

# BLUTOURSYSTEM

Schedule of multi-stakeholders activities (seminars, networking and peers learning, scenarios workshops)

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Final Version of 30/September/2019

Deliverable Number D. 4.1.3

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

**Deliverable N.:** 4.1.3

**Deliverable Name:** Schedule of multi-stakeholders activities (seminars, networking and peer learning, scenarios workshops)

## Credits

**Partner in charge:** Region of Istria

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## Info

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

**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 4.1.3: this report describes scheduled multi-stakeholders activities (seminars, networking and peer learning, scenarios workshops).

## Scheduled Activities

What	When	Where
<b>LIVING LAB WORKSHOP:</b> CHANNEL MANAGER AND WEB DESIGN FOR SME-s, CRAFTS AND TRADES IN TOURISM AND CATERING SECTOR	25 <sup>TH</sup> April 2019	BARBAN
<b>LIVING LAB WORKSHOP:</b> DESTINATION MANAGEMENT ACTIVITIES – 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 SERVICES AND ABILITY TO SUPPORT DESTINATION MANAGEMENT	14 <sup>th</sup> May 2019	PULA

<p><b>LIVING LAB SEMINAR:</b> A SUPPORT TO FOCUSED BUSINESS DECISION-MAKING IN TOURISM BY THE USE OF INTERACTIVE PUBLICLY AVAILABLE DATA – FOSTERING NETWORKING AND COOPETITION CAPACITIES</p>	<p>17<sup>th</sup> May 2019</p>	<p>PULA</p>
<p><b>LIVING LAB WORKSHOP:</b> INNOVATIVE METHODS FOR PRESENTATION OF THE TYPICAL ISTRIAN SPIRITS TO TOURISTS – 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 SERVICES AND ABILITY TO SUPPORT DESTINATION MANAGEMENT</p>	<p>20<sup>th</sup> May 2019</p>	<p>PULA</p>
<p><b>LIVING LAB SCENARIO CO-DESIGN WORKSHOP:</b> HERITAGE INTERPRETATION AS A MODEL FOR CREATING AN INNOVATIVE TOURIST PRODUCT</p>	<p>13<sup>th</sup> September 2019 – 11:00-14:00</p>	<p>PULA</p>

## Short figures

3 WORKSHOPS, 1  
CO-DESIGN  
WORKSHOP, 1  
SEMINAR

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-TRENDS IN TOURISM  
-PROFILES OF TOURISTS  
-MODEL OF HERITAGE  
INTERPRETATION  
-PROCESS OF BUYING A  
PRODUCT/SERVICE  
-BENEFITS OF TEAM WORK  
-INNOVATIVE TOURIST  
PRODUCTS AND METHODES