

# BLTOURSYSTEM

SEMINARS FOR KBT TRANSFER THUS TO SUPPORT  
STAKEHOLDERS DECISIONAL PROCESS

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[www.italy-croatia.eu/bltoursystem](http://www.italy-croatia.eu/bltoursystem)

## 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.:** 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

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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 4.2.1: seminars for KBT transfers 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.

This report focus on the skills and abilities fostered during the learning process seminars to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management. This document aims to underline how each topic has improved stakeholders decisional process abilities (both through tools and improving personal skills).

# Strategic theme: *Destination Management - tasks and opportunities*

6 June 2019

In this seminar the fact that the destination is an extremely complex system that unifies a number of sections was highlighted. Different areas of work as well as different horizons of action (short-term and long-term), some that are not even seen as part of the tourist sector were also discussed. The destination inside must cooperate to get out of the competition! Destination management also involves co-ordinating stakeholders within the destination so that there is a 'unique product' as well as taking care of the destination's outward communication, according to the market. Management implies a coordinated and integrated management of the destination mix. It requires a strategic and long-term approach based on vision and planning.

Tourism is still a very specific sector, so specific knowledge about the sector is required. For the workforce, however, there are still general and basic skill needs for everybody. For example, lack of knowledge of foreign languages has been recently recognised by national tourism organisations of some European countries as a lasting problem and even as a competitive disadvantage. Entrepreneurship – a concept still vaguely defined – is taken more actively on board by education providers who are working on this notion and thinking of implementing this even at the compulsory school level.

There are also specific skill needs defined by labour category. Managers are expected to possess the following skills and competences: computer skills, business and strategic planning, strategic alliances, management skills, management through visions and values, yield management, accounting, product development, innovation, human resource management, destination management, project management, management skills to cope with globalisation influences, change management, marketing and sales skills. Of all stated, most important for this workshop were development of management through visions and values and innovations as a part

of destination management. The biggest part of workshop was focused on recognition of existing destination manager skills, while identifying current weaknesses.

## Strategic theme: *Creativity and quality as determinants of tourism development*

7 June 2019

Focus was on main elements of tourism demand and offer.

Demand: Segmentation - The market is divided into a number of different customer groups; Customers of life experiences - comes to (re) defining the quality of leisure time and constructively spent money; Environmentally aware - the environmentally sensitive offer is expected and increasingly selected; Technologically sovereign - research and book online.

Offer: Offering experiences - designing impressive experiences; Diversification - structurally rich value chains; 'Spirit of the place', identity, authenticity - become key concepts; 'Green Practice' - more frequent application. The concept of quality creativity is exposed to different interpretations. Therefore, the emphasis was on identifying what constitutes quality for individual entities and how to achieve it through existing certification schemes, but also through linking authenticity to quality that would produce quality products. Furthermore, for long term viability of tourism destinations, sense of place and development must be mutually enhancing. To promote true sustainability, community preservation needs to balance tangible with intangible values: history with heritage, cellular memory with collective memory, and action with intention. Our planning work allows development to be integrated with community values encouraging sustainability and aligning public and private interests.

Following based on secondary literature research, along with participants we analyzed the quantitative data and the qualitative information gathered in order to define and articulate sense of place. We start by relating our findings to the heart mind and soul: Mind (rational, facts): The mind needs a rational, quantitative, factual understanding of what can be seen and measured. Heart (experiential, stories): The heart needs a qualitative experiential appreciation of what can be sensed

and felt. Soul (emotional, memories): The soul needs an emotional connection to the memories created and the legacy left.

## Strategic theme: *Application of ICT for the promotion of tourist destinations*

**13. June 2019**

Main topics with focus on skills improvement were: Definition of e-marketing, The main features / advantages and disadvantages of e-marketing, Standard and extended marketing mix

Quality network location features, Promotion and sale of tourist products and services over the Internet , New trends in tourism e-marketing. The biggest interest among participants was on Promotion and sale of tourist products and services over the Internet, as a topic which is having an instant effect on economic viability. Therefore most of the workshop was focused on how to range of product and service mix offered to customers; how the product will be made available to consumers in the market, selection of distribution channels, and partners. Also high value was added to developing human resources plans and strategies to support positive interactions between hosts and guests in means of e-space.

Programming: customer-oriented activities (special events, festivals, or special activities) designed to increase customer spending or length of stay, or to add to the appeal of packages. Alos great emphasis was on gathering physical evidence: ways in which businesses can demonstrate their marketing claims and customers can document their experience such as stories, reviews, blog posts, or in-location signage and components

## Strategic theme: *How to use mobile technology and e-marketing as a strategic advantage?*

13. June 2019

Aim of this seminar was improving personal skills in area of: Mobile web and mobile applications, Social media, UGC, QR codes, AR, carrier technology, etc. Focus was also on the status of the Croatia on-line tourist market and improvement of its position, as well on benefits of SEO optimization and PPC marketing. Main skills participants showed interest in development were on social media marketing, through fast and quality communication.

Additionally, customer success representatives should be intentional with their company's social media interactions. Social media can serve as a social listening tool to find out information about guests. Are they visiting for an anniversary or a special occasion? Listening to customers through social media can help brand create an exceptional experience that is sure to delight guests.

## Strategic theme: *Creating Sustainable Tourism through Innovation and Interpretation*

14 June 2019

During the seminar main issues of management of attractions (basic tourism resources) were discussed and solved:

- *Type of attraction?*
- *Attraction attractions?*
- *What is the value of attraction?*
- *Who controls the attraction?*
- *Status of use*



As well as visitor management issues in the form of creating a sustainable tourism product:

- *Target market segments - who?*
- *Organized or individual tours?*
- *Announcement of a visit?*
- *Apply for a visit or encourage donations?*
- *Limited access to cars - an alternative?*
- *Interpretation - guides, interpretive boards, 'my guide' with the printed material?*
- *Visitor Centre, yes or no?*