvica	51.854	7.996	1,85	1,82	6,5	14,14%
Ston	179.540	34.679	6,40	7,88	5,2	11,34%
Trpanj	155.490	20.073	5,54	4,56	7,7	14,49%
Vela Luka	188.580	30.857	6,72	7,01	6,1	12,86%
<b>Total</b>	<b>2.806.345</b>	<b>440.365</b>	<b>100,00</b>	<b>100,00</b>	<b>6,4</b>	<b>14,19%</b>

<sup>3</sup> Source: e-Visitor



## Targets and their needs

Gaps and needs perceived by the actors of the cross - border area have been highlighted through the "BLUTOURSYSTEM" questionnaires administered in the second half of 2018 and are listed below:

- **Transportation data issues** - *the data on the services used to reach the destination and locally, and also the ancillary services related to the various types of transport; Actors stated that general the accessibility data are considered important. Particular attention is paid to smart solutions adopted for the mobility in the destination.*
- **Training** - *The need for training is felt crucial for all levels, lower, middle and senior management levels, with a slight preference on senior level. It is important for transnational stakeholders to maximise the capability to transform destination resources into tourism product even taking into account a diversification of them tailored on specific needs and services.*
- **Digital competences** - *With reference to digital competences and innovation stakeholders feel this is a challenging factor for which they need more training.*
- **limited capabilities od DMO-s** - *both at financial and organizational level, which seems to be in line with the abovementioned necessity to improve the capability of creation of relationships, designing and planning strategies.*
- **monitoring** - *the need for controlling and monitoring is considered important: on the one hand for training and improving competences and on the other hand for the perceived necessity of cooperation and sharing the process.*

## Type of training interventions

All Workshop are interactive, whereby interactive workshop is distinct from a standard meeting because it aims to stimulate creativity through collaborative working. Interactive workshops were useful in many situations. They are a great type of training for analyzing case studies. Interactive workshops are suitable for:

- *gathering ideas for sustainable development*
- *solving problems,*
- *deciding priorities, strategy, and vision;*
- *improving working relationships through networking.*

During the seminars a combination of lectures and participation during the joint discussions and solving tasks in teams is going to be used.

Most important model of learning is through Living Lab methodology, which can be characterized in multiple ways and serve several purposes. They are both practice-driven organisations that facilitate and foster open, collaborative innovation, as well as real-life environments or arenas, where both open innovation and user innovation processes can be studied and experimented with, and where new solutions are developed. Despite the multiple different implementations, Living Labs share certain common elements that are central to the approach: Multi-method approach, user engagement, multi-stakeholder participation, real-life setting and co-creation.

## Training objectives

Main training objectives are:

- **Enhancing knowledge regarding Destination Management and professionalization of Tourism Services Providers**
  - Topics: Tourism development planning process, The organization of tourism destination management, Collaborative approach to destination management, Monitoring the quality of the tourist experience in the destination
- **Professionalization of service providers in tourism and raising quality of tourism product as a prerequisite for the development of sustainable rural tourism**
  - Topics: Expectations of guests and trends in tourism, Factors of success of relevant tourist products, Opportunities to improve the quality of accommodation, Designing and offering tourist experiences, Valuation of natural and cultural heritage in the function of tourism products development, Ecotourism, eco-agro tourism and rural tourism as a development strategy, Visitor management and Interpretation techniques

- **Enhancing knowledge regarding Application of ICT and e-marketing in tourism business**
  - Topics: The benefits of ICT / e-marketing in tourism / e-marketing, Essential features of a high-quality network location, Mobile web and mobile applications, User Generated Content (UGC) and Application in Tourism Marketing, New technological trends in destination marketing, about AR (extended reality), QR codes, "Big data", wearable technology (wearables), Smart Cross Border Data System (example of "big data" in tourism), The status of "on-line" tourism market ,Optimization (SEO) and Paid Advertising (PPC) as a Visibility Strategy

## Knowledge skills transferred

Today, tourism organizations are facing different challenges: adaptation to technological changes, identification of creative partnership, management of tourist expectations and many others. Effective collaboration among stakeholders in a destination is important because of infrastructural enhancement, development vision, educational requirements and undertaking of various marketing activities. Collaboration takes many forms and can be either formal or informal, e.g. public discussion, focus groups, panel discussion, workshop, etc. Such tasks include coordination between stakeholders, management of tourism infrastructure, conservation and development of tourism resources, visitor centers, helping the business sector at the destination etc. The role of destination management organizations in broader terms covers the following: to do everything necessary to help ensure that visitors are offered highly memorable travel experiences and to work towards enhancing well-being of locals at the destination. Because of that further deepening of knowledge is crucial for this project.

Networking and stakeholder collaboration are important in all aspects of business activities. However, in the development of sustainable tourism products they are extremely important. Without good cooperation between various public and private sector stakeholders in the destination, the tourist offer cannot be created. Therefore it is crucial to improve competitiveness,

innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while improving the quality of tourism services in special forms of tourism offer

The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. For Blutoursystem it is important to connect service providers with: Application of ICT and e-marketing in tourism business and main features, benefits of e-marketing in tourism and characteristics of a quality network of sites in tourism

- Promotion and sales over the Internet
- Mobile web and mobile applications
- New trends in tourism e-marketing
- Smart Cross Border Data System (Blutoursystem)

The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. For Blutoursystem it is important to connect service providers with: promotion and sales over the Internet, Mobile web and mobile applications, new trends in tourism e-marketing and functionalities of Smart Cross Border Data System (Blutoursystem). This will allow enhancement of service providers capacities.

Innovative tourism products based on linking entrepreneurial and public initiatives through the valuation of the role of natural and cultural heritage, in addition to the integration with ecological agricultural production can succeed only through knowledge sharing and co design process increasing their capacity to design innovative tourism products