

BLUTOURSYSTEM

Panel of stakeholders

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Università
Ca' Foscari
Venezia



www.veneto.eu



REGIONE
PUGLIA



ISTARSKA REGIONE
ZUPANIJA ISTRIANA



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.: 3

Work Package Name: Knowledge based tools (KBT) creation CB knowledge networks development

Activity N.: 3.2

Activity Name: Elaborating a participated analysis of business ecosystems needs, gaps and potentials

Deliverable N.: 3.2.1

Deliverable Name: Panel of stakeholders.

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, coaching sessions will be 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 10 stakeholders roughly per partner, who represent both public and private sector in the tourism field. Thanks to the multi-purpose survey promoted by the Blutoursystem project, it will be possible to measure the main aggregates of tourism demand, highlighting its specific aspects and needs.

The scope of this document is understanding which topics are perceived as pivotal by the operators for an optimal management, which areas need training sessions or which ones are already covered. This should help to calibrate the analysis and tourism measurement tools and the capacity building activities.

Deliverable 3.2.1: with the collaboration of the regions that select the panel stakeholders, universities develop a participated study to examine business ecosystem potentials, highlighting the gaps to be filled and the needs to provide answers. As demonstrated by several studies, tourism success depends on the capacities of actors to cooperate within business ecosystems. Stakeholders are involved through several channels to provide information about CB tourism needs and their points of views about the 3.1 vision. They are interviewed to identify existing business ecosystems, opportunities for Eco innovation and creative tourism development. The panel established remains active during the entire project development to give proactive feedback on project progress. The aim of consultation is determining multiplier effect towards SMEs and organizations as well as stimulating the shift from a problem of “own business” maximization to a problem of maximization of benefits for the whole business ecosystem.

The following tables show the list of stakeholders of Puglia Region, Veneto Region, Istria Region and Local Action Group LAG 5. The criteria adopted to build the panel and the ways used to enter into touch with stakeholders are described in paragraph n° 1.

1. List of Stakeholders of Puglia Region

Name	Type	Modalities of involvement in the project
Municipality of Ostuni	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
Municipality of Polignano a mare	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
Municipality of Castellana Grotte	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
Confcommercio Puglia	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Coastal Dune Park	Regional and local development agencies, chambers of commerce and other business support organisation:	Interview and panel WP 2, WP3 and WP4
Castellana Caves	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Allegro Italia Group (Ostuni)	SMEs	Interview and panel WP 2, WP3 and WP4
Leonardo Trulli Resort (Locorotondo)	SMEs	Interview and panel WP 2, WP3 and WP4
Marè (Trani)	SMEs	Interview and panel WP 2, WP3 and WP4
BeeYond Travel	SMEs	Interview and panel WP 2, WP3 and WP4

2. List of Stakeholders of Veneto Region

Name	Type	Modalities of involvement in the project
Parco Delta del Po	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
OGD CAORLE	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Municipality of Rosalina	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4

Tourism Consorion of PO	NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks	Interview and panel WP 2, WP3 and WP4
OGD TERME E COLLI	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Tourism Consortium Carole and Venezia Orientale	NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks	Interview and panel WP 2, WP3 and WP4
OTS	NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks	Interview and panel WP 2, WP3 and WP4
OGD VENICE AND THE LAGOON	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Municipality of Porto Tolle	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
CESCOT	Regional and local development agencies, chambers of commerce and other business support organisation	Panel WP2, WP3 and WP4
Politecnico University of Marche	Universities, technology transfer institutions, research institutions	Panel WP2, WP3 and WP4

3. List of Stakeholders of Istria Region

Name	Type	Intera Modalities of involvement in the project
University Jurja Dobrile Pula	Universities, technology transfer institutions, research institutions	Interview and panel WP 2, WP3 and WP4
National Park Brijuni	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
IRTA- Istrian Tourism Development Agency	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Croatian Chamber of Commerce- County Chamber Pula	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4

Croatian Chamber of Crafts and Trades- County Chamber of Istrian Region	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Maistra d.d.	SMEs	Interview and panel WP 2, WP3 and WP4
Uniline d.d.	SMEs	Interview and panel WP 2, WP3 and WP4
Public institution Kamenjak	Ge NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks	Interview and panel WP 2, WP3 and WP4
Tourist Board of Istrian Region	Regional and local development agencies, chambers of commerce and other business support organisation	Interview and panel WP 2, WP3 and WP4
Valamar riviera d.d.	SMEs	Interview and panel WP 2, WP3 and WP4

4. List of Stakeholders of Local Action Group LAG 5

Name	Type	Intera Modalities of involvement in the project
Korčula Tourist Board	SMEs	Interview and panel WP 2, WP3 and WP4
Lesic Dimitri Palace	SMEs	Interview and panel WP 2, WP3 and WP4
National Park Mljet	Local, regional and national public authorities	Interview and panel WP 2, WP3 and WP4
Kaleta Travel Agency	SMEs	Interview and panel WP 2, WP3 and WP4
Korcula Hotels	SMEs	Interview and panel WP 2, WP3 and WP4

Targets:

For **Puglia Region**, 10 subjects were interviewed, representing both public and private sector in the tourism field. Respondents were chosen according to a territorial criterion, trying to maintain the balance between the categories of economic operators and public bodies. The questionnaire was administered within December 2018.

For public dissemination: YES

For **Veneto Region**, 11 subjects were interviewed, representing both public and private sector in the tourism field. Respondents were chosen according to a territorial criterion, trying to maintain the balance between the categories of economic operators and public bodies. The questionnaire was administered within December 2018.

For public dissemination: YES

For **Istria Region**, out of 10 subjects chosen from the Region of Istria, only 8 joined the research sending back filled questionnaires. Respondents were chosen according to a territorial criterion, trying to maintain the balance between the categories of economic operators and public bodies. The questionnaire was administered within December 2018.

For public dissemination: YES

For **Local Action Group LAG 5**, Interviews were submitted to 6 stakeholders. Subjects were chosen according to a territorial and sectorial criterion, so to represent both public and private sector in the tourism field. The questionnaire was administered within December 2018.

For public dissemination: YES

1. The criteria

Panel of stakeholders (contact list documents demonstrating the activation of the panel such as: criteria to build the panel, invitation at project activities, calls to act- interview, questionnaires, meetings) provides information for the participated analysis. The panel remains active for the entire project implementation period and stimulated to be maintained after the end of the project to support the knowledge network research tasks. The panel is made of selected stakeholders invited and consulted by territorial pps (regions and LAG). The criteria to build the panel are shared with the entire partnership having in mind that the panel is built: first to be consulted, then to individuate participants for wp4 activities and finally to start a multiplier process for outputs and results dissemination towards the targets they represent.

1.1 Criteria adopted to build the panel of stakeholders

In the first place, respondents were chosen according to a territorial criterion, selecting respondents from the Pilot Areas chosen by the Project and listed in Paragraph 1.2. Secondly,

respondents were chosen trying to maintain the balance between the categories of public bodies and economic operators, listed in Paragraph 1.3.

1.2 Pilot Areas

For **Puglia Region**, the Pilot Areas chosen were:

- Valle D'Itria (Municipalities of Castellana Grotte, Fasano, Locorotondo, Monopoli, Ostuni and Polignano a Mare);
- Lecce;
- Trani.

Valle D'Itria Area is territorially influenced by the presence of the trulli, from the coastal to the inner valley of Itria. In addition, Puglia Region decided to involve Lecce and Trani, due to their significant importance in the Apulia tourist context. In this way, it is believed that the homogeneity and relevant size requirements can be sufficiently met by preserving the governability of the STT. The area of reference involves the provinces of Bari, Bat, Brindisi and Lecce. The area represents in terms of population about 8% of the Apulian population with an approximate total of 300,000 inhabitants (ISTAT data, Census 2018).

For **Veneto Region**, the Pilot Areas chosen were:

- Caorle;
- Laguna Veneta- *Venetian Lagoon*;
- Terme e colli euganei- *Euganean spa and hills*;
- Po e il suo Delta- *Po and its Delta*.

Starting from the macro Veneto pilot-area, 4 pilot sub-areas were identified based on the criteria of the BLUTOURSYSTEM project (creative tourism, ecotourism, innovation) and on the eligible areas. Each area has its own level of development and they are homogeneous territorial systems. In each sub - pilot area a DMO operates in the form of a public - private sharing table. In this respect, only the Venetian lagoon, which is one of the 4 chosen areas, has a different condition. It belongs to two different territorial tourism systems, among those identified by the Veneto Region through its own law: "City of art" and "Sea and beaches".

Five DMOs work over it. However, the focus will be on the Lagoon as a whole, both for criteria of this project and for the characteristics of this unique ecosystem, which presents partially homogeneous needs and features. It is currently represented, among others, by an association of private operators recently founded in the framework of the Interreg Europe Christa project and named OTS.

For **Istria Region**, the Pilot Area chosen were the Northern Adriatic Area of Istria Region, in particular:

- Pula area;
- Premantura area;
- Rovinj area;
- Brtonigla area.

Istria Region is the westernmost county of the Republic of Croatia. It is situated in the largest peninsula of the Adriatic Sea. Its area is 2.820 km² (triangle Dragonja, Kamenjak, Učka). Istria is the most visited tourist region in Croatia, realizing about one third of all tourist arrivals and overnights in Croatia. Out of 10 most visited towns in Croatia, 5 are situated in the region (Rovinj, Poreč, Umag, Medulin and Pula). Tourism is considered as one of the most perspective economic sector in the County with significant potential multiplicative impact on the whole economy. In the last few years there were significant investments towards increasing the quality of accommodation (in hotels, apartments, camp, villas, etc.). Many selective forms of tourism are offered, e.g. nautical, sports, congress, cultural, rural, health, gastronomic, etc. promoting Istria as one of the most attractive destination in Croatia. (Croatian Chambers of Commerce, www.hgk.hr)

For **LAG 5**, the pilot area consists of twelve local self – government units; eleven counties and one town (the Town of Korcula) with an area of 5166 km² and it is extremely rarely inhabited. With the total number of 25 578 inhabitants it is the least populated part of the Dubrovacko- neretvanska county (about 22% of the total population of Dubrovacko- neretvanska county or 0.6% of the population of the Republic of Croatia; the density of population is 5,53 inhabitants per square kilometer), with the constantly growing trend of depopulation and people growing old. Negative demographic trends are a huge obstacle to any kind of stimulus to the development in economy or tourism. This trend is the most evident in the county of Mljet and the least in the Town of Korcula, which is one of the most populated units.

1.3 Public bodies and economic operators

Respondents were chosen trying to maintain the balance between the categories of economic operators and public bodies in the tourism field.

For **Puglia Region**, the following public bodies and economic operators were chosen.

Local, regional and national public authorities:

- Municipality of Ostuni

The councillor for tourism of the Municipality Vittorio Carparelli was interviewed on site during an educational tour. The questionnaire was completed without any significant hitch or problem. The commissioner Carparelli, very attentive to the projects of mobility and sustainable tourism, has promoted a widespread exhibition "Picasso - the other half of the sky ", in an unprecedented way, in three different cities of the Valle d' Itria.

- Municipality of Polignano a Mare

The questionnaire was sent by e-mail to Domenico Matarrese, official in charge of the Office of Cultural Heritage and Activities, Public Education, Tourism, Sport, Show. There were no comments or difficulties in the compilation of the questionnaire.

- Municipality of CastellanaGrotte

Maria Teresa Impedovo, head of the Tourism - Entertainment - Culture - Human Resources sector was sent the questionnaire by e-mail, but it was filled in with telephone support because of difficulties in understanding some of the questions in section 3.2.

Regional and local development agencies, chambers of commerce and other business support organisation:

- Confcommercio Puglia

The General Manager, Giuseppe Chiarelli, was interviewed. In particular, the questionnaire was sent by e-mail and completed without any particular problems.

- Parco Dune Costiere (Fasano)

The Director, Gianfranco Ciola completed the questionnaire and no problems were found.

- Castellana Caves

Antonio Minoia, of the Press and Social Media Office completed the questionnaire.

Economic operators - SMEs:

- Allegro Italia Group (Ostuni)

The Group president, Piergiorgio Mangialardi, was interviewed by telephone. The group has invested in the Apulian territory launching the condotel, the trend of the future in Italy- a business for hoteliers and territories with new tourist facilities matching the hotel rooms to larger ones- apartments- that can be bought as holiday homes.

- Leonardo Trulli Resort (Locorotondo)

The questionnaire was delivered by e-mail to the owner Rosalba Cardone and commented by phone. Section 3.1 has caused some doubts and, because of this, it was necessary to assist the interviewee by telephone.

- Marè (Trani)

The questionnaire was sent by e-mail to the owner, Gerolamo Rubini. No problems were found.

- BeeYond Travel (Lecce)

Questionnaire was administered to Felice Zumbo, managing partner, during an educational tour around Puglia. The company based in Lecce and the US, decided to invest in the Puglia region. Felice Zumbo did not find the questionnaire difficult but certainly intense because the questions often seemed identical but they were not, so he made a literary analysis of the questions to avoid falling into the error of giving the same answers.

For **Veneto Region**, the following public bodies and economic operators were chosen.

Local, regional and national public authorities:

- Rosalina Municipality
- Porto Tolle Municipality
- Parco Delta Del Po

Regional and local development agencies, chambers of commerce and other business support organisation:

- OGD Terme e Colli
- OGD Venice and the Lagoon
- OGD Caorle
- CESCOT

Universities, technology transfer institutions, research institutios:

- Politecnico – University of Marche

NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks:

- Tourism consortium of Po e il suo Delta
- OTS
- Tourism consortium Caorle

For **Istria Region**, the following public bodies and economic operators were chosen.

Local, regional and national public authorities:

- National Park Brijuni

Regional and local development agencies, chambers of commerce and other business support organisation:

- IRTA- Istrian Tourism Development Agency
- Croatian Chamber of Commerce- Country Chamber
- Croatian Chamber of Crafts and Trades- Country Chamber of Istrian Region
- Tourist board of Istria Region

SMEs:

- Maistra d.d.
- Uniline d.d.
- Valamar riviera d.d.

Universities, technology transfer institutions, research institutios:

- University Jurja Dobrile of Pula

NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks:

- Public Institution Kamenjak

For **LAG 5**, the following public bodies and economic operators were chosen.

Local, regional and national public authorities:

- National Park Mijet

Economic operators:

- Lesic Dimitri Palace
- Kaleta Tourist Agency
- Korcula Hotels

NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks:

- TZ Korčula
- TZ Mijet

Annexes:

1. Panel of Puglia Region

Pilot area	Name	Typology	Contact person
Municipality Ostuni	TouristBoard Ostuni	Local authority	Vittorio Carparelli
Municipality Polignano a Mare	TouristBoard Polignano a Mare	Local authority	Domenico Matarrese
Municipality Castellana Grotte	TouristBoard Castellana Grotte	Local authority	Maria Teresa Impedovo
Italian General Confederation of Enterprises - Puglia	General manager Confcommercio Puglia	Regional development agency	Giuseppe Chiarelli
Fasano area	Director Parco Dune Costiere	Local development consortium	Gianfranco Ciola
Locorotondo area	Owner of Leonardo	Enterprise	Rosalba Cardone

	trulli resort		
Trani area	Owner of Marè	Enterprise	Gerolamo Rubini
Lecce area	Manager of BeeYond Travel	Enterprise	Felice Zumbo
Ostuni area	President of Allegro Italia Group	Enterprise	Piergiorgio Mangialardi
Castellana Grotte area	Press Office of Castellana Grotte Caves	Enterprise	Antonio Minoia

2. Panel of Veneto Region

Pilot area	Name	Typology	Contact person
Po and its Delta	Repres for DMO	Local, regional and national public authorities	Marco Gottardi
Po and its Delta	Municipality of Rosalina	Local authority	Daniele Grossato
Po and its Delta	Municipality of Porto Tolle	Local authority	Raffaele Crepaldi
Po and its Delta	Tourism Consortium of Po and its Delta	Tourist entrepreneurs	Michele Ghezzi
Terme and Euganeas hills	Tourism Consortium of Terme and Euganeas Hills	Enterprise	Umberto Carraro
Terme and Euganeas hills	Ogd Terme and Euganeas Hills	Local development agency	Riccardo Mortandello
Venice Lagoon	OTS	Associations	Roberta Manzi
Venice Lagoon	Ogd venice and the lagoon	Local development agency	Elisabetta Piccin
Caorle	Ogd Caorle	Local development agency	Mattia Munerotto
Caorle	Tourism Consortium of Caorle	Enterprise	Raffaele Furlanis

3. Panel of Istria Region

Geographic area	Name	Typology	Contact person
North Adriatic	Tourist Board of Istrian Region	Regional development	Denis Ivošević
North Adriatic	University Jurja Dobrile Pula	Higher Education Institution	Kristina Afrić Rakitovac
North Adriatic	National Park Brijuni	Regional development	Maša Mihelić
North Adriatic	IRTA- Istrian Tourism Development Agency	Agency development	Siniša Miljević
North Adriatic	Croatian Chamber of Commerce- County Chamber Pula	Regional and local development	Jasna Jaklin Majetić
North Adriatic	Croatian Chamber of Crafts and Trades- County Chamber of Istrian Region	Regional and local development	Eros Sorić
North Adriatic	Maistra d.d.	Enterprise	Sandra Bravar
North Adriatic	Uniline d.d.	Enterprise	Danijela Matana
North Adriatic	Valamar riviera d.d.	Enterprise	Nevena Tolanov
North Adriatic	Public institution Kamenjak	NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks:	Maja Šarić

4. Panel of LAG 5

Geographic area	Name	Typology	Contact person
The town of Korcula	Tourist Board Korcula	Public tourist body	Denis Ivošević

Municipality of Mljet	Tourist Board Mljet	Public tourist body	
The town of Korcula	Lesic Dimitri Palace	Enterprise	Michael Unsworth
Mljet	National Park of Mljet	National authority public	Andrea Anelic
The town of Korcula	Kaleta Tourist Agency	Enterprise	Andrej Curcic
The town of Korcula	Korcula Hotels	Enterprise	Mihajlo Grgic