

# BLUTOURSYSTEM

Scenarios co-design work shops for a human centered learning model to a human centered design approach transferred to tourism actors

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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.: 3**

**Activity Name:** Co-designing pilot scenarios for Blue Tourism creative development

**Deliverable N.: 4.3.1.**

**Deliverable Name:** Scenarios co-design work shops for a human centered learning model to a human centered design approach transferred to tourism actors.

## 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

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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 4.3.1: for a real innovation in the tourism sector it is important that organizations become even much more capable to design tourism products placing tourists wishes in the centre of the design. It means that tourism products start from the understanding of the journey experience and the improvement of the touch points quality. By involving stakeholders in a co design process, we also increase their capacity to design innovative tourism products and of course also their networking attitudes.

This report focus on how activities (seminars, workshops..) scheduled should have increased capacity to design and co-design tourism products.

# Content

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- *Factors of success of relevant tourist products*
- *Designing and offering tourist experiences*
- *Valuation of natural and cultural heritage in the function of tourism products development*
- *Interpretation techniques*

## Starting position

At the beginning of the workshop itself, there was recognized lack of creative content in the destination as well as insufficient use of the resources of intangible heritage. Since tourism is primarily based on sun and sea, creative departure is needed in the form of active forms of tourism and forms of tourism based on the habits of life and work. Therefore, participants are asked to valorise the existing resources, to evaluate their knowledge of them, and to emotionally and professionally position them in relation to them. Resources are valued in terms of importance (international, national and local attractions), usage status (ready, unprepared and partially ready), seasonality of use and resource type.

Participants are asked to define their interests, knowledge, hobbies and participation in various activities. The greatest utilization of the intangible cultural heritage has been recognized, where it is currently valorised at the level of aesthetic appearance, rather than existing value connotations. For this reason, the present aims were: 1) to identify the role of intangible assets in destination competitiveness; 2) to verify the degree of adoption of plans based on the development of intangible assets; 3) to observe the role played by the involvement of the various actors, and thus the activation of a network, in intangibles' development.

## Main results

It was found that the greatest potential has rural development, eno-gastronomy and active forms of tourism. Furthermore, it has been established that active tourism is needed to move to individualized services (eg tailored trainings, personal trainer); Guided sports tours (eg bicycling, pedestrian); the possibility of storing equipment and small repairs of sports equipment; the growing quality and severity of wellness and medical services (eg initial examination, physiotherapy). One of the results of the cocreation workshop was also establishing that there is a necessity of growing offer of presentations and / or DIY workshop about the local culture of life and work (eg. cooking,

wine and culture, traditional crafts); (eg bike rental, walking tours) and interactive familiarization with local heritage (eg visiting a rural household, taking part in berths, guided tours).

## Main issues

The main issues that are recognized are:

- *who will manage the development of the creative process?*
- *whether there are enough human resources?*
- *Who will be the segments the products will be focused on?*
- *whether there is a problem of oblivion of intangible heritage?*
- *whether there is a market with enough interest in creative activities?*

What emerges is a lower propensity to build networks for the implementation of projects linked to intangible resources than tangible ones. This is primarily due to the lack of response from local community, whose management attributes greater importance to material resources in the activation of competitive processes. A further consideration is that some regional actors play a marginal role in the development of intangibles, either because they feel they do not have the requisite skills or because the project itself leaves little room for their contribution.

## Scattered hotels as a benefit for stakeholders

The development of scattered hotels, according to the strategy, can enable

- tourist valorisation and preservation of traditional architectural heritage for the needs of accommodation and catering capacities, while respecting indigenous local values of life and culture in Croatian destinations,
- creation of destination accommodation networks,
- improving the quality of service and offer in accommodation facilities,
- joint promotion on the market,
- use of new IT and communication technologies,
- improving the gastronomic offer,
- creating additional offers and content,
- employment of the local population in tourism and tourism.