BLUTOURSYSTEM

NETWORKING WORKSHOPS FOR PEER LEARNINGS AND KNOWLEDGE TRANSFER AND TO INCREASE COOPETITION CAPACITIES

Final Version of 30/September/2019

Deliverable Number D. 4.2.2.

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.: 2

Activity Name: Developing decision makers seminars and networking workshops

Deliverable N.: 4.2.2.

Deliverable Name: Networking workshops for peers learnings and knowledge transfer and to increase coopetition capacities.

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 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 4.2.2: networking workshops for peers learnings and knowledge transfer and to increase coopetition capacities constitute the essential trigger mechanism and the driving force of sustainable competitive advantage and prosperity in the CB tourism sector.

This report focus on how activities (seminars, workshops..) scheduled should have increased networking and participatory attitudes for a sound collaboration.

Strategic theme: *Destination Management - tasks and opportunities*

6 June 2019

Destination management is a process of continuous communication between stakeholders, coordination of activities in the input of different stakeholders and their harmonization over development activities, therefore main effort of this seminar was on harmonization of stakeholders groups development aims and needs. where the exercises were based on the workshops were:

- *Co-ordination of interest groups in the destination*
- *Planning tourism*
- *Facilitating the development of tourism products / offers (eg market information, education)*
- *Management of part of tourist offer*
- *Promotion of the destination on the market*

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

7 June 2019

The focus of this topic was to find out the importance of local community connectivity and the need of tourists to improve quality trough cooperation and knowledge exchange. Expectations vary from segment to segment. Therefore, we need to know which guests we are addressing. To know this, we need to have an idea of what our tourism resources are and what we offer. Product mix takes into account 'trendy products' (... vacation is still the main motive of travel, although there is a shift

in the interests of cities, culture, gastronomy, health and recreation ...), but also valorizes the resources of the area.

The production mix is complementary, the contents of one product are important in the other (eg in nautical tourism it is very important aspect of eno-gastronomy).

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

13. June 2019

The emphasis of the seminar was on learning the common features of the offer that are reflected in ICT, thus determining the destiny of the destination. It is clear that the Internet is an increasingly important source of information on the destination, with the most used social media, especially for distant broadcasting markets. Tourists residing in the Dubrovnik-Neretva County use the Internet as a source of information on the destination, with a great emphasis on harmonizing and increasing the quality of content on the DMO's web site and other web sites, such as: accommodation and other catering establishments, associations, cities and municipalities, with the aim of creating quality promotion and availability of information.

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

13. June 2019

The aim of the seminar was to establish responsibility for the use of the Internet and WEB 2.0 technology for the promotion of a tourist destination through the implementation of various contents. the emphasis was on implementation:

- *"Mash-up" and User-Generated Content (UGC)*

- *Mobile Web and Mobile Applications (RWD)*

- *Using QR Codes, Extended Reality Technology (AR)*

- *Using GPS satellite navigation in destination marketing*

- *Using IPTV technology in destination marketing*

- *"Wearables" (carrier technology)*

- *"Heat mapping"*

- *"Big data"*

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

14 June 2019

In view of increasing stakeholder cooperation through the development of sustainable products, it was necessary to look at the basic elements of cooperation:

- *Responsibilities in the form of long-term development*

- *Determining a realistic state, on which it can be more effective (concessions and the like)*

- *Coordinators of development activities*

- *Direction of tourist demand*

Also, great emphasis is placed on the interpretation as a basic technique for visitors, which is of particular importance for the continuous creative and technical cooperation of all involved in the process.

Recommendations for networking

Networking and stakeholder collaboration are important in all aspects of business activities. However, in the development of sustainable tourism products is extremely important. Without the good cooperation between the various public and private sector stakeholders in the destination tourist offer can not be created. Networking is a vital component for the tourism destination development. **Therefor we suggest a forming of network based on communication via online platform and wide mailing list**.

There are many benefits from networking. For example, these benefits are: strength connections and helping one another in finding opportunities to develop innovative products, getting fresh ideas, because network can be an source for new perspectives an ideas. A wide network means broader access to new and valuable information for included stakeholders. It is also important to highlight that from different stakeholder means different perspectives. Exchanging the information's sometimes can contribute to understanding the local specifies and differences. The point of networking in tourism is to develop professional relationships, sharing ideas and helping, but also to stimulate and accelerate tourism development in a way that is sustainable in the long term.

Furthermore, interaction between stakeholders leads to an increase in knowledge, because involving more people and organizations creates 'spiral' of knowledge. The network is especially useful for 'small' organizations because membership allows them access to the necessary information and knowledge. Finally, the main advantage of the network is to create synergy.

There are many different ways to improve networking and cooperation among stakeholders. One of the forms is create a formal stakeholders group/body that would include key stakeholder representatives from each country. This formal group could develop a plan of activities to strength cooperation of stakeholders. Some of these activities could be: creation of web portal (B2B) for the entire network with bases of all stakeholders with examples of good practices, current workshops, addresses, etc. Then it would be useful to organize an annual scientific-practical conference. The conference would serve to present network activities, exchange of ideas and projects implemented in the member states, strengthening cooperation and sharing ideas. To strengthen the network, it is necessary to promote the network and to continuously inform members of the benefits of active participation in the network. It is also a task of a specially formed body responsible for the network. Informal forms of cooperation are relating to all the occasional activities that the stakeholders take for the purpose of co-operation. These are field trips and meetings, communication through various social networks, etc. This co-operation takes place occasionally, can be between two or more network participants, may be between public and private sectors, both public and public or private and private. The network develops depending on the needs of the member. As a product of workshops some main conclusions have been made:

- *One of the mail tasks of DMO's is to promote destination and tourism products. For that DMO use different offline and online activities. They are also responsible for official*

destination promotion sites. These web sites are aimed at end-customers, but also can include a part intended for the business community (B2B).

- The DMO can encourage other stakeholders to promote tourist attractions and tourism products. This can be through the sharing of their promotional materials, brochures, leaflets and the like. Further, this can be through linking the DMO website links to the official website of other stakeholders

- Involving the project management office (PMO) in the process should make continuous communication between partners and stakeholders vital. PMO plays or should play an important role in managing project knowledge in organizations. This issue is especially challenging if we want to identify and capture the knowledge which is in the possession of individuals and is the result of their experience. On the other hand, even if we fill the data repository with, for example, the outsourced standards, there are other types of difficulties connected with transferring this codified knowledge into the designated places. Therefore, having a standardized job task for the PMO is pf outmost importance.

- Organizing webinars (and its recording) to disseminate the possibilities of using the platform to share knowledge and experience. It is very important to introduce stakeholders which are not project partners on webinar to show the possibilities for all stakeholders' levels. Emphasis of the webinar should be on a newsfeed where stakeholders can post links to uploaded documents, links to other sites, photos and photo galleries, infographics and plain text posts, and are able to comment underneath each post.

- Since it is in the long-term interest of the project to acquire new knowledge of stakeholders, it is important to devise a way to motivate stakeholders to invest their time into networking. Sharing of experiences, best practices, ideas and the like is a process that requires time, and so it is important to see the benefits resulting from these activities. Therefore, it is necessary to allow the reward of those who do it. One way is to give stakeholders, who upload their documents, case studies, business practices and the like into the repository, visibility to wider public trough web site of the project.