

BLUTOURSYSTEM

Blue Tourism Scenarios for Business
ecosystems development and for a creative
and eco-innovation of the sector

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Università
Ca' Foscari
Venezia



www.veneto.eu



REGIONE
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ISTARSKA 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.: 3

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

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Deliverable Name: Blue Tourism Scenarios for Business ecosystems development and for a creative and eco-innovation of the sector.

Credits

Partner in charge of the deliverable: PP1 - Veneto Region

Report elaborated by: PP2 – Puglia Region – Mr. Carlo Bosna

Report edited by: PP2 – Puglia Region – Mr. Andrea Santoro

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

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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 4.3.2: this deliverable represent the outcome of the 4.3.1 workshops after a desk check and review in terms of robustness, attractiveness and reliability of the process and the results.

Overview on learning process seminars

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

They have represented a great opportunity to create a positive dialogue and a constructive network between the private and public sector as it was foreseen.

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

Participants could exchange best practices, experiences, know-how and knowledge which are a fundamental sources for new business strategies, designing new products, inspiring public policies, creating a multiplier effect through business as well as public actions to be carried out and in each territory.

Attractiveness and reliability

The arguments discussed represent interesting topics faced also by the “2030 Agenda for Sustainable Development” adopted by the United Nations as well as by the European Union's Blue Growth strategy, since the coastal and maritime tourism sector has been identified as an area with special potential to foster a smart and sustainable Europe.

The seminar groups worked in a very proactive and productive way. They exchanged their high-level professional experiences and knowledge in accordance with the international objectives and strategies cited above. They were able to enrich and adapt the topics on a regional level and exchange high-level contents adding their own professional value.

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.

Lesson learned

The groups shared the following lessons:

- 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;
- it is important to redefine and refocus the business model of “mass-tourism” where appropriate (not in every case) and to foster other business models, notably those focusing on “high-profile” tourism and “niche tourism”, generating potential for higher profitability and investment capacity of actors;
- it is essential 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.