

BLUTOURSYSTEM

Quadruple Helix Database of stakeholders and targets

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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.: 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.: 4.1.2

Deliverable Name: Quadruple Helix Database of stakeholders and targets

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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 4.1.2: considering innovation processes are becoming increasingly open to different stakeholders, we pursued to individuate the right targets for the innovation fostered by the 3.3. vision. This report describes with the Quadruple Helix Database of stakeholders and targets involved for WP4 process.

Methodology for stakeholders involvement

For sustainable tourism development, it is crucial to develop a common vision for tourism development, instruments and methods of sharing vision, ideas and knowledge in practice. A major challenge in destination management is harmonizing the often-conflicting stakeholders' interests. Destination management is reflected through the level of collaboration among different stakeholders in a destination. Destination with a higher level of stakeholders will be more successful in management, i.e. planning of its growth, development of new products, diverse marketing activities and adopting new knowledge. To conclude, 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 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.

The development of sustainable tourist destinations is not possible without a well-established cooperation between all the stakeholders in the destination. Generally, they can be divided into the public sector, private sector, civil sector, local population and tourists. Each of them has its role in developing the destination and developing tourist products. The private sector implies hotels, travel agencies, restaurants and other service providers in the destination. On the other hand, the government plays a key role in developing tourism industry. The public sector's role focuses on tourism planning, promotion of tourism products, investment, infrastructure etc. Tourism development has an impact on the local community, including its socio-cultural, environmental and

economic aspects. That is why it is important to ensure support from the local community. The local population is not directly involved in product creation, but their acceptance of the development vision is extremely important and their learning of possibilities to be included is of utmost importance.

With the aim of educating stakeholders, especially those who are not necessarily dealing with tourism, regarding the development of tourist products and attractions, workshops on different topics are organized. The objectives of the workshop also deepen knowledge of tourism, problems and potential of sustainable tourism development, as well as identify priorities for action.

Among others, the aim is to bring together stakeholders, strengthen cooperation, exchange and create new ideas, enable understanding of possibilities and limitations of sustainable tourism development.

Methodology for target groups involvement

When creating stakeholder groups for sustainable tourism development, it is important to include the following actors:

- local, regional and national public authorities
- regional and local development agencies, chambers of commerce and other business support organisations
- institutions engaged in financing tourism projects;
- tourism employees, tourism professionals and tourism consultants;
- tourism education and training centers;
- travelers, including business travelers, and visitors to tourism destinations, sites and attractions, tourists
- local populations and host communities at tourism destinations through their representatives;
- Universities, technology transfer institutions, research institutions
- NGOs, associations, innovation agencies, business incubators, cluster management bodies and networks
- Education and training organisations as well as social partners and labor-market institutions

The main steps in methodology of target groups involvement are:

- Defining groups
- Analyzing groups by impact and influence
- Planning activities of productive communication
- Integration of common ideas
- Synthesis of the obtained ideas for inovative tourism developoment

Panel of stakeholders and target groups

Implementation plan	Event title	Target group	In line with project WP 4 output
April 2019 Barban (Region of Istria)	Living Lab workshop: Channel manager and web design for SMEs, Crafts and Trades in Tourism and Catering sector	At least 15 private accommodation providers	Fostering abilities to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management
May 2019 Pula (Region of Istria)	Living Lab workshop: Channel manager and web design for SMEs, Crafts and Trades in Tourism and Catering sector	At least 70 private accommodation providers	Fostering abilities to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management
May 2019 Pula (Region of Istria)	Living Lab Workshop-Innovative methods of presentation of the typical spirits of Istria to Tourists	At least 15-20 private accommodation owners and workers in tourism and catering sector	Fostering abilities to improve competitiveness, innovation and creative enhancement of the tourism offer, enriching the analysis capacities of operators, while developing new knowledge of tools and services and ability to support destination management
May 2019 Pula (Region of Istria)	Living Lab seminar-Presentation of The Smart Cross Border Data System	At least 10 stakeholders in Tourism and catering sector (representatives of Large enterprises,	Fostering networking and cooperation capacities

		development agencies, Croatian Chamber of Commerce, Croatian Chamber of Crafts and Trades, Natural protected areas, National parks,...)	
September 2019 Pula (Region of Istria)	Living Lab Scenario Co - Design workshop: Design Thinking Method in creation of strategic development documents, programmes and projects	At least 15 stakeholders representing private, academia, civil and public sector actors and working in/for tourism and catering	Fostering co design process increasing their capacity to design innovative tourism products