

BLUTOURSYSTEM

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

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Document references

Project: BLUTOURSYSTEM “*Knowledge platform, skills and creative synergies for blue tourism ecosystem development*”

Axis: BLUE INNOVATION

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Work Package N.: WP4

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Activity N.: 4.3

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

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2. 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.

1. Overview on learning process seminars

1.1 Decision making digital tool

As Institute for tourism, Zagreb reports states: "Tourism destination, as a framework for tourism product, is perceived as the basic development unit, making destination management a crucial issue. The support and coordination of stakeholders are essential for both development and sustainability. Stakeholders include many different types of groups. Each of these groups have different levels of interest and may be more or less active. Stakeholders include any individuals or groups interested in tourism. There are many stakeholders in development: national government, local government with specific competence, enterprises, education and training centers, local population, non-governmental organizations, and many others."

Based on the UNIZAG FSB "Analysis and calibration of the data in Tourmedassets decision-making tool in cross border region" a Living Lab Seminar was organized in Pula, Croatia on May 17th. Many of the mentioned stakeholders were present and a part of the Seminar was an introduction and User Guide instructions for using, understanding and applying SHAPETOURISM OBSERVATORY tool in focused decision-making process in tourism.

The aim of the seminar was not only to present SHAPETOURISM OBSERVATORY tool to the present stakeholders but to point out the possibility of the tool to support multi-level decision making including multiple stake holders at the same time.

A practical demonstration of the illustrative examples was used for that, in a kind of workshop.

In addition, horizontal joint action between e.g. research institutions or business incubators are presented where they independently participate in reaching the common or non-opposed goals.

1.2 ICT tools and applications for accommodation owners

The Information Communications Technologies (ICT) play a major role in tourism, travel and hospitality industry. The Integration of ICT in the tourism industry is an essential for success of tourism enterprise. For Blutoursystem, it is important to connect service providers with Application of ICT and e-marketing in tourism business and main features, benefits of e-marketing in tourism and characteristics of a quality network of sites in tourism

- *Promotion and sales on the Internet*
- *Mobile web and mobile applications*
- *New trends in tourism e-marketing*

Channel manager is a tool that is almost an inconceivable business for the renter, which saves time, because every booking you receive when using the channel manager automatically enters your calendar and closes the term on all other sales channels. In this way, the risk of overbooking is reduced.

Innovative tourism products such as Boking Monster Croatia and Go Istria are really important for all targets and their needs described earlier in documents produced by Blutoursystem project in the Region of Istria.

2. Lesson learned

2.1 Decision making digital tool usage

SHAPETOURISM tool consists of interactive maps for interpretation of the dynamics of the tourism development. As such, it may be used for collecting and analyzing the data, which then provides the basis for insightful and knowledgeable decision-making process.

The aim of the seminar was not only to present SHAPETOURISM OBSERVATORY tool to the present stakeholders but also to point out the possibility of the tool to support multi-level decision making including multiple stakeholders at the same time.

Stakeholders learned the possibility to aggregate the data so that upper level stakeholders assist the lower level stakeholders in strategic decision, or vice versa, in a vertical stakeholder joint action.

2.2 e-learning tools for accommodation owners

Today, accommodation providers in tourism are facing different challenges: adaptation to technological changes, management of tourist expectations, keeping the pace they rent in perfect orders, making and invoices, being the perfect hosts and many others. Effective collaboration in a destination is important because we can make a season longer. Today is not enough to sell only your accommodation we need to sell the experience of your home but also of your destination.

When tourist say that they have taste Istria, and they recommend us like destination but also recommend you as a holiday home owner where they are returning than we can say that we succeeded in our goal.

Main training objectives accomplished were in the fields of:

- ***Sales channels***

There are more than hundred different sales channels. Channel manager allows user to be automatically pulled on more than 30 sales channels at once, such as Agoda, Airbnb, Atraveo, Booking.com, Cuddlynest, Homeaway, Magic Stay, Vac Agent. When using a channel manager, it's important to control only the information inside the interface. It allows the user to set the information at one place and it will be automatically changed at many chosen places at the same time.

- ***Channel Manager***

Channel manager is a tool that is almost an inconceivable business for the renter, which I can definitely say that it saves time, because every booking you receive when using the channel

manager automatically enters your calendar and closes the term on all other sales channels. In this way, you reduce the risk of overbooking.

- Website development

In order for the experts to create a web page that you will be completely satisfied with, it is important to give them quality inputs for texts and photos. For texts, for example, if you want a blog, it's important to provide quality content. In addition, dedicate time to creating a text for a section - who we are, and why choose our accommodation. You can make a website in a more simple version either by yourself, or by using a tool directly linked to the channel manager. This part of the education includes the creation of a website through wordpress or automation through a guesty channel manager interface.

- E-mail marketing

The main advantage of the newsletter advertising is in personalization - the message is made for a specific user, and if the offer to the person is interesting, it often results in the purchase, therefore I consider that e-mail marketing is one of the good tools for attracting new users of the accommodation.

- Facebook advertising

Social networks over the past years have changed the way we communicate, connect and use the Internet. Social networks have become a central place where billions of people spend their time each day.

About the popularity of social networks can talk the fact that 47% of Internet users use the social network Facebook.

On social networks, it is easily to reach the target audience and to do the advertising to a specific group of users. E-learning tool Booking Monster demonstrates education about Facebook advertising through three chapters: Facebook itself, the importance of Facebook groups in advertising, and the monitoring of Facebook analytics.

- *Ad words*

Ad words is a powerful Google tool that helps promote your web site through keywords or videos. If a web site is properly placed, on the top of the search, there is a high probability that it will receive a reservation directly from the site.