

FOST INNO



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*Fostering tourism innovation system in Adriatic – Ionian
Region*

**Adriatic-Ionian Tourism Innovation Centre
Operational Structure**

Adriatic-Ionian Tourism Innovation Centre

The **Adriatic-Ionian Tourism Innovation Centre (AITIC)** is a learning platform and dissemination tool for innovations in sustainable development. The main purpose of the Centre is establishing a regional Adriatic-Ionian innovation network in sustainable tourism. Its main focus is on the exchange of know-how and the promotion of innovations as a driver of sustainable tourism development. One of its main long-term aims is further outreach by establishing connections with similar network structures in other regions using open data access and mutual support principles. Important determinant of outputs applicability should be continuation of educational activities with purpose of spreading innovative ideas and involving greater number of stakeholders in networking.

The centre will be established as **a network of six contact points** which will provide all necessary information regarding knowledge and standards for development of innovative solutions in sustainable tourism. Six contact points will be established by the following partners:

1. University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia, LP
2. School of Advanced Social Studies in Nova Gorica, Slovenia, PP2
3. Molise Region, Italy, PP5
4. Department for Development and International Projects of Zenica-Doboj Canton, Bosnia and Herzegovina, PP6
5. Shkodra University "Luigj Gurakuqi", Albania, PP7
6. Municipality of Tivat, Montenegro, PP8

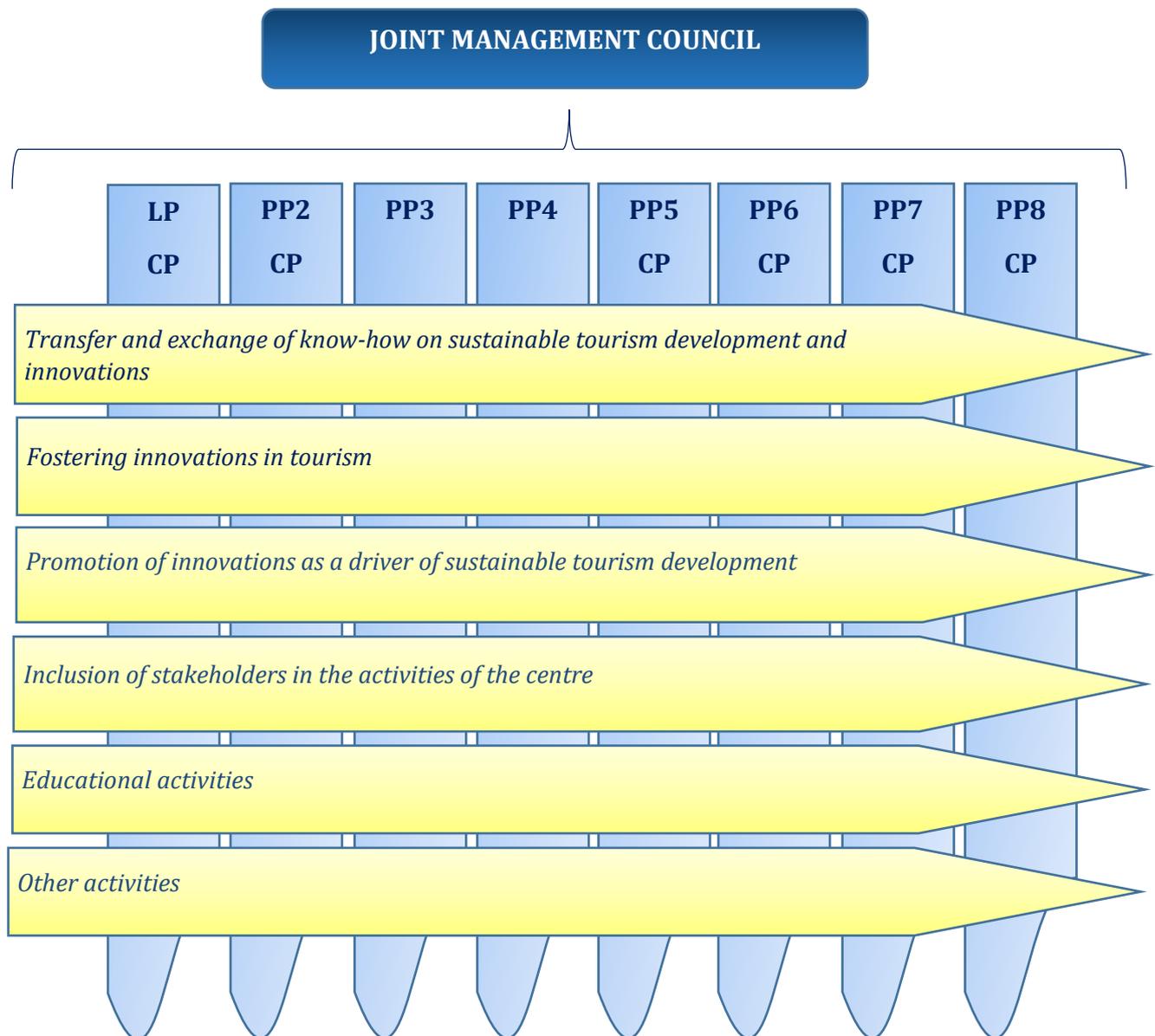
Contact points will be equipped in for providing distance communication and transfer of knowledge within the premises ensured by the responsible project partners. All CPs will ensure compliance with standards and guiding principles of the project and will establish mutually supporting relationships in the future.

All project partners will be involved in Adriatic-Ionian Tourism Innovation Centre and its activities. Project partners will provide guidance, practical information and assistance on all aspects of participation in project objectives through the contact points. Adriatic-Ionian Tourism Innovation Centre is envisioned with an open membership policy, meaning that every individual or organization involved in tourism and/or innovation development will have access to the body of knowledge developed within the network structure.

The centre's Organisational structure

The centre will have formal organisational structure with the joint management council. Joint management system will provide information tools and the continuity of know-how transfer during the projects' lifetime.

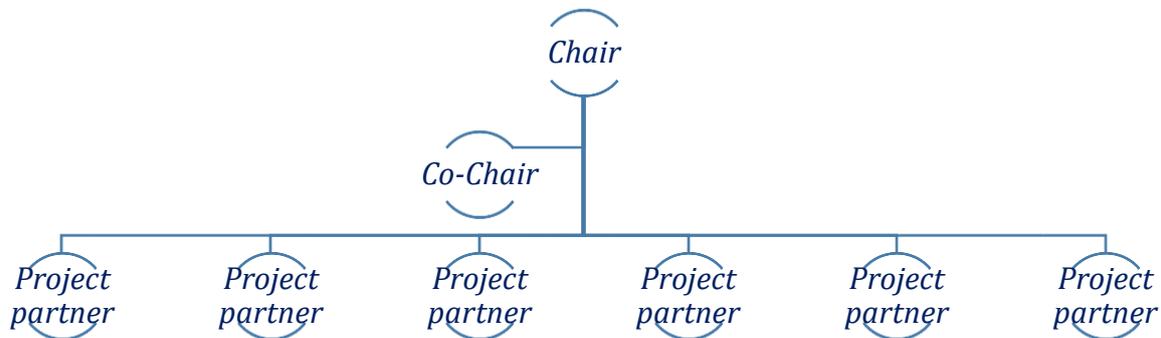
Figure 1. Organizational structure of the AITIC



Regardless of the fact that only 6 contact points will be established (Figure 1), all project partners will actively be involved in the centre's activities. Therefore, each project partner will propose one person as a member of the Council and they will have the power to sign a cooperation agreement between the contact point and stakeholders in their country. Each member will have one vote in the Council. Members of the Council will, on

its first constituting meeting, elect among themselves the Chair and Co-Chair, for the period of 2 years which can be extended by the Council for additional 2 years. The Council meets at least once a year.

Figure 2. Joint Management Council of the AITIC



The main responsibility of the Council is development of the centre's activities.

Adriatic-Ionian Tourism Innovation Centre's activities

The centre will provide a transfer of know-how through different means and methods in order to improve the transferability of practical knowledge. According to the FOST INNO Application Form and the centre's purpose, its main activities include:

- *Transfer and exchange of know-how on sustainable tourism development and innovations*
- *Fostering innovations in tourism*
- *Promotion of innovations as a driver of sustainable tourism development*
- *Inclusion of stakeholders in the activities of the centre (at least 50 members – 50 signed cooperation agreements)*
- *Educational activities*
- *Creation of ICT solution as knowledge base in the form of web application*
- *Defining a set of criteria for the selection of two best innovation ideas (Criteria Report)*

One of the most important undertakings of the centre is the one referring to the **inclusion of stakeholders** in its activities. In order for the centre to justify its purpose and reach the planned objectives, all project partners are responsible for including as many different stakeholders as possible in the centre's network. This will be realized through the centre's announcement campaign and participatory process. The aim of the

participatory process is to achieve active participation by potential centre's members in defining the centre's future services.

A participatory process will be implemented through:

- conducting telephone surveys (50 in each country) ,
- developing and conducting an on-line survey,
- organizing focus groups (one focus group with 10 participants in each contact point),
- conducting interviews with important stakeholders (5 in each country),
- organising thematic workshops and local events.

Inclusion of the centre's members will follow after the membership is formalized by signing the cooperation agreement between The centre's representatives and future members. The agreements with the centre's members will define future mutual cooperation. A minimum of 50 cooperation agreements should be signed by the end of the project.

The content of the **educational activities** will be defined by the management council in order to create consistent program and assure curriculum alignment between contact points. Contact points will conduct webinars and one-day trainings. Webinars will be held in the centre's preparatory phase for potential members, while one-day trainings will be held for the centre's members after signing the membership agreements. Every contact point will also provide e-consultations for innovative solutions application. Finally, e-course on innovations in sustainable tourism will be delivered in cooperation with external expert.

Therefore, educational activities include:

- **Webinars** - web-based seminars in form of the lecture on innovations in sustainable tourism. They will contain interactive discussion with stakeholders on best practise and state of art solutions in the field. Each CP will organize one Webinar with 50 participants/stakeholders per CP.
- **One-day training** - will be held for the centre's members with purpose of innovative ideas development within contact points' premises. They will be held for the members after signing the membership agreements. Members will be invited to submit innovations ideas for further development during training sessions. Each CP will organize 1 One-day training with 5 participants/stakeholders per CP.
- **E-consultations** (on-line consultations) will be organised with potential innovators in order to exchange information on innovations in sustainable tourism and their application Every CP will organize 10 E-consultations.

- **On-line course** in English will be prepared by PP6 (BIH) in cooperation with an external expert - multimedia with versions in partners' languages (translation on partner's languages will be done by 1 partner per country). E-course will be developed in the form of e-learning material accessible on project's web page within ADRIION programme web page, as well as within the knowledge data base application.

Furthermore, one of the centre's activities refers to the development of ICT solution as knowledge base in the form of **web application**. This web application for Adriatic-Ionian Tourism Innovation Centre's members will contain all jointly created knowledge about innovation in sustainable tourism. Additionally, it will serve as a database for all relevant stakeholders. Responsible partner (PP4) will acquire technical solution by employing an experienced software developer through public procurement.

Another important Centre's activity lies in **defining a set of criteria for selection of two best innovation ideas** having in mind originality, regional identity and potential for application in all countries of the Adriatic-Ionian area. Special attention will be placed on the possible innovation solutions' impact on the environment, economy and local communities. Management council of the Adriatic-Ionian Tourism Innovation Centre will set the selection standards in accordance with methodology and strategic documents developed in WPT1 (Strategy for fostering innovations in sustainable tourism for Adriatic-Ionian area). Selection standards will be part of the criteria report encompassing whole process of innovative solutions selection within the project.

In addition to previously mentioned activities, through the centre's activities it will be possible to:

- *increase knowledge transfer between business, users, academia and institutional stakeholders,*
- *facilitate market access for innovative ideas,*
- *become a regional hub for innovations in sustainable tourism,*
- *provide incentives that promote innovations,*
- *increase cooperation between regional stakeholders,*
- *enhance the quality of tourism services based on innovation,*
- *provide all the necessary information regarding knowledge and standards for development of innovative solutions in sustainable tourism.*

The Adriatic-Ionian Tourism Innovation Centre has to be active for at least five years after the project end date. After the project ends, knowledge data base will be available for use to all interested stakeholders who ever decide to join the centre's network.