

BLUTOURSYSTEM

Human centered learning models and QH mechanism

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Axis: BLUE INNOVATION

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Activity N.: 1

Activity Name: Defining innovative learning tools and the QHelix Mechanics

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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 4.1.1: human centered learning models and QH mechanism: learning models are designed placing human resources at the centre of the process. The models are defined consistency with the scope of learning: tourism skills and networking capacities to activate business ecosystems. Human-Centered Learning models are not needed for the mastery of content, but for the mastery of the individual who must use it and further its development. Learning Models assume that the center of the “classroom experience” must shift from the Information of individuals, to the individuals information. This report describes the learning model applied.

Pilot area description

The municipalities involved for the administration of the "Blutoursystem" project are all those municipalities that are territorially influenced by the presence of the trulli, from the coast to the valley of Itria. In particular:

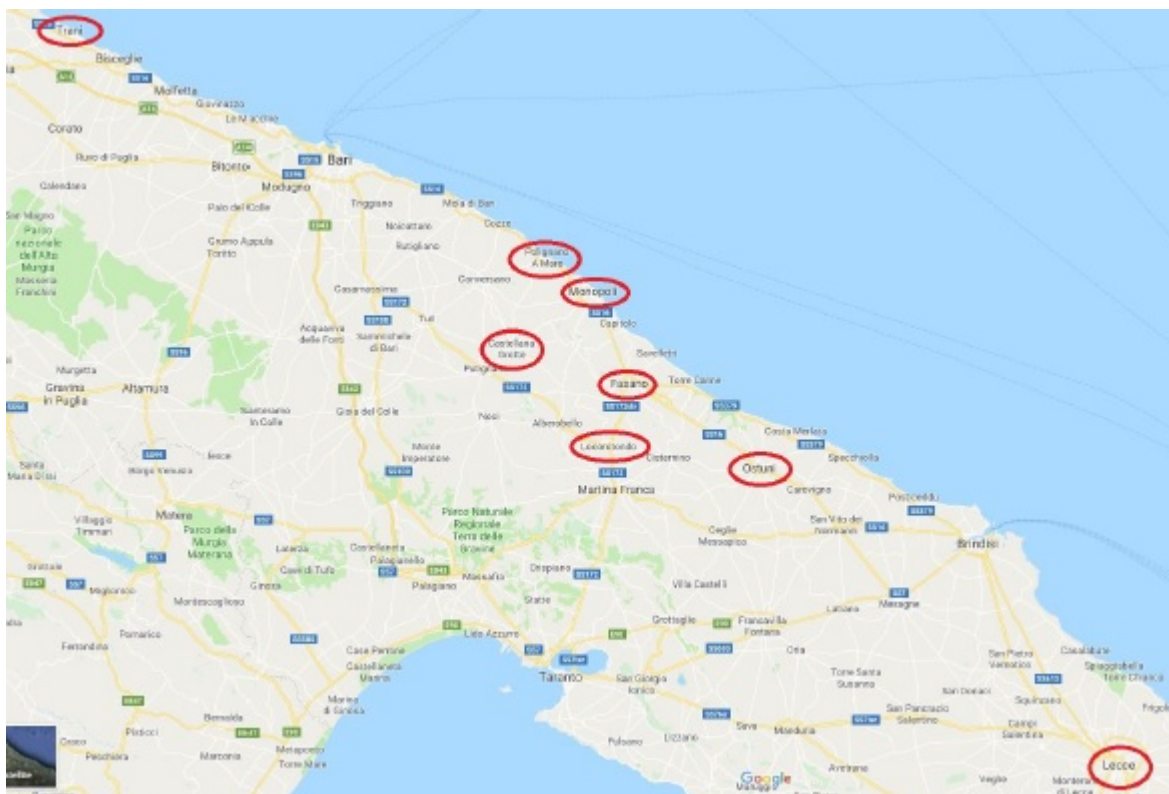
- Castellana Grotte
- Fasano
- Locorotondo
- Monopoli
- Ostuni
- Polignano a Mare

In addition to these, we decided to involve Bari, Lecce and Trani, due to their significant importance in the Apulian 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.

In this way it is believed that the homogeneity and relevant size requirements can be sufficiently met.

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).



Analysis of the tourist context of Puglia

From the analysis of the final data of 2018 and of the first semester of 2019, the performance of the tourism sector in Puglia is rising: the picture below demonstrate the increasing trend of national and foreign tourists, bringing the region into the top ten overnight stays in Italy.

HIGHLIGHTS

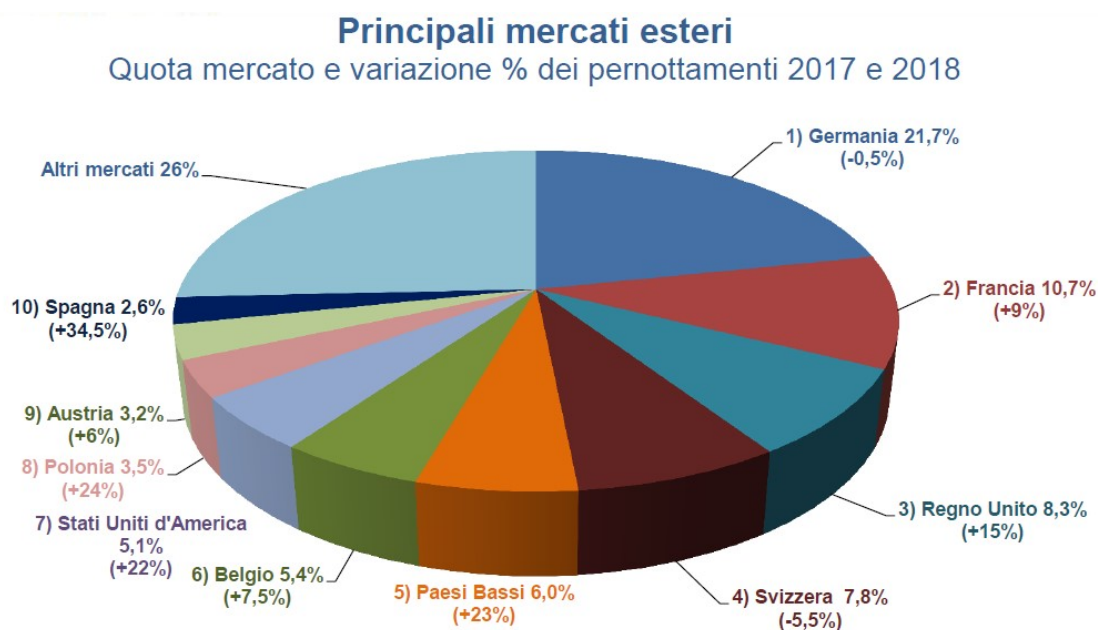
		ARRIVALS	PRESENCES
2018		4 mln (+3,7% respect to 2017)	15,1 mln (+0,5%)
	Italy	3mln (+0,2%)	11,6% (-2%)
	Foreign	1 mln (+14%)	3,5% (+9%)
	Internationalisation rate	25,6% (+2,4%)	23,4% (+1,9%)
	average stay	3,7 nights	
	acomodation facilities	7.300 (+7%)	
	beds	279.400	

		ARRIVALS	PRESENCES
JANUARY - JUNE 2019*		about +1,5%	about +2%
	Foreign	about +5%	

* Source: The ISTAT/SPOT (Sistema Puglia per l'Osservatorio Turistico) dates displayed here are partials and temporary with a coverage of the 80% of the total beds (280.063) and of the 70% of the active accommodation facilities registered on the regional database (7.400). The trend will have upwards changes at the end of the communications on the regional database from all the accommodation regularly registered.

International tourism had an excellent growth (+14% and +9%) with a 3,7% increase of arrivals confirming the same trend of the 2017.

In 2018 the internationalisation rate gained two points percent arriving at the 25,6% for arrivals and 23,4% for presences. The offer for accommodation facilities increased of the 7% and 3% for beds.



Fonte: elaborazioni dell'Osservatorio turistico regionale su dati SPOT Regione Puglia/Istat

Tourists from Germany and France are the main visitors of Puglia (**21,7% and 10,7%**) followed by English and Swiss tourists (**8,3% and 7,8%**). In fifth position there are the Netherlands due to the numerousness of overnight stays and then Belgium. USA are stable at the seventh position and Poland pass Austria gained the eighth position. Spain confirm its position at the tenth position having a growth respect to last year (**+34,5%overnights**).



Fonte: elaborazioni dell'Osservatorio turistico regionale su dati SPOT Regione Puglia/Istat

As it is shown in the graph above, in 2018 there are evident results of seasonal adjustment. Best performances of foreigners markets are registered during February, March, April, May and September with a +15%. There is a contraction of Italians arrivals in July and August while it increase in March and November (>10%).

The average stay of Italian tourists in Puglia is 2,6 days. The 60% of presences are concentrated in accomodation facilities registrating a variation of +14% for the arrivals and the +13% of presences.

Municipality	TOTALS		Averagestay
	Arrivals	Presences	
Catellana Grotte	31.535	67.284	2,1
Locorotondo	10.221	33.850	3,3
Monopoli	119.227	429.806	3,6
Polignano a Mare	95.773	274.138	2,9
Fasano	157.679	669.566	4,2
Ostuni	92.869	355.602	3,8
Trani	48.023	94.756	2,0
Lecce	265.301	697.288	2,6
Bari	446.394	838.600	1,9
TOTAL	1.267.022	3.460.890	2,7

Municipality	ITALIANS		Average Stay	FOREIGNERS		Average Stay	TOTALS		Average stay
	Arrivals	Presences		Arrivals	Presences		Arrivals	Presences	
Catellana Grotte	25.950	49.024	1,9	5.585	18.260	3,3	31.535	67.284	2,1
Locorotondo	4.516	12.609	2,8	5.705	21.241	3,7	10.221	33.850	3,3
Monopoli	80.436	289.005	3,6	38.791	140.801	3,6	119.227	429.806	3,6
Polignano a Mare	58.231	137.030	2,4	37.542	137.108	3,7	95.773	274.138	2,9
Fasano	100.524	401.556	4,0	57.155	268.010	4,7	157.679	669.566	4,2
Ostuni	56.984	225.317	4,0	35.885	130.285	3,6	92.869	355.602	3,8
Trani	33.418	62.390	1,9	14.605	32.366	2,2	48.023	94.756	2,0
Lecce	176.855	477.923	2,7	88.446	219.365	2,5	265.301	697.288	2,6
Bari	282.931	484.724	1,7	163.463	353.876	2,2	446.394	838.600	1,9
TOTAL	819.845	2.139.578	2,6	447.177	1.321.312	3,0	1.267.022	3.460.890	2,7

Source: Pugliapromozione Tourism Observatory

In the area, in relation to regional values, 12.41% of the accommodation facilities and 9.49% of the complementary structures are concentrated, guaranteeing a number of beds equal to 11.208 in the first and 10.080 in the second (respectively 14.68 % and 10.29% in relation to regional values). Monopoli, Fasano and Ostuni are the municipalities that have the largest number of accommodations and beds representing 65% of the accommodation capacity of the area. Fasano is the Municipality with the highest number of luxury accommodation facilities, not only in the area but in all the local area. Of the 7 5-star superior structures in Puglia, 4 are in the Fasano area. For what concerns the "alternative or complementary structures", the greatest presence of exercises is registered between Fasano and Ostuni, the latter representing 62% of the accommodation capacity with 44 facilities and 6,249 beds.

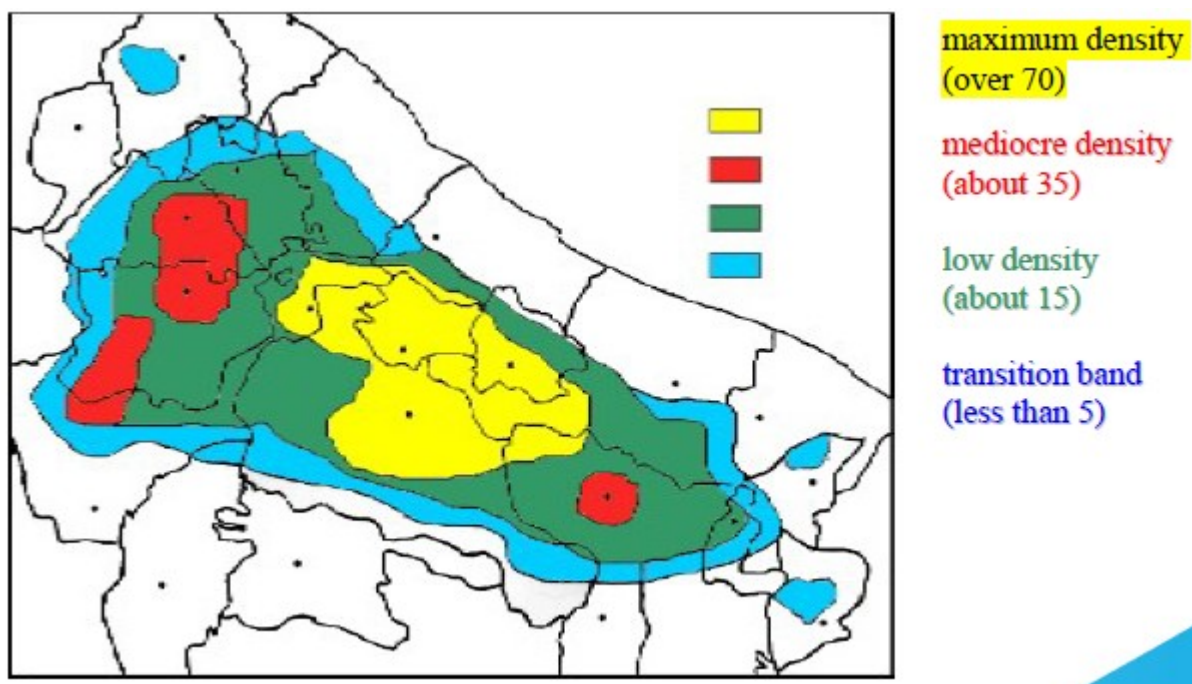
The area is characterized by 3 and 4-star facilities, with a low incidence of the lower category structures. There is the absence of one-star hotels and hostels.

In the additional accommodation facilities the most significant percentage is given by the B & B and Agriturismo. Within the reference area, there are 11 camps and tourist villages, with a total of 6,730 beds equal to 3.73% of the regional total.

The accommodation offer of the STT Costa dei Trulli area is therefore characterized by a medium-high level of the tourism sector with a distribution that privileges coastal **municipalities**.

Targets and their needs

The main characterization at the tourist level is certainly the presence of the TRULLI, the area boasts the presence of Alberobello, declared a World Heritage Site by UNESCO. The whole area is characterized by the presence of the trulli as shown on the map. Even the less characterized Municipalities (Polignano, Conversano and Mola di Bari), are favorably affected, from a tourism point of view, by the presence of this heritage.



Another characteristic element of the area is the Grotte di Castellana Grotte, discovered in 1938. Of karstic origin, the most famous and original caves are considered, in particular the Grotta Bianca defined as the most beautiful in the world.

Polignano, blue flag in 2018, is characterized by sea caves of considerable naturalistic interest. Historically important are the historic center and the remains of Roman domination. The Polignano coast stretches for 16 km.

Fasano, in addition to the presence of Selva, is the tourist center of Puglia with the highest concentration of luxury hotels and all those services connected to a demanding clientele. The coast offers a still intact natural environment.

The constructions on the coastal part are concentrated in the two large seaside villages of Savelletri and Torre Canne, leaving wide stretches of coastline absolutely free. The sandy beaches are a destination for many tourists. The Zoo Safari with its adjoining amusement park is one of the important tourist attractions.

Locorotondo is famous, in addition to the typical wine that characterizes it, also for the numerous districts, in all 138. A particular feature, from which it takes its name, is the layout of the houses, a group of small white houses arranged on concentric rings.

An important element is represented in the characterization of the STT from the city of Ostuni. The most peculiar feature is the whitewashing of the houses of the historical center up to the roofs. The use, attested since the Middle Ages, derives, as well as from the easy availability of lime as raw material, from the need to assure to the alleys and narrow environments of medieval plant a greater luminosity, given by both direct and reflected light. This costume has also played an important role historically in the seventeenth century, when the whitewash was the only way to prevent the plague from spreading in the town and the contagion increased to bring its destruction.

Monopoli, the city of the 99 districts, with its coastline, about 13 km long, is low and indented: with over 25 coves and wide sandy stretches, it is particularly suitable for bathing and exploring underwater life. There are numerous accommodations, often equipped with entertainment service and many bathing establishments including: S. Stefano (contrada S. Stefano, adjacent to the Abbey of S. Stefano), Lido Pantano, Lido Sabbia d'Oro, Torre Cintola, Porto Giardino, Porto Ghiacciolo, Torre Egnazia, Le Macchie, Baia del Sol. Many of these establishments are located in the now famous seaside resort Capitolo, famous for its buzzing nightlife, about 6 km from the city center.

From what has been said, the area has a marked tourist-cultural characterization not being able to observe a homogeneity of natural and architectural landscapes but a multifaceted combination of different historical influences.

Relevant, for tourism and cultural purposes, the presence of museums, 7 the main ones:

1. "L.Meo-Evoli" Archaeological Museum (Monopoli);
2. Museum of the Cathedral (Monopoli);
3. Museum of Paletnology (Polignano a Mare);
4. Ethnic Museum of the Salentine Civilization "Agrilandia Museum" (Locorotondo);
5. National Archaeological Museum of Egnazia (Fasano);
6. Museum of Preclassical Civilizations of the Southern Murgia and Archaeological Park of Santa Maria di Agnano (Ostuni);

7. Baroque historical center of Lecce.

The Murgia dei Trulli is also characterized by the presence of a greater forest area compared to the rest of Puglia. The forest area index is 17%, much higher than that of the entire region of 6.6%. There are many characterizations from an agri-food point of view. The presence of 25 DOC denomination, of which three in the Murgia dei Trulli (Primitivo di Gioia del Colle, white Locorotondo, Bianco Martina Franca), demonstrates the territorial vocation to the production of wine. In the territory they convey the Murgia dei Trulli and Grotta PDO olive oil road and the DOP Collina di Brindisi route. Numerous typical products and niche products production.

Analysis of points of excellence and criticality of the Area

Points of excellence:

- the value of the environment, as a natural resource that can not be reproduced;
- the quality of hospitality, in a broad sense, characterized by the "warmth" that can express family conduits, which make up the majority of the management of tourist businesses operating in the District;
- tourist presences in particular of Italian tourists;
- Good concentration in this territory of mid-level tourism-hotel companies, bathing establishments, catering, entertainment and leisure facilities;
- The excellence of agricultural production: oil, wine and vegetables; which added value that complements, improving the tourist offer;
- The quality of fish products;
- International aspects in the image due to the presence of one of the UNESCO heritage sites
- Commitment of operators in training actions in order to ensure cultural and entrepreneurial growth to best compete in the increasingly difficult market of the tourism offer;
- presence in the hinterland of level catering facilities and landscape attractions able to satisfy the curiosity of tourists looking for alternative routes;

The critical points:

- The critical points are generated by the strong change in tourist habits, no longer oriented to vacation, that is to say the whole month of vacation, but, increasingly, about 5-6 days or even on weekends. In the current socio-economic context it is necessary to be competitive also in economic terms to enlarge the offer.
- Other critical issues are represented by:
 - little promotional action of a general nature due to lack of coordination between the various entities directly or indirectly connected to the tourism economy;
 - fragmentation of companies with strong managerial personalism that slows down system policies;

- concentration of demand only in some months of the year and consequent need to extend seasonality;
- Lack of development actions towards "atypical" customers (accessible and congress tourism);
- Inefficient state of infrastructures, understood as viability and parking;
- Poor influence of the intermediaries of the sector in the choices of tourists and consequent importance of self-organized tourism;
- Absence of supply chain policies for the promotion of typical local products,
- Low "network" action among small businesses, a winning factor for competition in the markets;
- the difficulties of relationship and interaction with the rest of Puglia, in order to promote global marketing actions;
- Absence of facilities such as hostels and campsites
- Poor sensitiveness of operators to issues of environmental certification of companies.

Type of training interventions

Gaps and needs perceived by the actors of the cross - border area have been highlighted through the "BLUTOURSYSTEM" questionnaires administered in October 2018, selecting 10 respondents from: Locorotondo, Ostuni, Polignano a Mare, Fasano, Castellana Grotte, Monopoli, Lecce, Trani and Bari.

The respondents chosen were equally divided in two categories: public administrators (Ostuni, Polignano a Mare, Catellana Grotte, Confcommercio Puglia) and private operators (Parco Dune Costiere – Fasano, Castellana Caves – Castellana Grotte, Allegro Italia Group – Ostuni, Leonardo Trulli Resort – Locorotondo, Marè – Trani, BeeYond Travel – Lecce).

With the multi-purpose survey promoted by the Blutoursystem project, we intend to measure the main aggregates of tourism demand, highlighting its salient aspects and specific needs.

The method of administration and insertion of questionnaires were through paper and then by online placement and excel file.

Public administrations:

- Ostuni

Interviewed on site during an educational tour, the councilor for tourism of the Municipality Vittorio Carparelli. 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.

- Polignano a mare

Sent the questionnaire 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.

- Castellana Grotte

Maria Teresa Impedovo, head of the Tourism - Entertainment - Culture - Human Resources sector.

The questionnaire was sent to the e-mail address, but it was compiled with telephone support as it was found difficulty in understanding some of the questions in section 3.2

Organizations:

- Confocommercio Puglia, interviewed by the general manager, Giuseppe Chiarelli. The questionnaire was sent by e-mail and completed without any particular problems.

Economic operators:

- Parco Dune Costiere, Fasano, director, Gianfranco Ciola. No problems were found.

- Castellana Caves, Catellana Caves Antonio Minoia, press office and social media

- 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, new tourist facilities that match the hotel rooms to larger ones apartments that can be bought as holiday homes.

- Leonardo Trulli Resort, Locorotondo sent by e-mail to the owner Rosalba Cardone and commented by phone. Section 3.1 has caused some doubts and it was necessary for this to assist the interviewee by telephone.

- Marè, Trani

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

- BeeYond Travel, Lecce

questionnaire 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 it difficult to complete the questionnaire, but he found it certainly intense because the questions often seemed identical but they were not so he had to do a job of analysis literary question to avoid falling into the error of giving the same answers.

Some criticism on the use of Word and a suggestion on a form on the net, useful for standardizing and extrapolating data in a simpler way.

Training objectives

Main training objectives are:

- **Enhancing knowledge regarding Destination Management and professionalisation 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.

Knowledge skills transferred

Today, tourism organizations are facing different challenges: adaptation to technological changes, identification of creative partnership, management of tourist expectations and many others. Effective collaboration among stakeholders in a destination is important because of infrastructural enhancement, development vision, educational requirements and undertaking of various marketing activities. Collaboration takes many forms and can be either formal or informal, e.g. public discussion, focus groups, panel discussion, workshop, etc. Such tasks include coordination between stakeholders, management of tourism infrastructure, conservation and development of tourism resources, visitor centers, helping the business sector at the destination etc. The role of destination management organizations in broader terms covers the following: to do everything necessary to help ensure that visitors are offered highly memorable travel experiences and to work towards enhancing well-being of locals at the destination. Because of that further deepening of knowledge is crucial for this project.

Networking and stakeholder collaboration are important in all aspects of business activities. However, in the development of sustainable tourism products they are extremely important. Without good cooperation between various public and private sector stakeholders in the destination, the tourist offer cannot be created. Therefore it is crucial to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while improving the quality of tourism services in special forms of tourism offer

The Information Communications Technologies (ICT) plays a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. For Blutoursystem it is important to connect service providers with: Application of ICT and e-marketing in tourism business and main features, benefits of e-marketing in tourism and characteristics of a quality network of sites in tourism

- Promotion and sales over the Internet
- Mobile web and mobile applications
- New trends in tourism e-marketing
- Smart Cross Border Data System (Blutsystem)

The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. For Blutoursystem it is important to connect service providers with: promotion and sales over the Internet, Mobile web and mobile applications, new trends in tourism e-marketing and functionalities of Smart Cross Border Data System (Blutsystem). This will allow enhancement of service providers capacities.

Innovative tourism products based on linking entrepreneurial and public initiatives through the valuation of the role of natural and cultural heritage, in addition to the integration with ecological agricultural production can succeed only through knowledge sharing and co design process increasing their capacity to design innovative tourism products.