

BLUTOURSYSTEM

BLUE TOURISM SCENARIOS FOR BUSINESS ECOSYSTEMS
DEVELOPMENT AND FOR A CREATIVE AND ECO-
INNOVATION OF THE
SECTOR

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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.: 4.3.2.

Deliverable Name: Blue Tourism Scenarios for Business ecosystems development and for a creative and eco-innovation of the sector

Credits

Partner in charge: PP1 – Veneto Region

Report elaborated by: PP5 – LAG 5 – Izidora Marković Vukadin, Damir Krešić, Neda Telišman-Košuta

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 4.3.2: this deliverable represent the outcome of the 4.3.1 workshops after a desk check and review in terms of robustness, attractiveness and reliability of the process and the results.

Overview on learning process seminars

All Workshop were interactive focused on stimulating creativity through collaborative working. Interactive workshops were useful in many situations. They are a great type of training for analyzing case studies. During the seminars a combination of lectures and participation during the joint discussions and solving tasks in teams were used. Most important model of learning is through Living Lab methodology and co-creation.

Main training objectives were:

- **Enhancing knowledge regarding Destination Management and professionalization of Tourism Services Providers**
 - Topics: Tourism development planning process, The organization of tourism destination management, Collaborative approach to destination management, Monitoring the quality of the tourist experience in the destination
- **Professionalization of service providers in tourism and raising quality of tourism product as a prerequisite for the development of sustainable rural tourism**
 - Topics: Expectations of guests and trends in tourism, Factors of success of relevant tourist products, Opportunities to improve the quality of accommodation, Designing and offering tourist experiences, Valuation of natural and cultural heritage in the function of tourism products development, Ecotourism, eco-agro tourism and rural tourism as a development strategy , Visitor management and Interpretation techniques
- **Enhancing knowledge regarding Application of ICT and e-marketing in tourism business**
 - Topics: The benefits of ICT / e-marketing in tourism / e-marketing, Essential features of a high-quality network location, Mobile web and mobile applications, User Generated Content (UGC) and Application in Tourism Marketing, New technological

trends in destination marketing, about AR (extended reality), QR codes, "Big data", wearable technology (wearables), Smart Cross Border Data System (example of "big data" in tourism), The status of "on-line" tourism market ,Optimization (SEO) and Paid Advertising (PPC) as a Visibility Strategy

Attractiveness and reliability

The attractiveness of the process itself is based on frequent exposure to best practice examples, which focus significantly on attention, but also on linking examples to the situation in the region, and by jointly creating solutions or innovative ideas.

The reliability of the process is extremely dependent on networking and stakeholder collaboration. Without good cooperation between various public and private sector stakeholders in the destination, the tourist offer cannot be created. Networking is a vital component for the tourism destination development. When referring to the development of sustainable tourism

There are many benefits from networking, such as: strong connections and helping one another in finding opportunities to develop innovative sustainable tourism/ ecotourism products, getting fresh ideas, because such a network can be a source of new perspectives and ideas. A wide network means broader access to new and valuable information for participating stakeholders. It is also important to highlight that different stakeholders mean different perspectives. Exchanging information can sometimes contribute to understanding local idiosyncrasies and differences. The point of networking in tourism is to develop professional relationships, share ideas and provide support, but also to stimulate and accelerate tourism development in a way that is sustainable in the long term.

Main issues

Issue1: Tourism quality is not only about the number of visitors but about the capacity to manage them – continuous communication of stakeholders (solution)

Issue 2: Technological or smart solutions alone are important but will not solve the issue of creative process. integration of knowledge-based elements and passion (solution)

Issue 3: The need of detecting the influence of stakeholders is a high priority - therefore it is important to avoid under (or over) estimating of their impacts and relevance (solution)

Lesson learned

Plan development based on existing knowledge and resources in the destination and focus on private interests of tourism development stakeholders.

Be diverse: Make sure to include a rich diversity of stakeholder expertise, geography, and tactics from across the spectrum. This is an opportunity to reach out and mix the old with the new, including stakeholders from other regions and/or states.

Foster communication and collaboration mechanisms among all relevant stakeholders. Management strategies will be far more effectively if all relevant stakeholders work together compared with initiatives of individual stakeholders;

Understanding the importance to be involved in further networking can be insufficient. There is a need for clearing potential misunderstanding, which can be done only through time consumption activities.

Enhance the integration of local communities in the tourism value chain promoting their engagement in the sector and ensuring that tourism translates into wealth creation and decent jobs. Integrating local communities from the start will ensure they benefit from tourism from the start and will help bring together local stakeholders;

Set a strategic long-term plan for sustainable urban tourism including the definition of the carrying capacity for the city and for specific areas and attractions. This is particularly useful to implement strategies that aim at dispersal of visitors, visitor segmentation and those where new itineraries and attractions are developed more effectively;

Plan ahead through methodologies such as strategic foresight and scenario planning. The dynamic, volatile, uncertain, and complex global developments of today require an approach that does not (only) take the past but also identifies the driving forces of change and key uncertainties, to create plausible scenarios;

Development Potential - Scattered Hotels

One of the tourism products and services, whose creation and implementation are based on the factors of creativity and innovation, in cooperation with all stakeholders in the tourist destination within a sustainable development model, is certainly the business model of a scattered hotel. The scattered hotel model is based on the fact that the modern tourism industry is increasingly turning to selling experiences rather than the summer holidays or accommodation separated from the local community. Tourists travel for the experience and want to feel the spirit of a community, to 'buy' an experience that is very unique. A significant number of tourists design such experiences and vacations themselves, using numerous search tools and experiences of others. There is also an increase in the number of tourists who use specialized agencies to design such experiences.

When designing a scattered hotel, it is extremely important that the whole project exudes the spirit and atmosphere of the place and thus be a unique product that has limited competition in the tourism market.

Korcula's strategic tourism goals are aimed at enhancing the competitiveness of the destination and, in addition to managing the destination and developing products, attractions, marketing and infrastructure, are related to the accommodation capacities and supply, ie. hotel investments.

Although Croatian tourism has undergone major changes in the last 10 years, however, when it

comes to the construction and opening of new multi-star hotels, there are still great unrealized potential for expanding the offer and building new hotel facilities in Korcula, which will eventually extend the season and change the structure guests in the destination (middle-aged tourists of higher paying power with whom passive rest, relaxation and gastronomy are the primary motives of arrival, and to which Korcula is oriented). According to the analysis of the Korcula tourism market, private accommodation still dominates in total capacities, but at the peak of the season, July and August, there is almost no room for growth in occupancy, which is why the activation of new capacities is the only possible solution for the further increase in the number of nights . In addition to the mentioned market trends and potentials, the selected area of Korcula meets the standards for construction of a scattered hotel due to good transport connections, preserved quality of space, cultural and historical heritage, natural beauties, good predispositions for the development of the local economy and specific forms of tourism and orientation to the principles of sustainable development.

Therefore, investing and building a scattered hotel on the island of Korcula is justified, but in order for it to be successful, it is necessary to follow the development guidelines for the construction and operation of the scattered hotel, which are mutually suggested by examples of good practice of scattered hotels, the Blutoursystem project and Croatian legislation. diffuse hotels. The guidelines relate to design, organizational, sales and marketing recommendations, community relations, and planning. Emphasizing the importance of respecting the 'living room atmosphere' and consistency in recognizability, but according to the level of historical and conservation protection, important elements are the selection of the appropriate organizational structure, market niche, communication channels and the need to establish broad mutual interest cooperation with public and private bodies.

Panel of stakeholders and target groups

Target group	Name of the body/institution	Description of institution/body competences	Presence at Living Lab
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Local regional and national public authorities	Korčula DMO	DMO Korčula is of a public character and aim at managing destination development, marketing of destinations, as well as fostering cooperation between the public and private sectors for settlements Korčula, Čara, Pupnat, Račišće i Žrnovo	<ol style="list-style-type: none"> 1. Living lab seminar – destination management 2. LIving lab Co Design workshop – creativity and quality 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing 5. LIving lab Co Design workshop- ST – innovation and interpretation
Local regional and national public authorities	Vela Luka DMO	DMO Vela Luka mission is managing destination development, marketing of destinations, as well as fostering cooperation between the public and private sectors.	<ol style="list-style-type: none"> 1. Living lab seminar – destination management 2. LIving lab Co Design workshop – creativity and quality
Local regional and national public authorities	Smokvica DMO	DMO Smokvica is of a public character and aim at managing destination development, marketing of destinations, as well as fostering cooperation between the public and private sectors for settlements: Smokvica, Brna, Vinačac (Vinašac) i Blace (Blaca))	<ol style="list-style-type: none"> 1. Living lab seminar – destination management 2. LIving lab Co Design workshop – creativity and quality
Local regional and national public authorities	Blato DMO	Manages tourism in settlements Blato i Potirna and is focused on destination development, marketing of destinations, as well as fostering cooperation	<ol style="list-style-type: none"> 1. Living lab seminar – destination management 2. LIving lab Co Design workshop – creativity and quality
Local regional and national public authorities	Lumbarda DMO	Guides tourism development and marketing at settlements Lumbarda Lumbarda, Javić, Račišće, Koludrt, Kosovo, Šerić, Postrana, mala i vela Glavica, Tatinja, Prvi žal.	<ol style="list-style-type: none"> 1. Living lab seminar – destination management 2. LIving lab Co Design workshop – creativity and quality 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing
Local regional and national public authorities	Mljet DMO	DMO Mljet has public character and aima at managing destination development, marketing of destinations, as well as fostering cooperation between the public and private sectors for settlements: Babine Kuće, Babino Polje,	<ol style="list-style-type: none"> 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing

		Blato, Govedari, Korita, Kozarica, Maranovići, Njivice, Okuklje, Polače, Pomena, Pristanište, Prožura, Prožurska Luka, Ropa, Saplunara, Soline, Sobra, Tatinica. Focused on cooperation with National park authority.	
Local regional and national public authorities	Ston DMO	The municipality of Ston is a unit of local self-government with its DMO and occupies the southeastern part of Peljesac peninsula in the extreme southeastern . Dmo is focused on marketing and cooperation. Manages area of settlements: Boljenovići, Brijesta, Broce, Česvinica, Dančanje, Duba Stonska, Dubrava, Hodilje, Luka, Mali Ston, Metohija, Putnikovići, Sparagovići, Ston, Tomislavovac, Zabrđe, Zaton Doli, Žuljana.	3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing
Local regional and national public authorities	Town Museum Korčula	From pre-history to the present, the town museum offers a fascinating insight into korcula's cultural development and way of life throughout centuries.	5. Living lab Co Design workshop- ST – innovation and interpretation
Local regional and national public authorities	PP Lastovsko otočje	The Lastovo islands are located in the Croatian part of the Adriatic Sea, 14 km towards the south from the island of Korčula. It is a part of the outer group of southern Dalmatian islands and comprises the southernmost Croatian populated island of Lastovo with adjoining islands, the island group of Lastovnjaci and Vrhovnjaci and the island of Sušac. The Lastovo Islands Nature Park comprises 46 islands, islets, rocks and reefs (the largest of which are Lastovo and Sušac), covering a total surface area of 53 km ² and 143 km ² of sea surface. It is bounded by the lighthouses of Sušac, Tajan, Glavat and Struga.	4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design workshop- ST – innovation and interpretation
Local regional and national public authorities	Town Korčula	Manages development and needs of the settlement Korčula , Čara, Pupnat, Račišće and Žrnovo	-1. Living lab seminar – destination management 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing

Local regional and national public authorities	Municipality Lastovo	Manages development and needs of the Lastovo island	4. Living lab workshop – mobile technology and e-marketing
Local regional and national public authorities	Municipality Blato	Manages development and needs of Blato municipality	4. Living lab workshop – mobile technology and e-marketing
Regional and local development agencies, chamber of commerce and other business organizations	Korčula Development Agency - KORA	The main activities of the KORA agency are: - Cooperation in the preparation of strategic documents - closing partnerships with regional and local agencies and organizations - Writing and reporting projects Implementing the project in cooperation with partners - Priming Entrepreneurship	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	HTB Orebić	Hotel company, provides accommodation and catering services	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 3. Living lab workshop – ICT
SMEs	Opg Marušić	Production of domestic food products	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	HTP Korčula dd	A hotel company, provides accommodation and catering services (4 hotels, apartman villages)	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design

			workshop- ST – innovation and interpretation
SMEs	Korčula Dreams	Accommodation company, provides accommodation and catering services	1. Living lab seminar – destination management
SMEs	Karmen Škaro	accommodation services	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	Južno more doo	Tourist agency	3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	Korčulanske pjatnice	Gastronomy festival induced by providers of local catering services	-3. Living lab workshop – ICT 4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	OPG Vlaho Komarak	Production of domestic food products	4. Living lab workshop – mobile technology and e-marketing 5. Living lab Co Design workshop- ST – innovation and interpretation
SMEs	Josip Salasan	Accommodation services	5. Living lab Co Design workshop- ST – innovation and interpretation
Universities, Technology and Transfer Institution and Research institutions	Institute for tourism	The Institute for Tourism fosters ongoing efforts to improve specialist knowledge pertaining to the different areas that impact the development and management of tourism: economics, marketing, management, transportation,	1. Living lab seminar – destination management 2. Living lab Co Design workshop – creativity and quality 3. Living lab workshop –

		<p>environmental protection and application of modern information and communication technologies.</p> <p>The Institute's basic tasks are:</p> <p>Research Planning and Development Information and Documentation Education Library Publishing</p>	<p>ICT</p> <p>4. Living lab workshop – mobile technology and e-marketing</p> <p>5. Living lab Co Design workshop- ST – innovation and interpretation</p>
NGO, associations, innovation agencies, business incubators, cluster management bodies and methods	Lag 5	<p>LAG 5 is an NGO founded with the purpose to implement the LEADER approach in south Croatia. LEADER (Acronym derived from French: "Liaison Entre Actions de Développement de l'Économie Rurale") is an acronym that stands for "links between actions for the development of the rural economy".</p>	<p>1. Living lab seminar – destination management</p> <p>2. Living lab Co Design workshop – creativity and quality</p> <p>3. Living lab workshop – ICT</p> <p>4. Living lab workshop – mobile technology and e-marketing</p> <p>5. Living lab Co Design workshop- ST – innovation and interpretation</p>
NGO, associations, innovation agencies, business incubators, cluster management bodies and methods	KUD Moreška	<p>Moreška is a dramatic dance scene featuring textual, musical and choreographic elements. In its textual section, preceded by the famous sword dance, it represents the narrative context of its performance. KUD deals with the protection and revitalization of cultural heritage</p>	<p>2. Living lab Co Design workshop – creativity and quality</p>
Education and training organizations as well as social partner and labor-market institutions	SŠ P. Šegedina	<p>There is a four-year schools of electrical engineering, mechatronics, shipbuilding and hotel technicians as well as commercialists. From three-year schools the school is providing education for waiters, chefs, pastry makers, decorators, electromechanics, ship mechanics and car electricians.</p>	<p>1. Living lab seminar – destination management</p> <p>2. Living lab Co Design workshop – creativity and quality</p> <p>3. Living lab workshop – ICT</p> <p>4. Living lab workshop – mobile technology and e-marketing</p> <p>5. Living lab Co Design workshop- ST – innovation and interpretation</p>

