

# BLUTOURSYSTEM

## Human centered learning models and QH mechanism

---

Final Version of 30/September/2019

Deliverable Number D. 4.1.1

## 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.:** WP4

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

**Activity N.:** 4.1

**Activity Name:** Defining innovative learning tools and the QHelix Mechanics

**Deliverable N.:** 4.1.1

**Deliverable Name:** Human centered learning models and QH mechanism

## Credits

**Partner in charge:** Region of Istria

**Report elaborated and edited by:** Anica Dobran Černjul, Region of Istria

## Info

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

**Date:** 30.09.2019

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

## Table of Contents

Pilot area description .....	5
Targets and their needs.....	7
Training objectives.....	9
Knowledge skills transferred .....	9

## Abstract

BLTOURSYSTEM provides tourism operators with tools and skills to make their business better than it was. Capitalizing the knowledge gained with booking monster Croatia and education any person can easily fill in their own apartments and make a small business of them

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.

## Pilot area description

Istria Region is the westernmost county of the Republic of Croatia. It is situated in the largest peninsula of the Adriatic Sea. Its area is 2.820 km<sup>2</sup> (triangle Dragonja, Kamenjak, Učka).

Figure 1: Istria Region – the westernmost county in Croatia



Source: Explore Istra – Istria, official tourism portal, [www.istra.hr](http://www.istra.hr)

According to the population census realized in 2011, Istria has 208.055 inhabitants. The cost length is 445 km. There are three rivers: Mirna, Dragonja and Raša. Istria Region is considered as the largest green oasis of the North Adriatic. The coast and the islands are covered with pine woods and easily recognizable green macchia. The basic characteristic of the climate of the Istrian peninsula is given by the Mediterranean climate.

Along the coast, it gradually changes towards the continent and it passes into continental, due to cold air circulating from the mountains and due to the vicinity of the Alps.

The administrative Centre of the region is Pazin, with 8.638 inhabitants, while the largest economic, financial, social, educational and cultural center is Pula – Pola with 57.460 inhabitants. There are 10 towns and 30 municipalities. The Istria Region is the second most developed region in Croatia, after the capital city Zagreb. According to the Croatian Chamber of Commerce, the GDP per c. in 2015 was 13.225 EUR, i.e. 25% above the Croatian average. The most important economic sectors, regarding the number of economic subjects and financial indicators, are manufacturing

industry, tourism and trade generating almost 70 % of the total revenues. In the field of industry, the most developed branches are shipbuilding, production of construction material (lime, cement, brick, stone), tobacco products, furniture, electric machines and appliances, parts for the automobile industry, glass, processing metals, plastic, wood, textile, and the production of food. Great attention has been given to the revitalization of agriculture in the previous few years, which marked a significant improvement in wine and olive growing and in the system of organic food production. There are more than 20 entrepreneurial business zones.

Istria is the most visited tourist region in Croatia, realizing about one third of all tourist arrivals and overnights in Croatia. Out of 10 most visited towns in Croatia, 5 are situated in the region (Rovinj, Poreč, Umag, Medulin and Pula). Tourism is considered as one of the most perspective economic sector in the County with significant potential multiplicative impact on the whole economy. In the last few years there were significant investments towards increasing the quality of accommodation (in hotels, apartments, camp, villas, etc.). Many selective forms of tourism are offered, e.g. nautical, sports, congress, cultural, rural, health, gastronomic, etc. promoting Istria as one of the most attractive destination in Croatia. (Croatian Chambers of Commerce, [www.hgk.hr](http://www.hgk.hr))

Figure 2: TOURIST OVERNIGHTS AND ARRIVALS IN ISTRIA IN 2016 AND 2017

Month	Overnights		Arrivals	
	2016	2017	2016	2017
1	66.329	75.709	17.356	21.544
2	88.320	95.355	32.749	35.734
3	258.466	161.467	81.673	58.269
4	516.439	816.241	163.316	246.782
5	1.512.910	1.268.754	333.662	294.073
6	2.868.242	4.063.479	496.911	698.468
7	6.575.130	7.284.991	977.204	1.063.619
8	7.529.672	7.900.997	1.005.406	1.031.070
9	3.094.767	3.075.718	466.747	456.978
10	449.412	492.681	122.642	127.568
11	76.779	94.769	28.699	31.660
12	91.767	96.315	36.809	38.253
<b>Total</b>	<b>23.128.233</b>	<b>25.426.476</b>	<b>3.763.174</b>	<b>4.104.018</b>

Source: Croatian Bureau of Statistics ([www.dzs.hr](http://www.dzs.hr))

The number of visitors and overnights in Istria is constantly increasing, as indicated in Figure 2. The average length of stay in the region is also increasing, from 6.5 day in 2016 to 6.9 days in 2017. As in other Croatian regions, there is a very high level of seasonality resulting from very high concentration of tourist arrivals and overnights in just five months (August, July and September, followed by June and May).

The main strategic development document is the Tourism Master Plan of tourism development for the Istria Region 2015-2025. There are various project related with tourism development and promotion: Parenzana, KulTourSpirit, Istra Inspirit, Istra Outdoor, Eco Domus, Istria – Bike&Bed, etc.

## Targets and their needs

The research implemented within the Blutoursystem project in The Region of Istria in 2018 has shown different gaps and needs in the Istria County. In the contexts of digital competences, the examinees feel mostly incompetent regarding website implementation, social media use and its management and social media monitoring. As regards to company's internal communication quality, the examinees consider biggest gaps related to communication quality at senior management level, among staff in catering department.

Concerning knowledge of foreign languages, examinees recognise biggest needs in capacity building among staff in sales department, then among staff in catering department and at lower management level. Regarding company's internal organisation, the main need in capacity building process is related to long life learning policy. Concerning personalisation of the service according to tourist targets, both offered answers, i.e. special needs tourists – physical obstacles, food intolerances, food preferences (vegetarian, vegan, etc.), allergies, religious groups' food requirements (kosher, halal...) and specific target groups according to age, culture, sexual orientation, single-couple-group-family were recognised as very important. In the context of creation of relationship with different stakeholders in the Istria Region, the examinees consider as the most important the relations with job agencies.

The examinees were asked to consider the level of impact of proposed stakeholders (public institutions, DMOs, private stakeholders and tourists) on proposed Istria Region attributes. The stakeholders consider the highest impact of public institutions on the creation of physical infrastructure in the Istria Region, followed by destination's sustainability and creation of smart /ICT solutions in a destination. DMO's have the highest impact on region's attractiveness (refers to an extent destination's assets satisfy the visitors' needs), followed by and destination's online reputation (refers to online public opinions using various forms of social media) and destination's sustainability (refers to the optimal development of a destination from the business, society and eco systems points of view). Private stakeholders' highest impacts are on price formulation in Istria Region, followed by destination's online reputation (refers to online public opinions using various forms of social media) and destination's supply competitiveness (refers to how efficient is destination in relation to their competitors). Tourists' highest impacts are on destination's online reputation (refers to online public opinions using various forms of social media) followed by

destination's supply competitiveness (refers to how efficient is destination in relation to their competitors).

The most significant forms of collaborative actions among stakeholders in Istria Region are: local action groups and informal networks (recognised by all examinees), then followed by formal networks, clusters, alliances and franchising and management contracts. The examinees consider, as the most common partners in the formal types of collaborative activities in Istria Region, local administration and other public institutions and DMO (all examinees), followed by private entities, public entities, public sector and local community actors and civil sector entities.

Regarding the types of activities, which are most commonly shared between different stakeholders, all examinees agree on promotion and/or branding of products/activities/destination as the most commonly shared activity, followed by the creation/enhancement of the products/activities, adapting, and developing Destination Management Plans.

As the most important assets in Istria County, the examinees have rated natural resources and landscape, climate, accommodation, entrepreneurship development and participation in co-creation, decisions making.

As the main challenge in the Istria County the examinees have recognised low level of knowledge business ecosystem, followed by apathy, low level of information and asymmetric information.

The examinees consider, as the main gaps and needs in the field of innovation in tourism, poor empowerment processes and low level of knowledge.

The main target groups of the Living Lab workshops and seminars are:

Regional and local development agencies, chambers of commerce and other business support organisations; Members of their organisational structures- SMEs, crafts and trades; SMEs, private accommodation owners.

### ***Type of training interventions***

All Workshop and seminars are planned as interactive events, because they aim to stimulate creativity through collaborative working. Interactive workshops and seminars were chosen because they are suitable for:

- solving problems,
- deciding priorities, strategy, and vision for better sales
- Improving working relationships through networking with other stakeholders in tourism and catering sector but in other sector, too.



The most important model of learning is through Living Lab methodology, which can be characterized in multiple ways and it can serve several purposes. Despite the multiple different implementations in different regions, Living Labs share certain common elements that are central to the approach: Multi-method approach, user engagement, multi-stakeholder participation, real-life setting and co-creation.

## Training objectives

Main training objectives are to enhance stakeholders' knowledge and skills as followed:

- enhancing the awareness of trends in the tourist market which include mobility, sports, adventure, authentic experience, exploring mystical places and feeling like a child again; the trends are rapidly changing and it is very important to track and adjust to them in order to keep up with the fast-growing and changing tourist market;
- enhancing the awareness of different profiles of tourists as well as their needs and learning how to adjust to them in order to obtain a satisfied, loyal and returning guest;
- enhancing the awareness and developing the skills of creating an innovative tourist product and an authentic experience based on the model of Heritage interpretation;
- learning to recognize the phenomena around us, giving them meanings, learning how to present them in the best way to the public and accordingly induce the respect towards all heritage;
- learning the steps of the process of buying a product/service, which includes the need, search for information, evaluation of choice, buying a product/service and post-shop evaluation;
- enhancing the awareness of numerous benefits which result from team work, collaboration and synergy, such as the creation of innovative and fresh ideas which lead to innovative and authentic products and experiences.

## Knowledge skills transferred

According to the fast-growing and ever-changing tourist market, it is important to enhance the awareness of trends, profiles and tourist needs. Therefore, the knowledge skills transferred by this workshop include the understanding of different profiles of tourists, recognizing their needs and adjusting to them in order to create an innovative tourist product. To be able to do that, it is

essential to understand the value of all the aspects of heritage, not only the protected natural or cultural heritage, but of practically all that surrounds us.

The idea is based on the model of Heritage interpretation and includes the skills of recognizing the phenomena, giving them meanings, learning different ways to present them to the public, induce the engaging of emotions in participants, their connection to the objects of heritage, understanding their value and meaning and accordingly induce the respect towards all heritage.

Consequently, it is possible to affect to tourist's point of view regarding and behavior towards all heritage. In this way, we are able to create a sustainable tourism growth based on heritage protection and to obtain a satisfied and returning customer.

In this process it is very important also to enhance the awareness of the importance of mutual collaboration and team work, in order to create innovative and authentic tourist products and experiences.

In order to be able to create an innovative tourist product, it is important to be aware and understand the process of buying a product/service and always to be ahead of the competition. This could be accomplished by using the stated skills, knowledge and models.