

Smart Blue Regions

Output 4.3 - Transnational blue growth cooperation projects

Project name:

Signal session tool for Baltic Sea tourism

Challenge to be addressed:

Companies in tourism business are very small and thus they don't have resources to follow and identify weak signals and trends that will be crucial for the development of tourism business in the future. Tourism is a business where global changes in customer behaviour have an almost instant effect on the encounter between the service provider and the visitor. Thus, actors in tourism business should be offered a framework where they could learn more about those signals, think about what they mean, what kind of opportunities they offer and also an arena where they could share their thoughts with other actors and networks around the BSR. This would also increase networking between actors from different regions and the participating actors might also come up with ideas about new interregional development opportunities and project ideas that could also be tested using project funds.

Target groups:

Main target groups are tourism companies around the BSR. Each active area must have a larger entity that acts as a coordinator during the project (Eg. regional tourism organization (DMO, destination marketing organization))

Expected results:

- The participating enterprises get easily comprehensible information on signals and trends affecting tourism business
- The enterprises identify things that need to be developed further
- Enterprises from regions pilot potential ideas that have come from the workshops and then share their findings to other regions
- The enterprises find new concrete project ideas for future collaboration
- The enterprises network both regionally and interregionally and find new partnership opportunities

Main activities and timeframe:

1. The regions participating in the project decide the main themes for signals/trends and the number of sessions. Each region selects their point of focus.
2. One speaker ("guru") per theme is identified and selected
3. Online based signal sessions, 4 hours per session. Contents of the session:
 - a. Short presentation on signal in question
 - b. Regional workshops where enterprises from each area (around 10-15 companies) think about the meaning of the signal to their region, their own business and whether there should be taken extra measures for development to tackle the issues caused by those signals. What developmental activities must be taken?
 - c. Each participating region shares the results of their regional workshops to the whole network. The participating guru gives comments on the results and takes part in the discussion.

- d. After the session, each participant is sent a summary of results on actions that are decided to be taken.
4. Regional pilots
 - a. Each participating region selects one (or two) themes from their discussions at the previous phase and develops a pilot concept for testing.
 - b. After the piloting period, each region shares their findings on actions undertaken.

Partnership:

Policy Area (PA) Tourism, Baltic Sea Tourism Center, Regional Tourism Organizations around the BSR

Estimated budget:

c. 500 000 – 1 000 000 €

Financing sources:

(Interreg Central Baltic 4th call: Priority 2, Specific Objective 2.1. 2,1 million euros available.)

Future Interreg calls

Other remarks for further project development:

A technological platform needed for the sessions, thus need for digital expertise.

This proposition could also be one work package in a larger project entity.

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