BLUTOURSYSTEM

QUADRUPLE HELIX DATABASE OF STAKEHOLDERS AND TARGETS

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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.: 4.1.2.

Deliverable Name: Quadruple Helix Database of stakeholders and targets

Credits

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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 stakehodelders, 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: 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.

Methodology for stakeholders involvement

Tourism destination is an amalgam of a large range of products and services provided by the private and public sectors. A major challenge in destination management is harmonizing the often-conflicting stakeholders' interests. Therefore, stakeholder mapping is a dynamic process usually defined using the following steps: 1. Defining stakeholders, 2. Analyzing stakeholders by impact and influence, 3. Planning activities of productive communication with stakeholders, 4. Engaging with your stakeholders. The above mentioned is in this project is ensured through contacts with stakeholders and integration of various stakeholders in workshops, from government bodies, management bodies, NGOs and educational institutions, tourism businesses and other types of organizations/institutions for the development of sustainable tourism. .

Destination management requires stakeholder collaboration in many different areas, e.g. tourism development planning and marketing activities, advertising and promotion in particular. For sustainable tourism development, it is crucial to develop a common vision for tourism development, instruments and methods of sharing vision, ideas and knowledge in practice.

A major challenge in destination management is harmonizing the often-conflicting stakeholders' interests. Destination management is reflected through the level of collaboration among different stakeholders in a destination. Destination with a higher level of stakeholders will be more successful in management, i.e. planning of its growth, development of new products, diverse marketing activities and adopting new knowledge. To conclude, tourism destination, as a framework for tourism product, is perceived as the basic development unit, making destination management a crucial issue. The support and coordination of stakeholders are essential for both development and sustainability. Stakeholders include many different types of groups. Each of these groups have different levels of interest and may be more or less active. Stakeholders include any individuals or groups interested in tourism. There are many stakeholders in development: national government, local government with specific competence, enterprises, education and training centers, local population, non-governmental organizations, and many others.

The development of sustainable tourist destinations is not possible without a well-established cooperation between all the stakeholders in the destination. Generally, they can be divided into the public sector, private sector, civil sector, local population and tourists. Each of them has its role in developing the destination and developing tourist products. The private sector implies hotels, travel agencies, restaurants and other service providers in the destination. On the other hand, the government plays a key role in developing tourism industry. The public sector's role focuses on tourism planning, promotion of tourism products, investment, infrastructure etc. Tourism development has an impact on the local community, including its socio-cultural, environmental and economic aspects. That is why it is important to ensure support from the local community. The local population is not directly involved in product creation, but their acceptance of the development vision is extremely important and their learning of possibilities to be included is of utmost importance. We must emphasize that the involvement of the local community is also achieved by the work of NGOs, but also by representatives of local authorities who are directly elected by the community.

With the aim of educating stakeholders, especially those who are not necessarily dealing with tourism, regarding the development of tourist products and attractions, workshops on different topics are organized. The objectives of the workshop also deepen knowledge of tourism, problems and potential of sustainable tourism development, as well as identify priorities for action. These topics may include: the role of stakeholders in the development of tourism products, how to promote sustainable tourism, how to interpret ecotourism/rural tourism/active tourism, storytelling in ecotourism, etc. The workshops should include lectures and a practical part. The purpose of the practical part would be to exchange ideas and develop teamwork.

The workshops will consist of two sessions, presentations and a practical part. The purpose of the practical part would be to exchange ideas and develop teamwork. These sessions could, for example, involve an open discussion of some problems, creating a specific sustainable tourism product, etc.

Among others, the aim is to bring together stakeholders, strengthen cooperation, exchange and create new ideas, enable understanding of possibilities and limitations of sustainable tourism development, etc.

Methodology for target groups involvement

When creating stakeholder groups for sustainable tourism development, it is important to emphasize that according to UNWTO, the term "stakeholders in tourism development" includes the following actors:

- national governments;

- local governments with specific competence in tourism matters;

- tourism establishments and tourism enterprises, including their associations;

- institutions engaged in financing tourism projects;

- tourism employees, tourism professionals and tourism consultants;

- trade unions of tourism employees;

- tourism education and training centers;

- travelers, including business travelers, and visitors to tourism destinations, sites and attractions;

- local populations and host communities at tourism destinations through their representatives;

- other juridical and natural persons having stakes in tourism development including non-governmental organizations specializing in tourism and directly involved in tourism projects and the supply of tourism services.

Case studies and lessons learned should be recognized as parts with the biggest relevance for all target groups. Since the focus of the data repository is on easy availability of all available practices regarding the development of new economic ecosystem to any interested party regardless of their

member status, it is important to regulate their interests and their expectations. Therefore, the main steps in methodology of target groups involvement are:

1. *Defining groups*
2. **Analyzing groups by impact and influence**
3. **Planning activities of productive communication**
4. **Integration of common ideas**
5. **Synthesis of the obtained ideas for inovative tourism develompent**

Panel of stakeholders and target groups

Target group	Stakeholder	Level of involvement	Seminar participation
Tourism managment	Korčula DMO	High	Destination management, product development
	Vela Luka DMO	High	
	Smokvica DMO	High	
	Blato DMO	High	
	Lumbarda DMO	High	
	Mljet DMO	High	
	Ston DMO	High	
	Orebić DMO	High	
Tourism entepresires	HTB Orebić	High	ICT in tourism, product development, service quality
	Opg Marušić	intermediate	
	Kora doo	intermediate	
	HTP Korčula dd	High	
	Korčula Dreams	intermediate	
NGO	Lag 5	High	ICT in tourism, product development, service quality
	KUD Moreška	Low	
	Udruga Bonsai	Intermediate	
	Udruga Peljsški vinski puti	Intermediate	
Academic institution	Institute for tourism	Intermediate	product development
	Split University	High	
	SŠ P. Šegedina	low	

Local government	Town Korčula	Intermediate	
	All municipalities representatives	intermediate	Destination management, product development