



Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorisation of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions

# CCI4TOURISM - CREATIVE INDUSTRIES AND TOURISM

## Transnational Action Plan for an Adriatic-Ionian Cultural Tourism 4.0

### *SUMMARY OF THE ENTIRE DOCUMENT*

The entire document is published [HERE](#)

This e-book has been produced with the financial assistance of the European Union. The content of the document is the sole responsibility of RDA Green Karst Ltd and can under no circumstances be regarded as reflecting the position of the European Union and/or ADRION programme authorities.

January, 2023

# Steps towards Cultural Tourism 4.0



The Transnational Action Plan for Offering “Cultural Tourism 4.0” was created based on an effective methodology where the project partners followed several development guidelines from referential sectors as well as the European Union’s vision on the development of a cultural tourism industry. The final proposal of the Transnational Action Plan therefore encompasses five actions ranging from marketing to contents aspects of cultural tourism while also tackling digitalization issues, which has had the greatest impact on the tourism offer:

## 5 ACTIONS

- 1. Develop a regional Accelerator in Adrion area supporting CCI ventures**
- 2. Training CCI entrepreneurs to increase economic value of their offerings**
- 3. Granting vouchers to cooperation schemes consisting of tourism companies and CCI providers**
- 4. Digitalization of cultural heritage and making it available to a wider audience**
- 5. From inspirational awards to experience the undiscovered**

# 1.

## Develop a regional Accelerator in Adrion area supporting CCI ventures



- GOALS**
- Support cross-sectoral ideas from CCI and tourism sectors
  - Develop methodology for one-stop-shop for CCIs
  - Attract talents and ideas from other regions

- STRATEGY GOALS**
- SG 1.** Green and Digital Skills & Competences
  - SG 2.** Innovation and Sustainability
  - SG 3.** Advanced Transnational Support Services
  - SG 4.** Tangible Growth

**ACTIONS** The accelerator will focus on specific areas of interest which includes media, product design, gaming, architecture, film, music, new business modeling, scaling up, networking etc.

**The services that will be offered include:**

- Organization of networking events
- Provision of support to CCIs (start-ups)
- Information about possible funding sources
- Consulting services
- Design Thinking Workshops
- Matching CCIs with experts (service)
- Matching other sectors with CCIs
- Podcasts for communication purposes with CCIs

The Accelerator's main goal is to support creative ideas from the digital and green world that fit in CCIs and Tourism. It will promote ventures from the creative industries that use innovative tools and context and add value also to other sectors like tourism.

The Accelerator will try to strengthen Adrion's area and attract talent from all over the world.

Eligible for the Acceleration program will be individuals, teams, startups, spinoffs, and networks, that are willing to build a new venture or scale up an existing one in the specific areas of media, product design, gaming, architecture, film, music, etc.

There are several important aspects of this action that are crucial and must be considered when implementing. These aspects are:

1. The initiative must have access to startup funding to be able to attract excellent ventures and ideas and bring them to market
2. A very competent management team with experience and expertise in startup equity funding and CCIs market and
3. A global network of mentors that will support the ventures

- PROPOSED TOOLS/SCHEMES**
- Raising awareness events (talent activation events, open inclusive beginners' events)
  - Connect and share with other local initiatives
  - Launch call for ideas addressing CCI with potential for sustainable tourism
  - Training and feedback
  - Experts' activation on three main areas
  - Transnational promotion for best ideas (go to market, network activation)
  - Promotion of CCI4 ideas (go to market) leveraging on partnership service providers
  - Network of coaches
  - Professionalization of coaches

**RESPONSIBLE AUTHORITY** A network of stakeholders could be the main stakeholder that should lead this initiative. Most suitable existing or in development are networks that possess certain assets. These assets are mainly in providing general supporting services in the CCI & Tourism industries and thus understanding the dynamics of both sectors and expertise and knowhow in managing equity and venture capital funds, focusing in CCIs and new technologies (Digital).

- OTHER STAKEHOLDERS INVOLVED**
- Regional Authorities
  - CCIs/ Clusters / Associates
  - Investors
  - Experts on defined specific areas

**TIMEFRAME** Such an initiative has a long-term perspective and could start any – time soon. The action can be operational in a year. Acceleration phases – stages could run year around and last several weeks. Implementation period: 2023-2027

## 2.

# Training CCI entrepreneurs to increase economic value of their offerings



- GOALS**
- Holistic capacity building for CCIs in terms of entrepreneurship to become more resilient
  - Strengthening the capacity of CCIs to connect with other sectors
  - Offer new business model and business expertise for CCIs

- STRATEGY GOALS**
- SG 1.** Green and Digital Skills & Competences
  - SG 2.** Innovation and Sustainability
  - SG 3.** Advanced Transnational Support Services
  - SG 4.** Tangible Growth

- ACTIONS**
- ✓ Organize Training course for CCI entrepreneurs in the areas business planning, investment, sales and costs, innovation, funding tools and collaborations with other sectors.
  - ✓ Develop a training digital platform to reach out to a wider audience in a national level.
  - ✓ Trainings, mentorship, networking, and research for new business models by existing creative hubs (CCI4Tourism project).

Supporting CCI entrepreneurs seems essential to any ecosystem that aims to boost economic development and social cohesion at the same time, building more democratic and resilient communities. Training CCI entrepreneurs and stakeholders around CCI in the long in the fields of Business, Global markets, Innovation, and funding, will increase total resilience, systemic added value and more balance and fair economic growth.

**The focus of the training and mentoring will be on the following target groups:**

1. CCI SMEs (providers)
2. CCI experts and private companies (providers)
3. CCI networks
4. CCI think tanks
5. State, regional and city entities that develop and provide CCI services
6. Other stakeholders in the broad area of developing and providing services
7. Private stakeholders that provide funding and / or services
8. Public stakeholders that are involved in the national, regional, or municipal strategies and development

**The areas of training among others should be:**

1. Strategy and long-term planning for large and small CCI ventures and entities
2. Business planning of CCI ventures.
3. Local vs Global markets: how to attract talent and offer new products
4. Marketing small and local events
5. Financial analysis and planning for small and large CCI entities
6. How to price a CCI offering?
7. Design and market your offering
8. Human Resources tools and strategies for small and large CCI entities
9. Business model innovation in CCIs.
10. Digital entrepreneurship in CCIs: personality, mindset, motivation.
11. Crowdfunding and crowdsourcing.
12. Digital network platforms of services and applications in CCIs.
13. Digital entrepreneurship and tourism promotion.

**PROPOSED TOOLS/SCHEMES**

- Involvement of local stakeholders
- Raising awareness events (talent activation events, open inclusive beginners' events)
- Connect and share with other local initiatives
- Training and feedback
- Experts' activation on three main areas
- Professionalization of coaches

**RESPONSIBLE AUTHORITY**

A network of a state or Regional Authority with some public or private universities or consultants  
CAST Initiative

**OTHER STAKEHOLDERS INVOLVED**

Chamber of commerce, universities and technology centers, other vocational entities, certification providers, CCI practitioners and providers

**TIMEFRAME**

This is a long-term initiative that can start immediately. Due to its value-added perspective, it can follow a business model of hands-on approach with executive short courses (few weeks to several months) and add more courses and certifications.  
Implementation duration: 2-3 years  
Implementation period: 2023-2027

### 3.

## Granting vouchers to cooperation schemes consisting of tourism companies and CCI providers



- GOALS**
- Networking and cooperation between CCIs and Tourism organizations
  - Cross-fertilization
  - Support SMEs to boost/develop new Business models
  - Creation of transforming branding
  - Strengthen the tourism ecosystem

**STRATEGY GOALS**

**SG 1.** Green and Digital Skills & Competences  
**SG 2.** Innovation and Sustainability

- ACTIONS**
- ✓ Call for Expression of Interest (public notice)
  - ✓ Matchmaking events combining experience exchange knowledge and best practices (Workshop)
  - ✓ Widescale promotion campaign to attract more applicants

Innovation vouchers have been analyzed in our pilots with great success. Vouchers can certainly add value to an ecosystem since they can support innovation activities and links between CCI providers, Tourism organizations and SMEs and in case of technology R&D&I centers and universities.

**We can categorize the vouchers in our case in:**

- Low or deep technologies
- Initiate an idea, or provide a service and
- Design a solution, or develop a proof -of-concept

**In these categories the criteria one must analyze are:**

- The maturity of an idea
- The technological level
- The costs / capital needed to bring the product – service in the market
- The time to bring the product – service to the market

Vouchers can start from a few thousands of Euros (€3.000-5.000) and can reach few tens of thousands (€50.000-75000 or further). The more a voucher addressees technology and a proof-of-concept venture the higher the cost.

**Usually, a Voucher can be used for any kind of innovation such as:**

- new product/process development;
- new business model development;
- new service delivery and customer interface;
- new service development;
- tailored training in innovation management;
- innovation/technology audit.

In some cases, it would great to be able to co-fund a voucher, either from a company (i.e., the tourism sector partner), from a business angel or any other private equity fund.

- PROPOSED TOOLS/SCHEMES**
- Use of various media (local promotion, social media, inspirational storytelling with testimonials, transnational partnership promotion)
  - Raising awareness events (talent activation events, open inclusive beginners' events)
  - Involvement of local stakeholders
  - Launch call for ideas addressing CCI with potential for sustainable tourism
  - Professionalization of coaches

**RESPONSIBLE AUTHORITY**

CAST Initiative  
Regional authority of each PP territory

**OTHER STAKEHOLDERS INVOLVED**

Private and Public organization  
Regional and national authority  
Chamber of commerce

**TIMEFRAME**

Depending on the voucher category and aim, such actions can start and accepting proposals once or twice per year. Every 3 years the technical specification will be modified.  
Implementation period: 2023-2027

## 4.

# Digitalization of cultural heritage and making it available to a wider audience



- GOALS**
- Involvement of travelers in the glocal experience
  - Experiential availability 24/7 through ICT
  - Worldwide replicability
  - Connecting CCI and Tourism actors in Adrion area
  - User-friendliness

- STRATEGY GOALS**
- SG 1.** Green and Digital Skills & Competences
  - SG 2.** Innovation and Sustainability
  - SG 3.** Tangible Growth

- ACTIONS**
- ✓ Development of two-speed targeted digital material depending on the maturity of the implementation area that will cover the whole CCI value chain:
    - “Light” digital tools (mobile applications, websites etc.)
    - “Advanced” digital technologies (Virtual reality, Extended reality, live stream videos, gamification)
  - ✓ Content creation
  - ✓ Production of glocal CCI QR traveler application
  - ✓ Pilot testing and promotion for the purpose of multiplication

*‘Cultural heritage and CCIs are major drivers of growth and social development in Europe, while their innovation potential can increase Europe’s competitiveness. (EU built our future from the past)’.*

**As digital technology evolves, we are trying to solve our challenges and gain to the benefit of CCIs. Several technologies have been recently tested and can be used in this context like**

- platforms sharing cultural heritage,
- models, and solutions for collections of archives, museums, libraries,
- new digital opportunities for reconstruction, re-creation, co-creation and immersive experiencing,
- methodologies, devices, strategies, and systems for monitoring and assessing cultural products under different conditions, in particular against climate change and disasters,
- tools and technologies for underwater cultural heritage,
- innovative governance and partnership models,
- products and services to improve urban and rural environments and to foster the adaptive re-use of built heritage.

**Any such technology – application should support CCIs and Tourism to:**

1. Add value to the offering
2. Develop resilience for the future
3. Promote and sale products and services all 24/7/365
4. Promote sustainable development
5. Ease tourism & cultural challenges like seasonality
6. Support local offerings (products and services) to enter global value chains.

**The broad action of digitalization must always adapt to local context and mainly take account the following:**

- Ability of local stakeholders to mature CCI digitization products/services
- University or technology center to support such actions
- Other issues like resilience, climate change, seasonality etc. that put pressure of cultural assets
- Brain-drain and the ability to attract talents
- Closeness to big cities – large audiences and target groups

**PROPOSED TOOLS/SCHEMES**

- Raising awareness events (talent activation events, open inclusive beginners’ events)
- Involvement of local stakeholders
- Launch call for ideas addressing CCI with potential for sustainable tourism
- Promotion of CCI4 ideas (go to market) leveraging on partnership service providers
- Highlight transnational successful business models
- Professionalization of coaches

**RESPONSIBLE AUTHORITY**

CAST Initiative  
Regional authorities  
National authorities

**OTHER STAKEHOLDERS INVOLVED**

CCI sector  
Tourism Sector  
Local Authorities  
Universities and Technology centers

**TIMEFRAME**

Every different action is subject to its parameters and the more mature an action the shorter period it requires.  
Implementation period: 2023-2027

# 5.

## From inspirational awards to experience the undiscovered



- GOALS**
- Mobilizing and promoting local – rural CCI offerings
  - Supporting innovative – sustainable ideas in the Adrion area to reach the global value chains and the global markets
  - Co-develop CCI offerings to boost local tourism and growth

- STRATEGY GOALS**
- SG 1.** Green and Digital Skills & Competences
  - SG 2.** Innovation and Sustainability
  - SG 3.** Advanced Transnational Support Services
  - SG 4.** Tangible Growth

- ACTIONS**
- 1.** CCI4T Inspirational AWARD lighthouse event
    - Set up open call (focus category: digital/ green/ social)
    - Network PPs Promo activity on local level
    - Case studies evaluation per category
    - Organization of Award final event (selected cases)
  - 2.** Bilateral exchange, organized by BSOs for go to market test of awarded cases (products/services)

This action could also be a methodology to design, develop, produce, and market local cultural offerings to grow and reach bigger markets and even enter global value chains.

Finding and awarding events and other CCI products / services and offerings, could be the first steps of identifying new CCI ideas that could grow and scale up, adding value to cultural & experience tourism.

These local events (rural sometimes offerings) have gained the acceptance of the local public and thus they could become larger, bigger and scaleup. The criteria and the parameters that must be analyzed are:

- The core of the CCI offering
- Venue and physical context
- Digital aspects and potential scaleup in digital form
- Marketing: Target market, distribution, pricing, etc.
- Systemic approach: what sectors are affected by this offering? How this offering links with the local and regional development? New entrepreneurship, innovation, and inclusive growth?

Co-developing these new offerings in the context of Adrion could boost the areas innovativeness and CCI for tourism industries growth.

- PROPOSED TOOLS/ SCHEMES**
- Use of various media (local promotion, social media, inspirational storytelling with testimonials, transnational partnership promotion)
  - Raising awareness events (talent activation events, open inclusive beginners' events)
  - Involvement of local stakeholders
  - Connect and share with other local initiatives
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  - Highlight transnational successful business models
  - Network of coaches
  - Professionalization of coaches

**RESPONSIBLE AUTHORITY** CAST Initiative  
Business Support Organizations

**OTHER STAKEHOLDERS INVOLVED** Local authorities  
Business Associations  
Public Institutions in Cultural and Creative sector  
CCI, Tourism sectors and stakeholders

**TIMEFRAME** The action can be implemented once a year with the following timeline:

- October-November: Award event (4 months for preparation)
- March: Bilateral exchanges
- May: results input for next cycle