

BLUTOURSYSTEM

Schedule of multi-stakeholders activities
(seminars, networking and peers learning,
scenarios workshops)

Final Version of 30/September/2019

Deliverable Number D.4.1.3.



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Ca' Foscari
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REGIONE
PUGLIA



ISTARSKA REGIJE
ŽUPANIJA 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.: 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.: 4.1.3

Deliverable Name: Schedule of multi-stakeholders activities (seminars, networking and peer learning, scenarios workshops)

Credits

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Partners involved in the deliverable: all PPs

Info

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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 4.1.3: this report describes scheduled multi-stakeholders activities (seminars, networking and peers learning, scenarios workshops).

Scheduled Activities

<i>What</i>	<i>When</i>	<i>Where</i>
<p>A whole day aboard the motor yacht Marlin One Gargano and Daunia to talk about blue tourism and sustainability.</p> <p>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.</p>	9 July 2019	Tremiti Island
<p>Stakeholders and companies confronted with growth opportunities, the central goal of the 2030 Agenda between territorial progress and "Blue Economy".</p> <p>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.</p>	11 July 2019	Ostuni – Grand Hotel Santa Lucia
<p>Every hospitality entrepreneur bases his business on the reputation built over time.</p> <p>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.</p>	25 July 2019	Bisceglie – Old Sawmills Matrototaro

Short figures

**3 SEMINARS
ORGANIZED**

**10
personinvolved**

**Soustainability,
competitiveness and
Agenda 2030**