

V Innovation & Tourism International Seminar



Palma de Mallorca, 22,23 & 24 October

PUBLIC-PRIVATE COOPERATION: TOUREG - ERNEST

Ministry of Economy Treasury and
Innovation of the Balearic Islands
Government . DG R+D+I

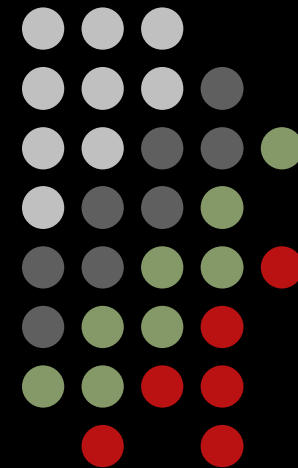




TOUREG

Competitiveness and
knowledge in the tourist sector

www.tourisminnovation.eu



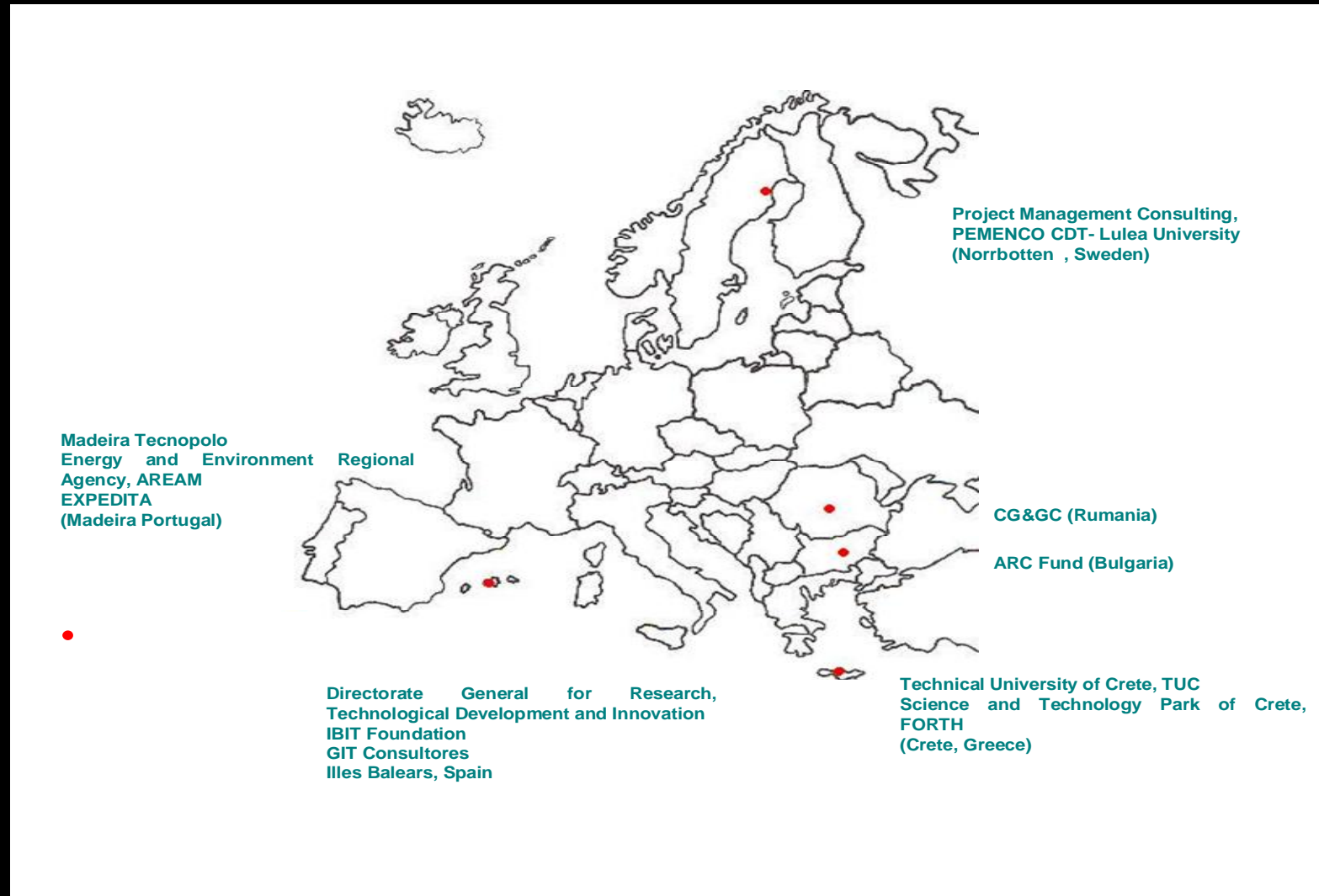
TOUREG: Description (I)

- TOUREG project it is the short name of *Í Competitiveness and knowledge in the tourist sector. Improving the competitiveness and strategic position of the services sector and in particular tourist-oriented sectors in European regions, through the establishment of a platform for the generation and transmission of knowledge based on technological innovation and research in the tourist sector* .
- TOUREG lasts 30 months, from 1st of January of 2008 to 30th of June 2010.
- This project involves 6 regions (Balearic Islands, Madeira, Crete, Norrbotten, South West and Mehedinti) of six different countries (Spain, Portugal, Greece, Sweden, Bulgaria and Romania).

TOUREG: Description (II)

- TOUREG partners are regional governments, regional development agencies, research centres, universities, Scientific and Technological Park and SME.
- TOUREG pursues to get involved regional agents, especially SME, in order to approach them to benefits from research activities.
- It is expected that at least 25 SME and 10 major players, in each region, are going to participate in TOUREG project by means of regional working groups, seminars, conferences, etc.

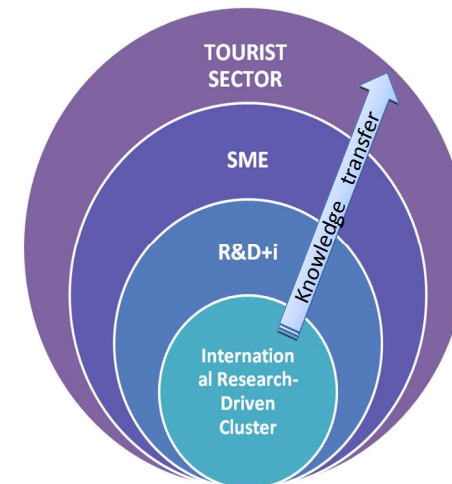
TOUREG: Partners



TOUREG: Objectives (I)

- **Strategic objective:**
Establish a platform for developing a competitive tourist sector based on the generation and application of knowledge revolving around a new international research-driven cluster in the tourist sector.

Tourist Sector and Tourist-Oriented Services Sector



TOUREG: Objectives (II)

- **General objectives:**
 - To adapt and to strengthen the R&D+I public policies, the specific or related ones to the tourist sector.
 - Establish an itinerary for the generation and transfer of R&D+I knowledge in the tourist sector.
 - Promote, diversify and specialize in R&D+I activity in the tourist sector.
 - Facilitate the establishment of a platform for the generation of knowledge in the tourist sector.
 - Increase productivity in the tourist sector.
 - Exchange experiences between the participating regions and countries.

TOUREG: Objectives (III)



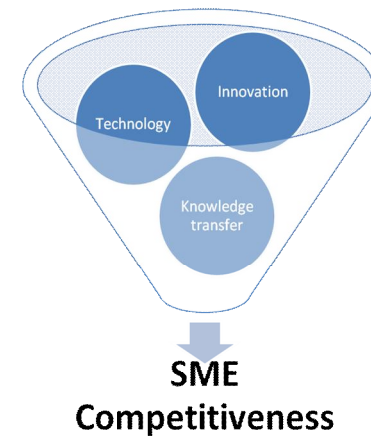
- **Specific objectives:**
 - The creation and consolidation of a research-driven cluster at international level.
 - Creation of regional working networks to improve competitiveness, with the idea of transferring knowledge, technology and experiences to the other regions involved.
 - A common model for the transfer of knowledge between regions.
 - Cooperation between research organizations, businesses and public authorities.
 - Draw up a Technology Map for identifying any synergies in the cluster as a whole.
 - Identify, define and prepare a feasibility plan for the development of joint action between project partners,
 - Produce conclusions and recommendations that will help to improve and adapt public R&D+I policies to the requirements of the sector in question.



TOUREG: SME Advantages

- Accessing to research activities improving their competitiveness.
- Working in networks at international level, that could internationalize SME activities.
- Approaching SME to regional key agents such us: regional government, technological and scientific park, universities, regional agencies and other companies which they could undertake new projects in cooperation.
- Indicating their necessities at technological and scientific level.
- Beneficing from knowledge transfer mechanisms created within the project, for SME and among regions.
- Identifying new technologies and innovative applications.
- Belonging to an international structure, that is international research-driven cluster.

TOUREG



TOUREG: SME Participation

- **SME could take part in different activities of the project such as:**
 - **Attending:**
 - Regional working groups
 - Transnational seminars
 - Pilot Technology Transfer Encounter
 - Final Conference
 - **Visiting TOUREG website where there will be available special area for SME. In this area SME could do exchanges among companies, research centers and regional players.**
 - **Answering questionnaires for regional analysis.**
 - **Contacting with TOUREG partners. SME could ask for information or project results, contacting closest partner.**

TOUREG: Work Packages (I)

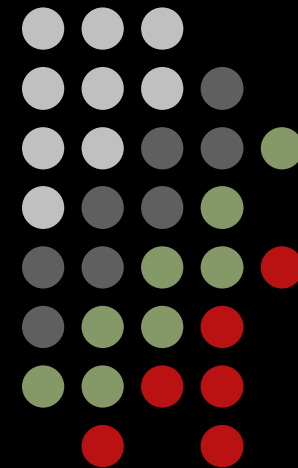
- **Stage 1: Project Management work.**
 - WP1. Project Management work
- **Stage 2: Analysis of situation and implementation of action.**
 - WP2. Analysis of the tourist sector, players and R&D+I policies
 - WP3. Identification and Selection of Actions of Mutual Interest
 - WP4. Establishing mechanisms for the transfer of knowledge, technology and know how
- **Stage 3. Continuity of the project. Conclusions and recommendations.**
 - WP5. Conclusions and Recommendations
 - WP6. Consolidation of the cooperation network: Research-Driven Cluster

TOUREG: Expected Results

- Structuring of research driven cluster at international and regional level.
- Strengthening of the R&D+I public policies linked to the tourist sector.
- The definition of an itinerary for the generation and transfer of knowledge in tourist-related R&D+I.
- The identification of a Technology Map for the generation of knowledge in the tourist sector.
- Battery of conclusions and recommendations to improve and adapt public R&D+I policies.
- Joint action plan for the members of the research-driven international cluster.
- Study the feasibility of creating an international research-driven cluster in the tourist-oriented services sector, in the participating regions, lasting beyond the end of the project.
- Definition of a joint action project that can be financed in future Frame Programme calls.

ERNEST

European Research Network on
Sustainable Tourism



The main challenge is to ensure the continued economic benefit for those involved in and connected to the sector, without harming the social, cultural, and ecological environment that surrounds it+

ERNEST: Description (I)

- ERNEST lasts 48 months, from 1st of September of 2008 to 31st of August 2012.
- This project involves 12 partners: Regione Toscana, Cité de la Culture et Tourisme Durable, Basquetour, Prefecture of Illia, South-East RDA, Govern de les Illes Balears, RDA of North Hungary, South West Tourism, Danish Forest and Nature Agency, Generalitat de Catalunya, Conseil Régional d'Aquitaine, Regione Emilia Romagna.

The problems

sustainability needs
and research
fragmentation

regional resources
available
consortium
experience

The ultimate aim

The solutions

Build on research
work already
underway at
regional level,
making it more
productive through
exchange & joint
activities

collaboration &
development of a
framework for
coordinating regional
research programmes

Specific objectives

- Exchange info and knowledge on research programmes to coordinate
- Identify within programmes elements related to social dialogue and measurement of tourist impact
- Define & implement joint research activities (training sessions, personnel exchange and common action plans) and fund interregional research through one joint call
- Cooperation and collaboration at interregional and regional level incl. public-private partnership
- Define common long-term strategies in line with EU policy of sustainable development of tourism

Two pillars structure: social dialogue

What we mean by social dialogue:

“participative processes for programming including all relevant stakeholders” (public authorities, enterprises & local stakeholders, tourists, citizens, others...)

Research topics:

Find the most appropriate means & tools of social dialogue, in order to:

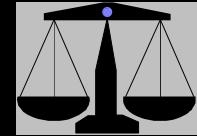
1) identify real development objectives connected to actual territorial needs

- 1) build consensus
- 2) raise awareness

Desired outputs:

- participation tools
- communication
- public-private relationship
- Develop legal and institutional frameworks

Two pillars structure: measurement of tourist impact



A need for tools to gain information sets and recognise limits and thresholds of tolerance of the territory and society

Challenges: methodological uncertainties and debates (*what and how to measure*)

limited comparability (*different indicator frameworks*)

problems with data availability, quality etc...

Possible actions and outputs:

- ❖ collect info on existing policies for sustainable tourism development & indicators,
- ❖ make a comparative monitoring
- ❖ identify & implement environmental social & economic indicators which enable us to evaluate current situations and plan appropriate measures



A 'thermometer' of tourism sustainability (Cabrini, WTO - Euromeeting 2007)

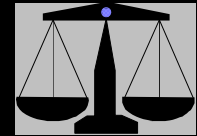


**Alert:
Remedial action!!**

**Caution:
Preventive measures!**

OK, doing well

Two pillars structure: measurement of tourist impact (II)



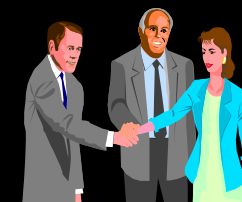
- impact of transport
- resident's quality of life
- quality of work
- widening the relations between demand and offer
- active conservation of cultural heritage
- active conservation of environmental heritage
- active conservation of distinctive identities of destinations
- reduction & optimization of use of natural resources (esp. water)
- reduction & optimization of use of energy
- reduction of waste and better waste management

Why the two pillars?

Provide the conditions in which
tourism-related research can:



- match territorial needs



- be properly measured and evaluated



so that further, less fragmentated and more effective research
activities on sustainable tourism can be carried out

TOURISM RESEARCH AREAS

Participation

Public-Private relations

Quality of Life and work

Distinctive identity

Machinery or processes

Legal frameworks

Energy

Natural resources

Transport

Communication

Waste management

Wider demand / offer

**SOCIAL
DIALOGUE**

MEASUREMENT



SUSTAINABLE POLICIES



Many thanks for your attention

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