

BLUTOURSYSTEM

Networking workshops for peers
learnings and knowledge transfer and to
increase competition capacities

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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.: 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

Deliverable N.: 4.2.2

Deliverable Name: Networking workshops for peers learnings and knowledge transfer and to increase competition capacities

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 CB networks and business ecosystem”.

Deliverable 4.2.2: networking workshops for peers learnings and knowledge transfer and to increase cooperation capacities constitute the essential trigger mechanism and the driving force of sustainable competitive advantage and prosperity in the CB tourism sector.

This report focus on how activities (seminars, workshops..) scheduled should have increased networking and participatory attitudes for a sound collaboration.

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

9th July 2019

Sustainability has been the essential topic of this seminar and it has been considered by participants as a crucial part of a long-term tourism strategy in Puglia and the rest of Adriatic territory. This has been pointed out also regarding the design and co-design of tourism products, which should contribute to gain economic and competitive advantage from Blue tourism and be based on sustainable and eco-friendly solutions.

Participants have pointed out that a way to improve the capacity to create sustainable tourism products is to enhance and increase networks and cooperation experiences, through which know-how and best practices can be shared and exchanged.

Tourism product associations or cooperative entrepreneurship have been seen as a possible mean of development, putting together actors from the same sector to co-design and offer common products. This is particularly interesting in our territories where enterprises are mostly small and medium and business fragmentation is very high.

Finally, intersectorial clusters have also been considered as an interesting approach to connect heterogeneous actors coming from different sectors, linking sustainable coastal and maritime tourism to other economic and social sectors as for example handcraft, culture and show performances.

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

11th July 2019

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

The business model of “sun-and-beach/mass-tourism” appears to be increasingly problematic and less sustainable, as well as more and more competitive, as this model has been replicated in low-cost countries outside the EU.

As a business model it limits potential for adding value and to capture this value at the level of coastal communities. This model also creates extensive environmental burdens, including congestion, nature conservation and problems in processing solid waste and water.

Nonetheless good practices have emerged, mainstream business models in maritime and coastal tourism show persisting negative externalities in relation to social and environmental consequences for local communities, skills and qualifications of workers, consumption and exploitation of local natural resources.

The discussion has pointed out that the development of sustainable tourism products can be achieved through:

- redefining and refocusing the business model of “mass-tourism” where appropriate (not in every case) and fostering other business models, notably those focusing on “high-profile” tourism and “niche tourism”, generating potential for higher profitability and investment capacity of actors.
- curbing negative environmental externalities, including congestion and problems in processing solid waste and water.

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

25th July 2019

The stakeholders participating at the seminar pointed out that Apulia, as a developing region, has great market opportunities. Its tourism is growing and tourism products need to respond properly to the increasing demand.

This has to be done by respecting the environment in which to implement tourism products, considering the needs and requirements of local communities as well as the carrying capacity of sites.

This is particularly true when the carrying capacity of the area has been exceeded or when a product or service is struggling with low profitability and long term together with low strategic significance.

For all these reasons it has been emphasized that the design and co-design of tourism products of Apulia and the other territories cannot be carried out without a clearly defined and long-term strategy, both in terms of business strategies and public policies.