

BLUTOURSYSTEM

Seminars for KBT transfers thus to
support stakeholders decisional
process

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ISTARSKA REGIONE
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Document references

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Axis: BLUE INNOVATION

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Work Package N.: 4

Work Package Name: Capacity building process, networking and pilot scenarios for Blue tourism development

Activity N.: 2

Activity Name: Developing decision makers seminars and networking workshops

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Table of Contents

INTRODUCTION	5
LIVING LAB WORKSHOP: SUSTAINABLE TOURISM; FOOD FOR THOUGHT FOR A SHARED MODEL.	5
LIVING LAB SEMINAR: THE CENTRAL GOAL OF 2030 AGENDA BETWEEN TERRITORIAL PROGRESS AND “BLUE ECONOMY”.	6
LIVING LAB CO DESIGN WS: NETWORK ON THE NET; THE BLUE ECONOMY IN THE NORTH OF BARI	7

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 4.2.1: seminars for KBT transfers support stakeholders decisional process. Science and technology appears an essential source of competitive and sustainable advantage, but the key determinant of their efficacy is the quality and quantity of entrepreneurship-enabled innovation that unlocks and captures the benefits of the knowledge in the form of private, public, or hybrid goods. The dynamics of knowledge-based development call for the empowerment of stakeholders from diverse groups of interests.

This report focus on the skills and abilities fostered during the learning process seminars to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management. This document aims to underline how each topic has improved stakeholders decisional process abilities (both through tools and improving personal skills).

Introduction

The seminars have been very successful, according to what was revealed through the questionnaires distributed at the end of each meeting.

These appointments were an excellent occasions to create a profitable network of business relationships and to increase knowledge about Blue Tourism, sustainability and 2030 Agenda goals into the regional and Adriatic territories.

Users involved in these workshops were private operators such as hotel and restaurant owner, managers but also delegates from public administrations who permitted to institute discussions full of interesting arguments analyzed hereunder.

Living Lab workshop: Sustainable tourism; Food for thought for a shared model.

9th July 2019

In this seminar were highlighted the main features about sustainability as essential part of a long-term touristic strategy in Puglia and the rest of Adriatic territory; in particular there were different discussions about the possibility to gain economic and competitive advantage from Blue tourism activities related to sustainable and eco-friendly solutions.

To improve sustainability of coastal and maritime tourism there were individuated different activities that could be practiced in Apulian areas: trips in recreational boats, recreational fishing, scuba-diving, marine life observation, surf, recreational use of beaches.

The main objective highlighted is to create network and to cooperate in order to gain a shared vision from different stakeholders. It is necessary to work on professional formation and education of touristic workers to reduce seasonality and to fill the job insecurity gap in tourism services.

Living Lab seminar: the central goal of 2030 Agenda between territorial progress and “Blue economy”.

11th July 2019

The main topic about this seminar were the goal of 2030 Agenda in terms of territorial progress by activities like “Blue economy”.

Stakeholders and public institutions should identify the most important aspects about sustainability and to evaluate respective modalities integrating them efficiently in business processes. In particular, some suggestions discussed during this seminar were:

- Planning human activities in marine areas through ecosystem-based, integrated, adaptive, strategic and participatory processes.
- Integration of terrestrial and marine environment taking into account ecosystem, landscapes, human activities and their interaction.
- Intends to manage land and coastal zones to optimise the social, environmental and economic outcomes through the practice of zoning.

Benefits from these planning activities should be:

- Improvement of climate resilience
- Prevent overflow tourism
- Avoid conflict between coastal users
- Ameliorating of environmental status
- Target economic, social and ecological objectives.

Living Lab Co Design WS: Network on the net; the Blue Economy in the North of Bari

25th July 2019

During this workshop entrepreneur highlighted the fact that hospitality operators bases their business on the reputation built over time.

One of the main feature discussed was the lack of professional relational skills that should be improved testing the management of operators. Understanding the mechanism of customer judgment is the key to preserving and strengthening reputation and market position.

It is emerged that poor quality of job characterised by seasonality, low-wages and high-rotation added to a lack of interaction with local communities and businesses generates vulnerability in the economic system and in the geographical area so it is necessary to identify, support and disseminate sustainable practices, responsible businesses and green skills.

The most important ones that has been highlighted were:

- Promote sustainable businesses practices by private and public actors through support mechanism to environmental management schemes and reporting.
- Strengthen the integration of local private actors from different economic-sectors along the sustainable tourism value chain to reduce the economic leakage and ensure that the added value is better retained at the local level.
- Encourage high-quality education and vocational training interacting the principles of sustainability and inclusiveness to prepare and empower the blue tourism industry.