



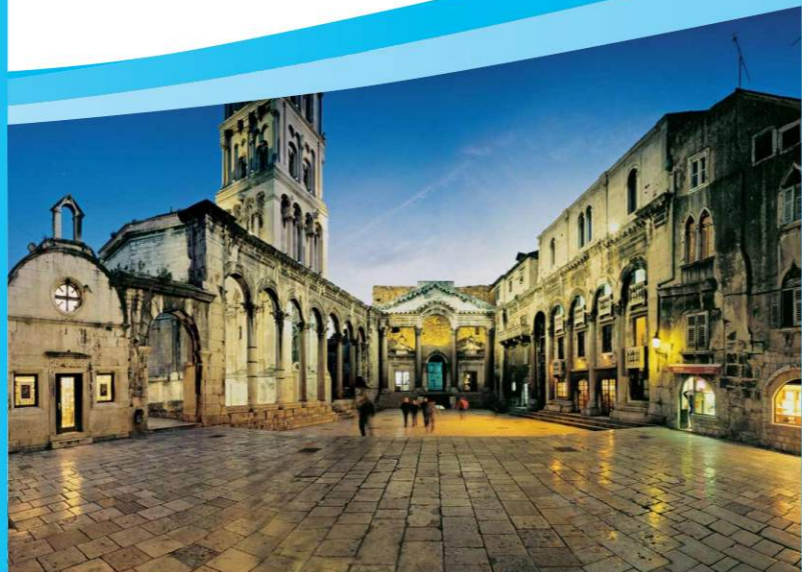
ESTABLISHMENT OF THE BLUTOURSYSTEM PLATFORM

Being the last phase of the project, BLUTOURSYSTEM PLATFORM represents a starting point for establishing a sustainable “Adriatic” Cross Border Destination. It provides policymakers and private economic actors in the field of Blue Tourism Innovation with packages of advanced services useful to support investments and innovation processes. Moreover the packages include market intelligence to help decisional processes as well.

IMPROVE CAPACITY BUILDING PROCESS, NETWORKING AND PILOT SCENARIOS

Considering the fact that the aim of this project is to create a network and also to renovate the way of involving key actors with different profiles, **BLUTOURSYSTEM** intends to implement human capacity building through Living Labs events, such as seminars, workshops, and co-design workshops. In this way it is possible to generate innovative ideas to support creative blue strategies and raise awareness of the communities.

Thanks to these activities, stakeholders can acquire necessary skills and capabilities to make the project sustainable. Living Lab events also ensure the transfer of knowledge related to the actual creative tourism development in the Cross Border area.



WHO FUNDS US

BLUTOURSYSTEM is funded by Interreg V-A Italy-Croatia CBC Programme 2014-2020, mainly through the European Regional Development Fund.



The total budget of the project is € 1.037.050 with a EU co-financing of €881.492,50 through the European Regional Development Fund (ERDF).

CONTACT US

BLUTOURSYSTEM
University Ca'Foscari of Venice
ricerca.economia@unive.it



BLUTOURSYSTEM



Knowledge platform,
skills and creative synergies for
blue tourism ecosystem
development

www.italy-croatia.eu

WHAT WE DO

BLUTOURSYSTEM project intends to enhance conditions for innovation in the relevant sectors of the Blue Economy in the cooperation area of Italy and Croatia.

The project aims to provide tour operators with tools and skills to develop new business ecosystems, to identify new tourism scenarios and to increase participants' skills and knowledge.

Starting from the capitalization of knowledge based tools developed by the MED project Tourmedassets, **BLUTOURSYSTEM** wishes to innovate the Cross Border BLUE tourism in the involved area. The approach and the meaning of capitalization is essential to develop means to leverage the quality of human capital before the territories are able to fully exploit their tourist assets.

The areas involved in the project are: four **Adriatic regions** (Veneto, Puglia, Istrian and Dubrovnik – LAG 5 area) and **two destinations The Cities of Venice and Korčula**.

WHAT WE PLAN TO ACHIEVE

BLUETOURSYSTEM intends to improve the frame conditions for a Blue Tourism sustainable growth by stimulating eco-innovation, competitiveness and diversification of the Cross Border tourism offer and by promoting a Business Ecosystems approach in tourism.

To reach these goals, the project implements the following actions:

- Development of a new Cross Border community;
- Improvement of a capacity building process and human resources skills;
- Establishment of the Blutoursystem Platform, a long-term open space for the design and growth of innovative ideas for tourism in the Blue Economy

WHO WE ARE



6 partners in 2 countries:

ITALY

- Ca'Foscari University of Venice
- Puglia Region – Department of Tourism, Economy of Culture and Valorisation of Territory
- Veneto Region

CROATIA

- Region of Istria
- University of Split - Faculty of Economics
- Local Action Group "LAG 5"

DEVELOPMENT OF A CROSS BORDER KNOWLEDGE NETWORK AND TOOL

BLUTOURSYSTEM wants to develop an innovative knowledge based tools useful to innovate, design and manage tourism Cross Border products. Our starting points are creation of a Cross Border Community composed of stakeholders in tourism, and capitalization of Tourmedassets project tools.

In particular, the identified panel of stakeholders provides information for a participated analysis through interviews and consultations that should point out gaps and needs of tourist offer. In this frame, data are collected in a **Smart Cross Border Data System**, and its results allow the analysis of the nature and status of existing business ecosystems shedding light on how destinations can be enhanced through a joint policy.

