

BLUTOURSYSTEM

Seminars for KBT transfers thus to
support stakeholders decisional
process

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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.: 4.2

Activity Name: Developing decision makers seminars and networking workshops

Deliverable N.: 4.2.1

Deliverable Name: Seminars for KBT transfers thus to support stakeholders decisional process

Credits

Partner in charge: Region of Istria

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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”.

BLUTOURSYSTEM background

TOURMEDASSETS project key deliverable is database and maps of tourism potential: a collection of information (Eurostat, ESPON, 2000-2010 NUTS 2 level) about anthropic, economic, environmental, institutional and social factors (i.e. assets), and about real GDP growth and tourism flows (i.e. outcomes). The series of maps produced describe the spatial distribution and the dynamics of assets and outcomes across the relevant Mediterranean territories.

The basic philosophy was to do more with existing statistical information by combining them in an integrative and innovative manner.

SHAPETOURSIM project main outputs are:

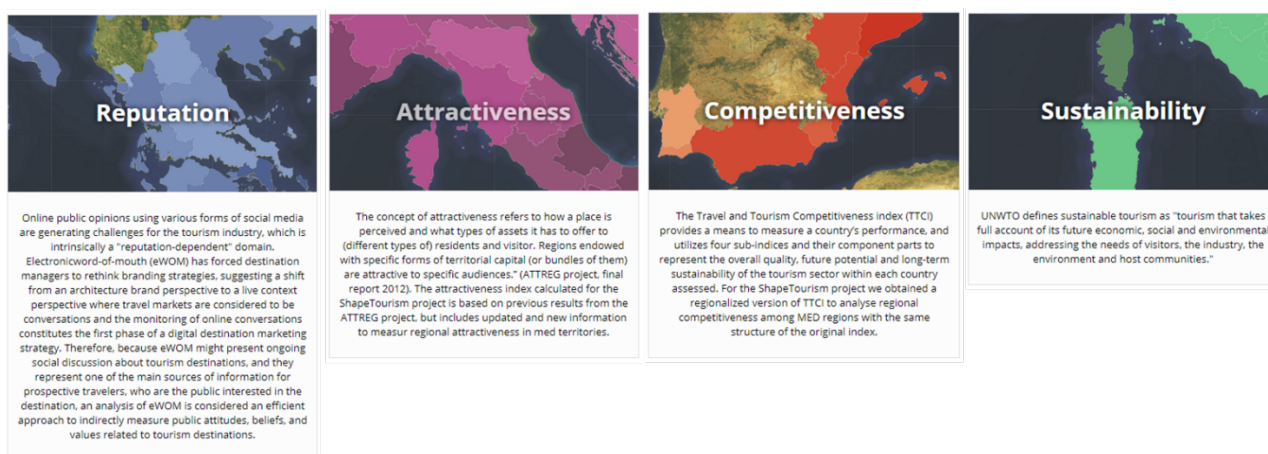
- 1. Tools, patterns and econometric models to improve tourism policies and plans and*
- 2. A system of tools designed with the scope of knowing and monitoring the sustainable tourism context, together with a support system for analysing data and giving useful interpretation for decision making.*

Finally, BLUTOURSYSTEM project is capitalizing the results of the previous projects. The main goals are:

- 1. Identification of new CROSS BORDERS TOURISM SCENARIOS (CBTS),*
- 2. Increase of participants' skills, knowledge and capacities and*
- 3. Determination of multiplier effects on the tourism sector.*

Learning model in the context of ShapeTourism Observatory

SHAPETOURLSIM observatory is an online platform consisting of interactive maps that represent an interpretative tool of tourist dynamics based on four dimensions: Reputation, Attractiveness, Competitiveness and Sustainability.



Details about this online platform are provided on the following web page.

<http://www.shapetourism.eu/main-output/shapetourism-observatory/>

SHAPETOURLSIM 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 aimed targets are local, regional, national public government bodies, regional and local development agencies, small and medium enterprises (SME's), research institutions, business incubators etc.

The data are accumulated through two main sources:

1. Eurostat, ESPON 2000-2010 NUTS 2 level data
2. Tripadvisor – basic data

The data is grouped on several levels of data hierarchy. On May 17th a Living Lab Seminar was organized in Pula in Croatia, and the author of this report elaborated SHAPETOURLSIM tool in detail, on the User Guide level.

Stakeholders involvement

As Institute for tourism, Zagreb 4.1.2 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. The analysis of the data starts on the global level where general trends are visible and then it zooms in into closer view, down to the level of interested subject such as a hotel, restaurant, attraction provider etc.

Stakeholders are then presented 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. 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.

Scheduled activities

So far, UNIZAG FSB participated in one Living Lab Seminar, held of May 17th in Pula in Croatia, with a title (translated from Croatian language): A support to focused business decision-making in tourism by the use of interactive publicly available data – Fostering networking and cooperation capacities.

Presentation is available to the stakeholders and project partners in the form of PowerPoint presentation.

Target groups reached

2 - Local, regional and national public authorities - **2** (Region of Istria, Public institution Regional Coordinator for European Programmes and Funds of the Region of Istria)

3 - Regional and local development agencies, chambers of commerce and other business support organisations – **1** (Croatian chamber of commerce)

4 – SMEs – **5** (Aminess hotels, Maistra, Vald.o.o., Go-Istra, Oficina)

5 - Universities, technology transfer institutions, research institutions – **1** (University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture)

8 - Education and training organisations as well as social partners and labor-market institutions – **1** (School for tourism, catering and trade Pula)