# BLUTOURSYSTEM

## Scenarios co-design work shops (6) for a human centered learning model to a human centered design approach transferred to tourism actors

## Final Version of 30/September/2019

### Deliverable Number D.4.3.1.

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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.:** 3

**Activity Name:** Co-designing pilot scenarios for Blue Tourism creative development

**Deliverable N.:** 4.3.1

**Deliverable Name:** Scenarios co-design work shops (6) for a human centered learning model to a human centered design approach transferred to tourism actors.

# Credits

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**Partners involved in the deliverable:** contributing UNIVE; collaborating all the other partners

# Info

**Status (**Draft/final/N. of Version**):**  Final/1

**Date:** 30/09/2019

**For public dissemination** (YES/NO): YES

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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 4.3.1: for a real innovation in the tourism sector it is important that organizations become even much more capable to design tourism products placing tourists wishes in the centre of the design. It means that tourism products start from the understanding of the journey experience and the improvement of the touch points quality. By involving stakeholders in a co design process, we also increase their capacity to design innovative tourism products and of course also their networking attitudes.

This report focus on how activities (seminars, workshops..) scheduled should have increased capacity to design and co-design tourism products.

# Content

9 July 2019
Living Lab workshop:
Sustainable tourism. Food for thought for a shared model

11 July 2019
Living Lab seminar: the central goal of the 2030 Agenda between territorial progress and "Blue Economy"

25 July 2019
Living Lab Co design WS: NETWORK ON THE NET The Blue Economy in the North of Bari

# Start Position

- enhancing cooperation between private and public sectors;

- fostering business cooperation to face international competitiveness;

- fostering intersectorial cooperation;

- creating product associations;

- enhancing market research;

- "high-profile" tourism and "niche tourism" can generate potential for higher profitability and investment capacity of actors;

- need to differentiate in the tourism market and from low-cost countries;

- lack of entrepreneurial skills;

- enhancing high-level professional resources;

- adapting tourism products to the carrying capacity of sites, creating sustainable economic, social and environmental issues;

- improving business strategies and more integrated public policies.

# Main results

- tourism products should contribute to gain economic and competitive advantage from Blue tourism and be based on sustainable and eco-friendly solutions;

- 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 represent a potential mean of development, putting together actors from the same sector to co-design and offer shared products, especially in territories where organizations are mostly small and medium enterprises and business fragmentation is very high;

- intersectorial clusters represent 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;

- 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;

- developing regions have great market opportunities and tourism products should respect the environment in which they are implemented, considering the needs and requirements of local communities as well as the carrying capacity of sites;

- the design and co-design of tourism products of Apulia and the other territories has to be carried out with a clearly defined and long-term strategy, both in terms of business strategies and public

policies.

## Main issues

- low cooperation between private and public sector;

- business fragmentation due to existence of mainly SMEs in the territory;
- unawareness of market trends;

- "mass tourism / "sun-and-beach" model is neither sustainable nor profitable in economic, social and environmental terms;

- growing competitiveness of low-cost countries;

- lack of entrepreneurial skills;

- shortage of high-level professional resources;

- carrying capacity of certain sites is not respected, creating unsustainable economic, social and environmental issues;

- shortage of business strategies and integrated public policies.