Topic 3 workshop

Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
Thematic partner template

Name of the Project: SUSTEN MECHANISM (Sustainable Tourism Entrepreneurship Mechanism): Approaching territorial sustainability through developing tourism and culture based entrepreneurship

Name of the Partner: Chamber of commerce and industry of Primorska – Koper, Slovenia (PP5)

Name of the speaker: Tina Lenardič

Projet cofinancé par le Fonds Européen de Développement Régional (FEDER)

Project cofinanced by the European Regional Development Fund (ERDF)

Challenges and opportunities on each cross-sectoral component

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project expertise, describe shortly main conclusions for:
Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing

C1 Governance and participation involvement

- There exists the need to promote Sustainable Tourism Business, which could substantially contribute to polycentric balanced and harmonised regional development- they should act as natural and cultural resources, „guardians" enhancing economic activities, whilst allowing neighbouring sectors to reap significant benefits.

- Utilization of a sustainable tourism industry and its products as a strong basis upon which sound economic development is built

- Necessity for establishment od joint business/marketing action at regional, national and international level through viable networks, providing extensive know-how and expertise

- Creating and implementing a sustainable and comprehensive tourism strategy to achieve greater attractiveness of the region

- increased attention to the integration of tourism into strategic development planning - appropriate planning of tourism growth with regard to the capacity of local systems

C2 Operational and R+D priorities:

- Existing need for elaboration of an integrated model for establishing, organizing and operating sustainable tourism business units

- Need for sustainable innovation in tourism industry (technological and social innovations)- i.e. rational, integrated, innovative and sustainable management of the natural and cultural resources

- Necessity of active participation of all concerned qualified actors/subjects/enterprises in favour of economic growth, labour market leverage and sustainable spatial development („Think globally - Act locally")

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C3 Target group focused communication needs:

- Need for professionalization of social tourism actors

- Need for education and training of actors involved in tourism with regard to sustainable tourism development through development of relevant professional curricula, assesment tools; a methodology for identifying and analysing needs on professional skills and competences; a guide for business planning of sustainable tourism enterprises etc.

C4 Financial needs and opportunities

- The amelioration of territorial tourism enterprises`a and products` competitiveness and development prospects through:

  - Raising their capacity to act effectively and rationally within the international market

  - Improving of management and products` quality and complying with respective international Standards, as well as with the criteria set by the Sustainable Tourism Standardisation Documents, developed in the frame of the project

  - Enhancement of stable and high quality tourism products

  - Development of Sustainable Tourism Products' Packages

  - Dynamic tour operators

List of operational tools and best practices   Linked with the e.Book contents

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project outputs, please mention shortly some operational tools or best practices/ experiences that could be linked with the corresponding topic (classify them by component if is possible):
Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
 (add more slides if necessary)

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C1 Governance and participation involvement and C2 Operational and R+D priorities:

1. The Sustainable Tourism Enterprise Standard (SusTen Standard)

Detailed outline ("Voluntary standard") of a Sustainable Tourism Enterprise, incorporating all relevant standards/codes and further specified to the sub-categories of Tourism Activity.

- The Sustainable Tourism Enterprise Standard is intended to provide the minimum that any tourism enterprise should aspire to reach in order to become a sustainable enterprise. This standard is intended to serve as a basic guideline for tourism enterprises:

- To become more sustainable

- To choose sustainable tourism practices that fulfil the requirements of this standard

- To assess themselves and other companies with which they do business

2. Sustainable Tourism Enterprise Integrated Management System Model

A model system reflecting the requirements of the developed SusTEn Standard, adjustable to the enterprises' pre-existing systems; it provides guidelines for involvement in sustainable tourism businesses (eg. in organization-operations-main job descriptions, main procedures, etc).

The purpose of this normative document is to provide:

- a) the process for a firm to establish, maintain and improve a culture of sustainable development in firms in the field of tourism and

- b) a framework for an effective SusTEN Management System, the performance of which can be monitored and verified.

3. Collection of Good Practices on Territorial Marketing and on the Development of Local Sustainable Tourism and Culture – based Businesses

The best practice review identifies (at the international level) comparatively analyses good practices in all relevant fields (strategies, mechanisms, tools, systems, enterprises) and their impact on sustainable regional development.

4. Sustainable Tourism Enterprise Certification System

Experimental "Sustainable Tourism Enterprise Certification System", awarding "Sustainable tourism Enterprise Labels", comprising of Certification Institution`s role/outline, inspection-certification processes, Model "Operations` Manual" and "Code of Ethics" etc.

5. Methodology for Rational Strategic Planning and Policy Making in favour of Sustainable Tourism at the Regional Level

The Methodology for Rational Strategic Planning at the Regional Level, stresses the major elements of the strategic approach for actions promoting regional sustainable tourism businesses to be rationally designed and carried out (e.g. actors involved/roles, goals, setting, processes, impact, etc.).

6. SuSTEn Management System`s Supportive Tools to support The SuSTEn Management System:

The project also provided for the development of a set of tools to support the implementation

of the "SusTEn Management System". The list includes several methodologies and professional Curricula.

Developed tools to support The SuSTEn Management System:

a)   Professional Curricula for Sustainable Tourism Enterprises

b)   Sustainable Audit Methodology

c)   Guide: Conforming to the SuSTEn Standard

d)   Methodology for Diagnosing Needs on Professional Skills

e)   Guide: "SusTEn Business Planning"

C3 Target group focused communication needs:

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Methodological recommendations Linked with the e.Book contents

Cross-sectoral components: C1. Governance and participation involvement; C2. Operational and R+D priorities; C3. Target group focused communication needs; C4. Financial needs and opportunities

From your MED project expertise, mention shortly some methodological recommendations for improving / enhancing a project proposition / development / transferring that could be linked with the corresponding topic (classify them by component if is possible):
Topic 3: Social and Economical Valorisation of the territory as rural development, sustainable tourism or marketing
 (add more slides if necessary)

C1 Governance and participation involvement and C2 Operational and R+D priorities:

- As a complement to quantitative tools and analytical methods, and especially when high uncertainties are involved, participatory approaches should be considered. These methods generally refer to social preferences and in most cases they either refer to policy-makers choices or expert choices: dialogue methods + policy exercises + mutual learning methods + delphi method

- Better and stronger coordination among key subjects on EU level (tourism/transport/infrastructure)/environment/economic-social-cultural development)

- Greater involvement of main interested stakeholders, qualified enterprises and public bodies to achieve different crucial governmental policies (private-public partnership)

- In applying Methodology for Rational Strategic Planning and Policy Making in favour of Sustainable Tourism at the Regional Level cooperation with various stakeholders is necessary.

- Support good regional tourism projects and the concept of solidarity tourism

C3 Target group focused communication needs and C4 Financial needs and opportunities:

- It is important to enrich the operational capacity of institutions and people dealing with tourism development, in the tourism private sector and at the local authority/governmental level.

- Support innovations and new knowledge on all levels and sectors to achieve a successful and competitive general future progress

- Improve marketing strategies/tools for the promotion of local products/heritage/businesses/subjects etc.

- In applying The Sustainable Tourism Enterprise Standard it is advisable that the firms take into consideration societal, environmental, legal, cultural, political and organizational diversity, as well as differences in economic conditions, while being consistent with international norms of behaviour. The firm may need to work with others to address its responsibilities. These can include other firms in the tourism industry or other parts of the value chain or any other relevant party within the firm's sphere of influence.