BLUTOURSYSTEM

Networking workshops for peers learnings and knowledge transfer and to increase competition capacities

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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.: 4.2.2
Deliverable Name: Networking workshops for peers learnings and knowledge transfer and to increase coopetition capacities

Credits

Partner in charge: Region of Istria

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Abstract

BLUTOURSYSTEM provides tourism operators with tools and skills to make their business better than in 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

Pilot area is located in Istria and relevant information about tourism in Istria are that tourism is certainly a most lucrative activity, especially in the coastal regions in the summer. Here, there is a generally accepted division of all economic activities into "in season" and "out of season" ones. The summer tourist season, which mainly lasts from the beginning of June to the end of September, is the main stimulus for the development of this, the most attractive area for tourists, where, in 2011, a total of 56 million tourist nights (overnight stays by individual tourists) were recorded (94% of the total number of tourist nights in Croatia). Of the total number of tourist nights in 2018 (63 million), 92% were by foreign visitors. Most foreign tourist nights (32%) were spent in the County of Istria, where tourism is most developed in terms of infrastructure. The other coastal counties follow: Primorje-Gorski Kotar (19%), Split-Dalmatia (17%), Zadar (11%) and Dubrovnik-Neretva, Šibenik-Knin and Lika-Senj (together 17%). All the others, that is, the continental counties, accounted for 4% of the total number of nights. Accommodation is distributed according to these figures, mainly along the Adriatic coast.

Since contemporary tourism trends do not favour accommodation in large hotels such as those that were built during the socialist era, there is a move towards more individualism, resulting in the fact that most of the beds today are in private accommodation. Therefore, most nights were spent in private accommodation (34%) and then in hotels (26%). For similar reasons, the once very popular workers' and children's holiday homes.

We can repeat that a small area like Istria had 32% off 63 million tourist nights for small region like that that is really impressive

So Istria "Istrian Region" is the westernmost county of Croatia which includes the biggest part of the Istrian peninsula (2,820 km2 (1,089 sq. mi) out of 3,160 km2 (1,220 sq. mi), or 89%).

For small population that lives in Istria According to 2011 census total population of Istria County is 208,055 which amounts to 4.85 percent of Croatia's entire population. Population density is 73 inhabitants per km2, with an average age of 43 years. We have more than 2000 categorized apartments and houses only 2019. So in Istria by DZS every third person is renting apartment or house I may say we live from tourism that is why it is important to provide the rental owners quality education

Targets and their needs

Rental owners - today in the sea of internet and marketing many quality object do not stand up in so much competition that is the reason why we need to learn them how to do it The best way to learn people how to present their accommodation on the great way why the photography etc.
Tourists – they need to have a complete and correct information about the accommodation and destination they are going to spend the holiday in, in our case that is Istria. The presentation from the owner have to be realistic Photos must be realistic. Categorization must not be older than 5 years etc.

Type of training interventions
All Workshop are interactive, whereby interactive workshop is distinct from a standard meeting because it aims to stimulate creativity through collaborative working. Interactive workshops are suitable for:
solving problems,
deciding priorities, strategy, and vision for better sales
Improving working relationships through networking with other people witch are not rental owners and also with rental owners
Making the longer season

Training objectives

Main training objectives are:

Sales channels
Today, there exists more than hundred different sales channels, if you use a channel manager you can be automatically pulled on more than 30 sales channels like Agoda, Airbnb, Atraveo, Booking.com, Cudldlynest, Homeaway, Magic Stay, Vac Agent. If you use a channel manager, it is important only to control the information inside the interface.

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 is 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 simpler 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 word press 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, you can easily reach your target audience and do advertising to a specific group of users. What is in education is demonstrated through 3 chapters in facebook, 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 your web site properly placed, on the top of the search, there is a high probability that you will receive a reservation directly from your site.

Taxes

It is extremely important to know in which cases the tax obligation is transferred to you, as a landlord, or when you have to pay a PDV on a commission from a portal, and which you have all other obligations as a private renter. In this part of education, you will get to know all relevant information

Knowledge skills transferred

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.

The Information Communications Technologies (ICT) plays 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 over the Internet

- Mobile web and mobile applications

- New trends in tourism e-marketing

Innovative tourism products such as Boking Monster Croatia and Go Istria are really important for all targets and their needs described earlier in this case study.

Targeted participants

Rental owners and tourists are both targeted in three implemented Living Lab workshops. The first LL workshop was held in Barban on 25 April 2019. It had 36 participants who are stakeholders from tourism and catering sector. The second LL workshop was implemented in Pula on 14 May 2019 for 37 participants. The third workshop was held in Pula on 20 May 2019 and 15 participants took part in it.

The education has included new technologies with well know strategizes in tourism.

Target group reached

2 - Local, regional and national public authorities - **1** (Region of Istria)

4 – SMEs – **83**