

BLUTOURSYSTEM

Scenarios co-design workshops

Final Version of 30/September/2019

Deliverable Number D. 4.3.1



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REGIONE
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ŽUPANIJA ISTRIANA



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.: 4.3

Activity Name: Co-designing pilot scenarios for Blue Tourism creative development

Deliverable N.: 4.3.1

Deliverable Name: Scenarios co-design workshops

Credits

Partner in charge: Region of Istria

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Info

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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 4.3.1: for a real innovation in the tourism sector it is important that organizations become even much more capable to design tourism products placing tourists wishes in the centre of the design. It means that tourism products start from the understanding of the journey experience and the improvement of the touch points quality. By involving stakeholders in a co design process, we also increase their capacity to design innovative tourism products and of course also their networking attitudes.

This report focus on how activities (seminars, workshops..) scheduled should have increased capacity to design and co-design tourism products.

Content

13 SEPTEMBER 2019

WORKSHOP: HERITAGE INTERPRETATION AS A MODEL FOR CREATING AN INNOVATIVE TOURIST PRODUCT

Starting position

- the focus is put on enhancing the awareness of current trends in the tourist market;
- getting to know and understanding different profiles of tourists and their needs;
- enhancing the awareness and developing the skills of creating an innovative tourist product and an authentic experience;
- encourage collaboration and team work in a destination.

Main results

- enhancing the awareness that everything is a phenomenon will induce the innovative thinking about the potential products and services, give meanings to objects, strengthen the understanding and encourage the respect towards all heritage. In this way it is possible to create a sustainable and high quality tourism based on heritage protection. Also it is a way of creating innovative and authentic experiences for tourists which are looking always for something different and new.

Main issues

- unawareness of current trends in the tourist market;
- lack of understanding the tourist profiles and needs;
- lack of skills for creating an innovative tourist product and an authentic experience;
- unawareness of the phenomena around us;
- lack of collaboration and team work.

Target groups reached

2 - Local, regional and national public authorities - **4** (National park Brijuni, Region of Istria, Public institution Natura Histrica, 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 – **2** (Croatian chamber of commerce, Istrian development agency)

4 – SMEs – **1** (Meraklis)

5 - Universities, technology transfer institutions, research institutions – **1** (University Juraj Dobrila Pula)