

# NEST – NETWORKING FOR SMART TOURISM DEVELOPMENT

## T 2.1 Virtual joint experiential laboratory for smart tourism



<https://nest.italy-albania-montenegro.eu/>

## 1. INTRODUCTION.

This output consists on the activation of virtual joint laboratories conceived as a collaborative and experiential environment useful to address the goals of a smart growth of the IPA tourism offering. It brings together a community of stakeholders primarily composed by the project's partners and their stakeholders. It works as engine for the development of the smart community and repository of data, tools, methodologies and best practices.

## 2. OUTPUT DESCRIPTION

The output has consisted on the description of the virtual community of stakeholders that has been activated during the project in the aim to enable knowledge sharing, joint initiatives of innovation and competences development, the creation of joint events for capacity building as well as for definition of joint portfolio of digital tools for the marketing strategies of existing and nascent enterprises.

Such objective in the project has been achieved through two main initiatives:

1. Organization of Webinars and events that bring together public and private stakeholders to discuss and collaborate in different themes related to smart tourism development;
2. The creation of a community of stakeholders that are interested to upgrade their competencies and skills for dealing with new competitiveness challenges as well as to cope with the digital transformation. In this aim competence enhancement sessions related to technology and smart tourism has been organized in that have attracted and involved many stakeholders, at a cross border level.

The output also provides data related to the monitoring of the interactions of the community by analysing community behaviour, the networking interactions and typology of discussion on general social media.

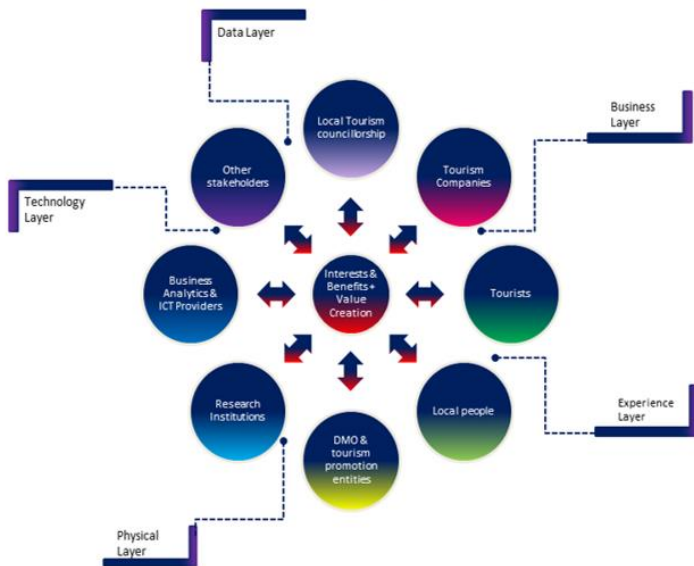
## 3. ACTIONS

<b>ACTION N. 1</b>	
<b>OBJECTIVE</b>	SO 2.1: Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development
<b>SPECIFIC OBJECTIVE</b>	<ul style="list-style-type: none"> <li>• Promote the creation and experimentation of a virtual joint laboratory as a space for the development of a smart tourism community that favour cross-border cooperation and foster co-creation and co-development of experiential paths that valorise</li> </ul>

	<p>unique natural and cultural assets as well as attractiveness of landscapes, traditions, folks, crafts etc.</p> <ul style="list-style-type: none"> <li>• Developing the necessary capabilities for new global tourism market and enabling the creation of network and cross-border cooperation for a smart growth</li> </ul>
<b>DESCRIPTION</b>	<p>The output consists on:</p> <ul style="list-style-type: none"> <li>- benchmarking of open source and web-based solutions for supporting the creation of a virtual community specialized in smart tourism. The report defines the strategic model of the virtual environment that by leveraging on web-based solution available will operate as space for knowledge sharing, for promoting initiatives of innovation and competences development.</li> <li>- Definition of a manual that specifies the main technical and functional usage of the virtual environment for collaboration among different users.</li> <li>- Definition of the main categories of actors and stakeholders, based on needs, opportunities and challenges related to the smart growth of tourism, to be involved in the virtual experiential laboratory for creating the required smart tourism community. Also, a description of the main processes, roles and dynamics of virtual collaboration among the different actors of the community.</li> <li>- Description of practical tools and approaches for monitoring the interactions of participants into the community. By leveraging on approaches of social network analysis (SNA), useful insights are elaborated on the centrality of some nodes within the community as well as will allow to identify its boundaries and evolutionary dynamics.</li> </ul>
<b>ACTIVITIES</b>	<p>Innovative entrepreneurship for Smart Tourism: A guide to development and implementation</p> <ul style="list-style-type: none"> <li>- Roadmap for the Smart Tourism Entrepreneurial Development</li> </ul>

4. ANNEXES

# Smart Tourism Community: roles and dynamics



## Webinar: PUBLIC-PRIVATE ISSUES

- In this perspective, on behalf of the project NEST - Networking for Smart Tourism Development, Interreg IPA CBC Italy-Albania-Montenegro, a series of webinars has been organized engaging well-known professors and experts from both academic and business world, in order to provide our community with essential knowledge, tools and approaches for embracing #Digital #tourism and for creating #SmartTourismDestination.

Webinar series: **Technologies and Digital Tools for Post-Covid Tourism**



The image displays four promotional posters for a webinar series. Each poster features the Interreg-IPA CBC logo, the NEST logo, and the European Union flag. The posters are arranged in a 2x2 grid. Each poster includes the following information:

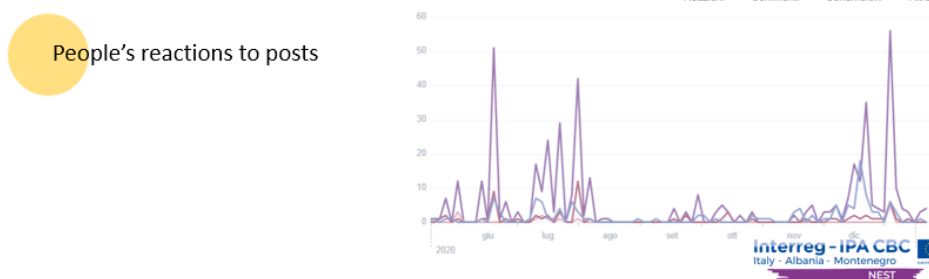
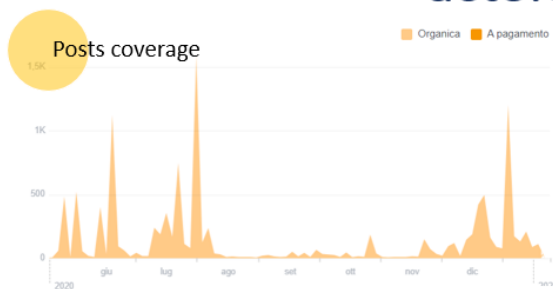
- Webinar Series:** TECHNOLOGIES AND DIGITAL TOOLS FOR POST-COVID TOURISM
- Topic:** ARTIFICIAL INTELLIGENCE AND ITS APPLICATION FOR SMART TOURISM (top-left), BRAND INTELLIGENCE IN THE ERA OF BIG DATA: SEMANTIC BRAND SCORE (top-middle), NEW TECHNOLOGIES TO ADDRESS THE POST-COVID RECOVERY IN THE TOURISM SECTOR (top-right), and DIGITAL STRATEGIES FOR TOURISM ENTERPRISES (bottom-left).
- Guest:** ENG. FELICI VITULJANG (top-left), DOTT. ANDEA FRONZETTI COLLADON (top-middle), PROF. ROCCOLO BAGGIO (top-right), and STEFANIA MONTELIBERTO (bottom-left).
- Date and Time:** WEDNESDAY 08 JULY 12:00 PM (top-left), FRIDAY 03 JULY 12:00 PM (top-middle), FRIDAY 26 JUNE 9:00 PM (top-right), and TUESDAY 14 JULY 9:00 PM (bottom-left).
- Bottom-right Poster:** TUESDAY 30 JUNE 9:00 PM (bottom-right), featuring MIRKO LALLI, ENTREPRENEUR, with the topic TRAVEL APPEAL FOR TOURISM COMPANIES AND NEW ENTREPRENEURIAL OPPORTUNITIES.

Each poster also includes a 'LIVE ON:' section with social media icons for Facebook and LinkedIn, and a URL: <http://nest.italy.albania-montenegro.eu>.

# Monitoring virtual interactions among community's actors

Webinars	Reached people	Interactions
1: Covid-19 impacts on the tourism economy of ITERREG countries: problems and threats.	4614	416
2. Governments actions to support tourism recovery: INTERREG countries in the focus.	2494	388
3. New technologies to address the post-Covid recovery in the tourism sector	2885	275
4. Travel appeal for tourism companies and new entrepreneurial opportunities	2037	175
5. Brand Intelligence in the Era of Big Data: Semantic Brand Score	517	44
6. Artificial Intelligence and its application for Smart Tourism	2846	201
7. Digital Strategies for tourism Enterprises	297	38
8. Start-up ideas for sustainable tourism recovery: TourisMapp	3147	291
9. Exploiting Big Social Data for the tourism sector in the post-Covid19 era" and "The Italian Tourism Industry and the Covid-19 through the social media lens"	715	93
<b>Total</b>	<b>19552</b>	<b>1921</b>

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EUROPEAN UNION

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