

BLUTOURSYSTEM

Quadruple Helix Database of stakeholders and targets

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REGIONE
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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.: 1

Activity Name: Defining innovative learning tools and the QHelix Mechanics

Deliverable N.: 4.1.2

Deliverable Name: Quadruple Helix Database of stakeholders and targets

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 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 CBnetworks and business ecosystem”.

Deliverable 4.1.2: considering innovation processes are becoming increasingly open to different stakeholders, we pursued to individuate the right targets for the innovation fostered by the 3.3. vision. This report describes with the Quadruple Helix Database of stakeholders and targets involved for WP4 process.

Methodology for stakeholders involvement

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 main objectives to evolve the ability of stakeholders to innovate the sustainable tourism sector while developing new knowledge based on tools and advanced services for design and manage new sustainable blue business ecosystems.

The questionnaire in question was administered in October 2018, selecting 10 respondents from: Locorotondo, Ostuni, Polignano a Mare, Fasano, Castellana Grotte, Monopoli, Lecce, Trani, Bari. Respondents they were chosen according to a territorial criterion, trying to maintain the balance between the categories of economic operators and public bodies. One aspect that should be emphasized from the outset is the great willingness of the interviewees to collaborate on the project, grasping its potential and underlining the importance of the commitment to "always doing better".

This report summarizes the results of this research, organizing them in paragraphs divided by type.

WHO HAS BEEN INTERVIEWED

10 people were interviewed, equally divided between the "operators and public bodies" categories

Targets

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.

METHOD OF ADMINISTRATION AND INSERTION OF QUESTIONNAIRES

Through paper and then with online placement and excel file.

Methodology for target groups involvement

Blutoursystem WP 4 Workplan Puglia Region

Date and place	Eventtitle	Target group	In line with project WP 4 output
9 July 2019 Tremiti islands	Living Lab workshop: Sustainable tourism. Food for thought for a shared model	At least 15 project stakeholders, public officers and private accommodation providers	A whole day aboard the motor yacht Marlin One Gargano and Daunia to talk about blue tourism and sustainability. First stop in the north of #Puglia, to discover the sea of #Gargano in the #RodiGarganico - # IsoleTremiti section. An experiential event among the stakeholders and the agency Pugliapr feeling agency to network, discuss and talk about the methods, potential and solutions related to blue, maritime and coastal tourism in our region.
11 July 2019 OSTUNI - Grand Hotel Santa Lucia	Living Lab seminar: the central goal of the 2030 Agenda between territorial progress and "Blue Economy".	At least 15 project stakeholders, public officers and private accommodation providers	Stakeholders and companies confronted with growth opportunities, the central goal of the 2030 Agenda between territorial progress and "Blue Economy". The future of the tourism sector is blue: there is no innovation and competitiveness without sustainable development to protect our environmental heritage for future generations.
25 July 2019 Bisceglie - Old Sawmills Mastrototaro	Living Lab Co design WS: NETWORK ON THE NET The Blue Economy in the North of Bari	At least 15 project stakeholders, public officers and private accommodation providers	Every hospitality entrepreneur bases his business on the reputation built over time. Review management is the real test of relational skills. It is a public fact, therefore extremely delicate. Understanding the mechanisms of customer judgment is the key to preserving and strengthening one's reputation and strengthening market positioning.

Panel of stakeholders and target groups

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 wide spread 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 resident, 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.