

BLUTOURSYSTEM

QUADRUPLE HELIX DATABASE OF STAKEHOLDERS AND TARGETS

Final Version of 30/September/2019
Deliverable Number D. 4.1.2.

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.: 4.1.3.

Deliverable Name: Schedule of multi-stakeholders activities (seminars, networking and peers learning, scenarios workshops)

Credits

Partner in charge: PP1 – Veneto Region

Report elaborated by: PP5 – LAG 5 – Izidora Marković Vukadin

Report edited by: PP5 – LAG 5 – Bojana Silić Krstulović

Partners involved: all PPs

Info

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

Date: 30/09/2019

For public dissemination (YES/NO): YES

Table of contents

SCHEDULED ACTIVITIES	5
SHORT FIGURES.....	6

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: this report describes scheduled multi-stakeholders activities (seminars, networking and peers learning, scenarios workshops).

Scheduled Activities

<i>What</i>	<i>When</i>	<i>Where</i>
Destination Management - tasks and opportunities	6 June 2019, 10:00 – 16:00	Korčula
Creativity and quality as determinants of tourism development	7 June 2019, 9:00-12:30	Korčula
Application of ICT for the promotion of tourist destinations	13 June 2019, 9:00- 12:30	Korčula
How to use mobile technology and e-marketing as a strategic advantage?	13 June 2019, 14:00 – 17:30	Korčula
Creating Sustainable Tourism through Innovation and Interpretation	14 June 2019, 9:00-12:30	Korčula
Scenario co Design Workshop: Creating Sustainable Tourism - Albergo Diffuso/Scattered hotel concept	14 September 2019, 9:00-12:00	Korčula

Short figures

5

40

Destination managment,
ICT in tourism, Service
quality improvment,
Creation of tourism
products