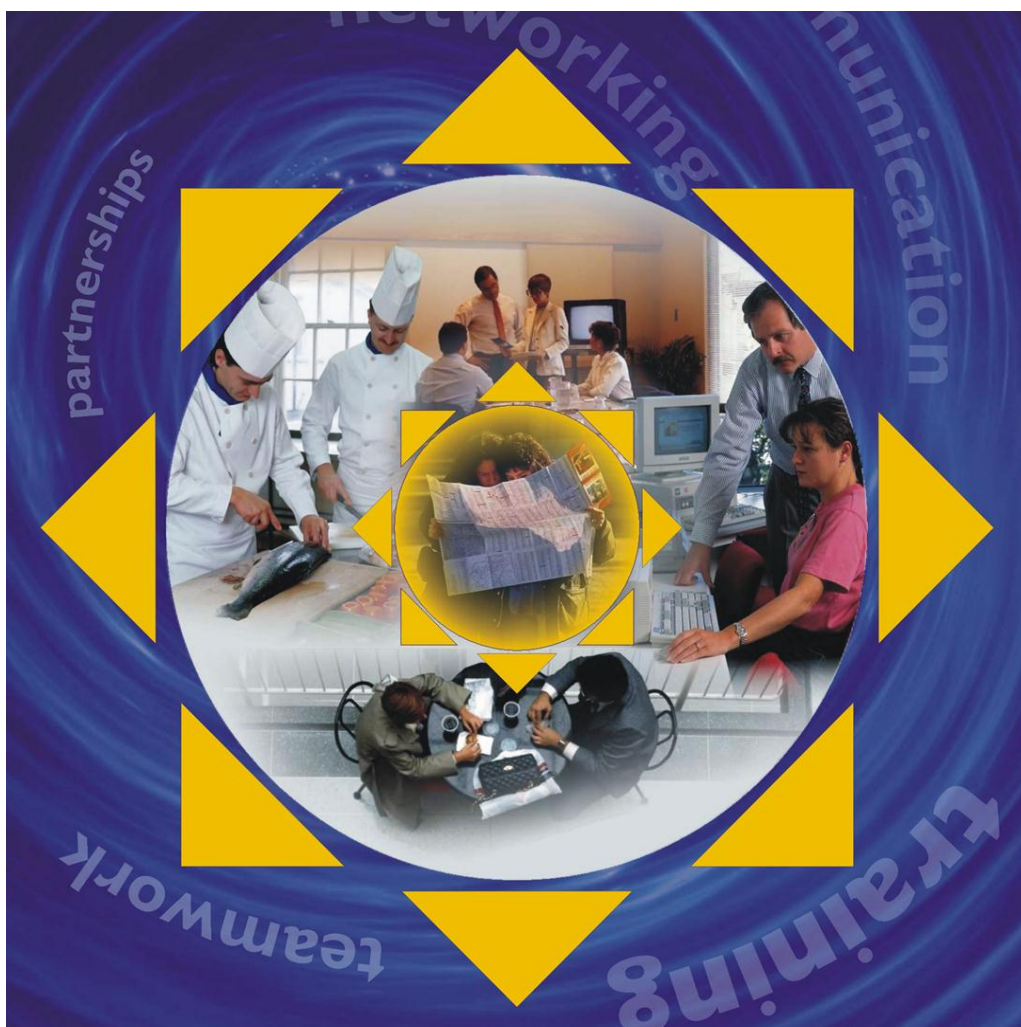


# Part II 2. Setting up a Destination Knowledge & Innovation Community

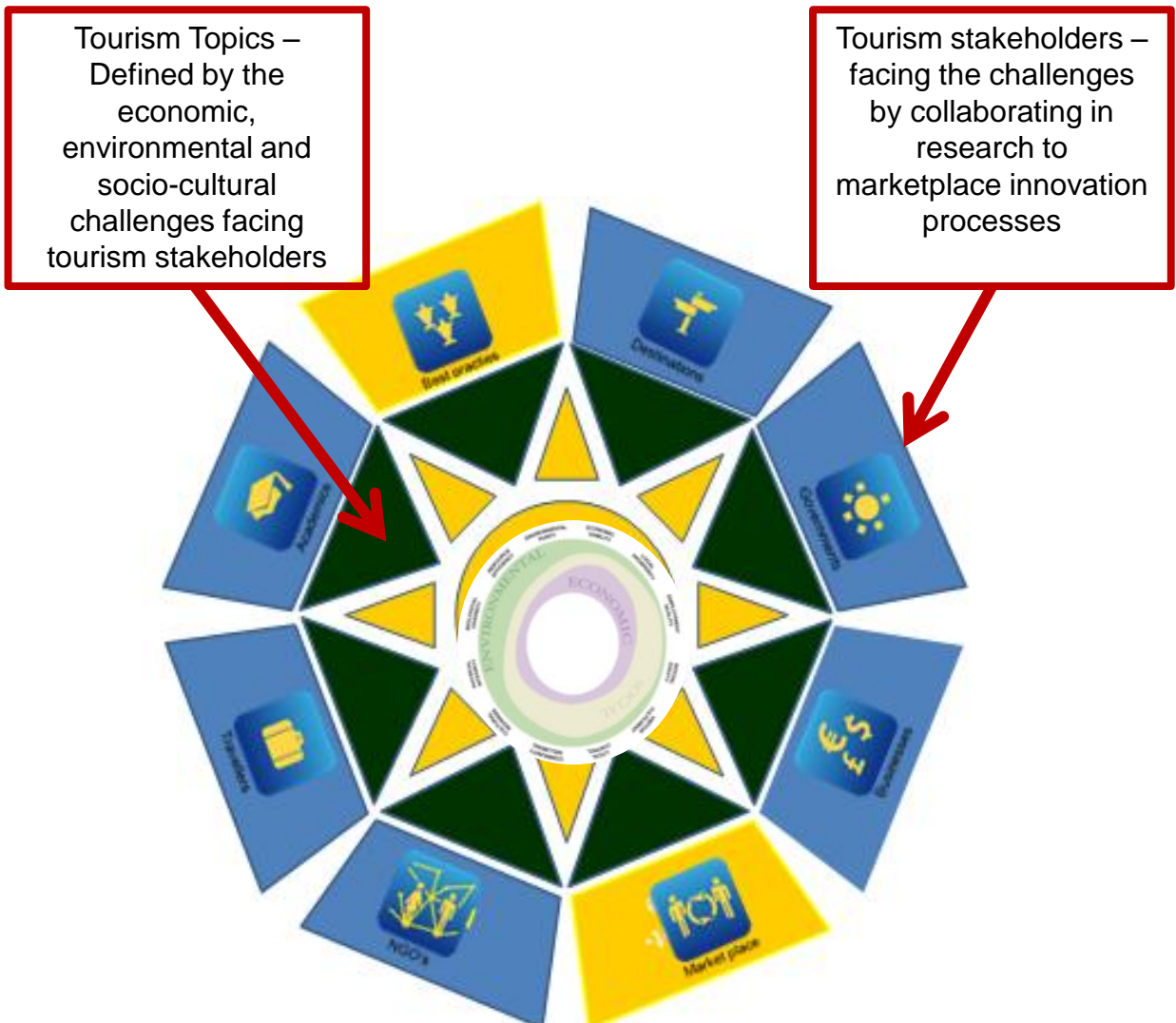
Destination Tourism Knowledge & Innovation Community Tools  
Market Innovation Process Design Tool



# Destination and Topic Tourism Knowledge & Innovation Communities

**(Life-long) Learning Needs** are best met through the application of the Tourism Knowledge & Innovation Community concept as either a *Destination* Knowledge & Innovation Community or a *Topic* Tourism Knowledge & Innovation Community, focused on tourism.

- The **Destination** Knowledge & Innovation Community is defined geographically
- The **Topic** Knowledge & Innovation Community is defined by subject.
- Both are driven by an ICT based knowledge networking approach.
- They can be implemented together, or separately, e.g you can have a specific coastal destination focused on setting up a nature conservation Knowledge & Innovation Community



# Setting up a Destination Knowledge & Innovation Community



The DestiNet Portal has been designed as an on-line tool to set up a Destination Knowledge & Innovation Community .

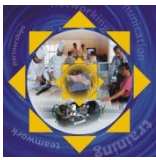
1. Go the left hand bar and click on Create a **DestiNet Hub**, where you can follow instructions on how to set up your own destination learning area at either local regional or national level.
2. You will have to apply for folder administration rights, as DestiNet is a quality-assessed information platform, and you will receive an email confirming your application .
3. You will be given a folder under the Who's Who menu. You will need to add relevant stakeholders and information

The key idea of the site design is to add content to the to the [top yellow menu bar options](#) ,

using the [yellow left hand menu](#) bar to input your information .

***Note that Tourism Knowledge & Innovation Community members will be allocated different access rights in the portal, allowing you to either contribute information or administer your own online folder space. Please see the Contributor and Folder Administration Inductions to learn how these roles work in DestiNet.***

European Environment Agency,  
Kongens Nytorv 6, 1050  
Copenhagen K, Denmark - Phone:



# The TOURISM KIC Market Innovation Process Tool

## Template to Provide an Overview of and Design Destination Innovation Processes

The Learning Area research to marketplace Innovation process has the following stages:

**RESEARCH > POLICY > PRODUCT DEVELOPMENT > PROMOTION > MONITORING >**

This cycle leads to a set of **LEARNING OUTCOMES** which are then fed back into the Tourism Knowledge & Innovation Community innovation cycle to produce continuous improvements in stakeholder activities. The following matrix can be used to chart this process. Fill in the final column for your own Knowledge & Innovation Community activities  
[See the KIC workbook on DestiNet.](#)

1 Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Learning Area Support	4 Case Study/ Implementation Process (use columns 2 and 3 to construct a specific example or process)
<b>Research</b>	<ul style="list-style-type: none"> <li>• Access European knowledge base</li> <li>• Knowledge transfer</li> <li>• Development of evidence-based good practice</li> </ul>	<ul style="list-style-type: none"> <li>• Whos Who – knowledge networking</li> <li>• Topics</li> <li>• Good practice database &amp; transfer system</li> </ul>	
<b>Policy</b>	<ul style="list-style-type: none"> <li>• Implementation of good governance principles</li> <li>• Policy coherence</li> <li>• Openness</li> <li>• Transparency</li> <li>• Participation</li> <li>• Accountability</li> <li>• Effectiveness</li> </ul>	<ul style="list-style-type: none"> <li>• Who's Who - Multi-stakeholder participation</li> <li>• Topics- SCP and tourism,</li> <li>• Learning area policy grid</li> <li>• Resources- Policy tools</li> <li>• Survey tool</li> </ul>	
<b>Development of product</b>	<ul style="list-style-type: none"> <li>• Development of certification &amp; quality cycle systems</li> </ul>	<ul style="list-style-type: none"> <li>• Resources</li> </ul>	

<b>Promotion</b>	<ul style="list-style-type: none"> <li>Market access actions</li> </ul>	<ul style="list-style-type: none"> <li>Market-place</li> <li>News and Events</li> <li>Topic Fora</li> <li>Survey tool</li> </ul>	
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>Supply chain and destination management</li> </ul>	<ul style="list-style-type: none"> <li>Observatory</li> <li>Survey tool</li> <li>Sustainable destination management checklist</li> <li>Sustainable Business checklist</li> </ul>	
<b>LEARNING OUTCOMES</b>			
<b>Spatial/thematic Assessment/ Profiling</b>	<ul style="list-style-type: none"> <li>Process and performance review</li> </ul>	<ul style="list-style-type: none"> <li>observatory</li> </ul>	
<b>Good Practice Case Examples</b>	<ul style="list-style-type: none"> <li>Contribution to/use of Expert knowledge base</li> </ul>	<ul style="list-style-type: none"> <li>Atlas of excellence</li> </ul>	
<b>Strategic Information</b>	<ul style="list-style-type: none"> <li>Contribution to/use of Expert knowledge base</li> </ul>	<ul style="list-style-type: none"> <li>News, events</li> </ul>	
<b>Key Lessons</b>	<ul style="list-style-type: none"> <li>Contribution to/use of Expert knowledge base</li> </ul>	<ul style="list-style-type: none"> <li>Ask Expert service</li> </ul>	

### From FAST-LAIN: Research to Market Place Case Study/ Implementation Template

How can an SME or administration use the European Research Area and the Knowledge Economy to be more sustainable and competitive in the global market place? This matrix charts the theoretical steps needed and practical support given on the DestiNet Portal to tourism sector businesses and destinations. in their efforts to perform with full awareness of their triple bottom line responsibility. It is a tool to take stakeholders through the innovation process, using the DestiNet Sustainable Tourism Knowledge & Innovation Community Portal as an online system to do this in reality.



Who is who?

# Stakeholder Mapping Tool

Add your own contacts to this section, using the left hand bar. Note that you can also profile these organisations. This tool will list and map the coordination group, useful organisations and knowledge network members in your Destination Learning Area.

This list will also contain a list of learning experience provider in your destination, as well as who is interested in or who can support improvements in quality and access to learning about making tourism more competitive and sustainable.

**My DestiNet**

- [Log out](#)
- [Add other contacts and/or organization profiles](#)
- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
- [Promote your news on the DestiNet News Channel](#)
- [Place your product or service on the global sustainable tourism Market Place](#)
- [Create a DestiNet hub for your country, destination or network](#)

Navigation tabs: ABOUT | **WHO IS WHO** | TOPICS | RESOURCES | GOOD PRACTICES

Breadcrumbs: EW » Home » Governments & Administrations

**My DestiNet**

- » NGOs, Partnerships, Networks, Projects
- » Education, Research, Consultancy
- » Destinations
- » Businesses
- » MARKET PLACE
- » MARKET SOLUTIONS
- [Join or start a topic user group](#)

*\*Note there are a folder edit or bulk upload options in the Portal where you can use Excel to prepare your information.*



Who is who?

The Stakeholder Mapping Tool will produce both a map or A-Z listing of your stakeholders. You can view them via the DestiNet Atlas.

### My DestiNet

- [Log out](#)
- [Add other contacts and/or organization profiles](#)
- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
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WHO IS WHO TOPICS RESOURCES GOOD PRACTICES

EW » Home » Governments & Administrations

My DestiNet » NGOs, Partnerships, Networks, Projects

» Education, Research, Consultancy

» Destinations

» Businesses

» MARKET PLACE

» MARKET SOLUTIONS

[Join or start a topic user group](#)

DESTINET Knowledge Networking Portal for Sustainable & Responsible Tourism

DestiNet Atlas

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search results, you can also use selected locations as a list, A-Z or by country). You should also display 438 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Address	Latitude/Longitude	Country
Viaf, 75015 Paris	48.826088/2.297078	France
Berthas, 75012 Paris	48.844155/2.378616	France
e.S, 8010 Graz, Austria	47.073986/15.447979	Austria
1012 Wien	48.200994/16.382992	Austria
4-1010 Wien	48.200994/16.382992	Austria
Alle 1, 1040 Vienna,	47.197373/16.367047	Austria
	42.697626/23.322284	Bulgaria
	50.675810/7.175510	Germany
	52.520431/13.416334	Germany
Berliner Congress Center, Alexanderplatz 3, 10178 Berlin	52.519860/7.118480	Germany
Dehlmannstraße 4, 53113 Bonn	49.226675/6.140411	Switzerland
Palais des Nations, Geneva 10 1211	45.732745/16.060533	Croatia
Zagreb, Croatia	45.732745/16.060533	Croatia
Area 50, Ergon House, Horseferry Road, London SW1P 2AL	51.948899/-0.129506	United Kingdom
Via delle Ferratelle in Laterano 51 00184 Rome	41.893440/12.502736	Italy
Bundeshaus Nord, Kuchengasse 10, CH-3003 Bern, Switzerland	46.947999/7.448148	Germany
Friedrich-Stein-Allen 40, 53113 Bonn, Germany	50.710840/7.124980	Germany
DeG-Hammarskjöld-Weg 1-5, 65760 Eschborn	50.146500/8.533500	Germany
Via Marghera, 2, 00185 Rome, Italy	41.902897/12.503974	Italy



Topics

# Sustainable Tourism Topic Framework Tool

**My DestiNet**

- [Log out](#)
- [Add other contacts and/or organization profiles](#)
- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
- [Promote your news on the DestiNet News Channel](#)
- [Place your product or service on the global sustainable tourism Market Place](#)
- [Create a DestiNet hub for your country, destination or network](#)



What topics is your Tourism Knowledge & Innovation Community interested in? Remember that a Topic Knowledge & Innovation Community may already exist, so link your Destination Knowledge & Innovation Community to that Topic Knowledge & Innovation Community .

You should prioritize and add information relevant to your destination using all the features of the left hand bar to add topic information such as publications, news, events, etc., to profile your Tourism Knowledge & Innovation Community resources and activities.



ABOUT	WHO IS WHO	TOPICS	RESOURCES	GOOD PRACTICE	MARKET PLACE
EW » Home » Topics		» Natural and Cultural Heritage			
<b>My DestiNet</b>		» Climate Change - Energy and Resource Efficiency			
<a href="#">Log out</a>		» Destination Management and Good Governance			
<a href="#">Display an organization on the global DestiNet Atlas</a>		» Sustainable Transport and Travel			
<a href="#">Join or start a topic user group</a>		» Sustainable Supply Chain Management			
<a href="#">Disseminate your sustainable tourism publications or tools</a>		» Knowledge Networking, Training and Education			
<a href="#">Promote your event on the DestiNet Calendar</a>		» Quality Assessment, Certification and Marketing			
		» Sustainable Consumption and Production & Tourism			













publications  
&  
tools

# Resource Listing Tool

Your knowledge base must include access to information enabling stakeholders to contribute to and to benefit from competitive, responsible and sustainable tourism development. All publications are stored in the resources section then linked to other folders in DestiNet.



**My DestiNet**

-  [Log out](#)
-  [Add other contacts and/or organization profiles](#)
-  [Join or start a topic user group](#)
-  [Disseminate your sustainable tourism publications or tools](#)
-  [Promote your event on the DestiNet Calendar](#)
-  [Promote your news on the DestiNet News Channel](#)
-  [Place your product or service on the global sustainable tourism Market Place](#)
-  [Create a DestiNet hub for your country, destination or network](#)



Navigation menu: ABOUT | WHO IS WHO | **RESOURCES** | GOOD PRACTICE | MARKET PLACE

Breadcrumbs: EW » Home » Resources

Resources for various target groups

- » for Businesses
- » for Destinations
- » for NGOs, Partnerships, Networks
- » for Governments & Administrations
- » for Education, Research, Consultancy
- » for Travellers
- » DEVELOPMENT SECTION

**My DestiNet**

-  [Log out](#)
-  [Display an organisation on the global DestiNet Atlas](#)
-  [Join or start a topic user group](#)
-  [Disseminate your sustainable tourism publications or tools](#)



Best practices

# Good Practice Transfer Tool

The transfer of good practice between stakeholders in a Tourism Knowledge & Innovation Community is key to destination innovation, competitiveness and sustainability. The Destinet good practice transfer tool has a template that structures good practice examples and is accessed from the publication dissemination tool. Choose the good practice transfer template.

**My DestiNet**

- [Log out](#)
- [Add other contacts and/or organization profiles](#)
- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
- [Promote your news on the DestiNet News](#)

**DESTINET**  
Knowledge Networking Portal for Sustainable & Responsible Tourism

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE

Home » Good Practice

My DestiNet

Good Practice

**DESTINET**  
Knowledge Networking Portal for Sustainable & Responsible Tourism

PARTNERSHIPS for SUSTAINABLE DEVELOPMENT

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE MARKET PLACE OBSERVATORY HELP & SUPPORT Google Search

Home » DestiNet Atlas

**My DestiNet**

- [Log out](#)
- [Display an organisation on the global DestiNet Atlas](#)
- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
- [Promote your news on the DestiNet News](#)
- [Place your product or service on the global sustainable tourism Market Place](#)
- [Create a DestiNet hub for your country, destination or network](#)

**Notifications**

Subscribe to notifications

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**DestiNet Atlas**

Search and Display Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To define your search, enter a keyword (optional), then check-mark the boxes to choose what you want to display. To display your search results, you can also view selected locations as a list (A-Z or by country), view them in Google Earth. Currently displaying 43 location(s).

NB The Google Search in the green bar can also be used for free text search of all DestiNet content.

Hybrid

Define search

1. Zoom map to Location
2. Enter Name or Keyword (optional)
3. Select Category /ies (mandatory) (check all boxes below)
4. Geographical specification (optional)

Operational level

By country

"ATLAS OF EXCELLENCE" W

As well as profiles of good practice examples, the good practice tool can produce maps and lists of these examples, showcasing them in DestiNets 'Atlas of Excellence'.



Market place

# Market Access Tool

A Tourism Knowledge & Innovation Community knowledge base needs to orient itself to the regional or global market-place. To improve regional competitiveness, the Destination Knowledge & Innovation Community can create a virtual map of its tourism offer, showing the learning opportunities and business mosaic related to the destination.

Market-listed products and services can be used to market the destination, identify and build products and services for travel agents and tour operators, put packages together, provide information to journalists, and supply consumer facing sites with quality assessed information .

The Market Access tool on the Portal enables you to list your your tourism learning opportunities, and certified products and services. If they are certified they can enter the portals' sustainable tourism market place. In this respect the Market access tool offers a destination the possibility of making a Green Map of its tourism offer, and building maps of its tourism supply chains.

Again the Market Access tool provides listing and map presentations of market offers.

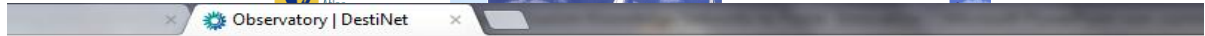
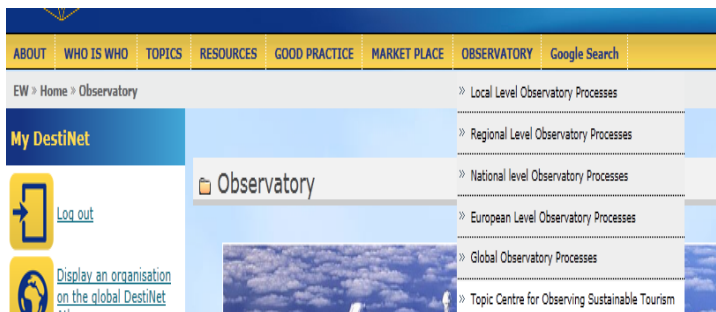
The screenshot displays the Market Access tool interface. On the left is a sidebar menu with categories: MARKET PLACE, OBSERVATORY, and Google. Below these are expandable sections: Transport & Mobility Services, Accommodation Providers, Restaurants & Catering Services, Tour operators, Travel agents, Intermediaries, Attractions, Activities, Travel Packages, CERTIFICATES & AWARDS, and CERTIFIERS SECTION. A red arrow points from the 'Accommodation Providers' section to the map. The main area features a map of Europe with various markers. Below the map is a 'Define search' panel with four sections: 1. Zoom map to Location (with a search bar and 'Go' button), 2. Enter Name or Keyword (optional) (with a search bar), 3. Select Category/ies (mandatory) (with checkboxes for ORGANIZATIONS, MARKET PLACE, Travel Packages, Activities, Attractions, Restaurants & Catering Services, Accommodation Providers, Transport & Mobility Services, and Tour operators, Travel agents, Intermediaries), and 4. Geographical specification (optional) (with checkboxes for operational level, landscape type, and by country). A red arrow points to the 'by country' option in the fourth section.

The Market Access tool has a sophisticated filter system that enables users to sort and list items by geographical region, type of market offer (accommodation, attraction, etc) operational level, and landscape type. It also offers a market solutions section to list support services a destination and its businesses will need to be more competitive and sustainable.

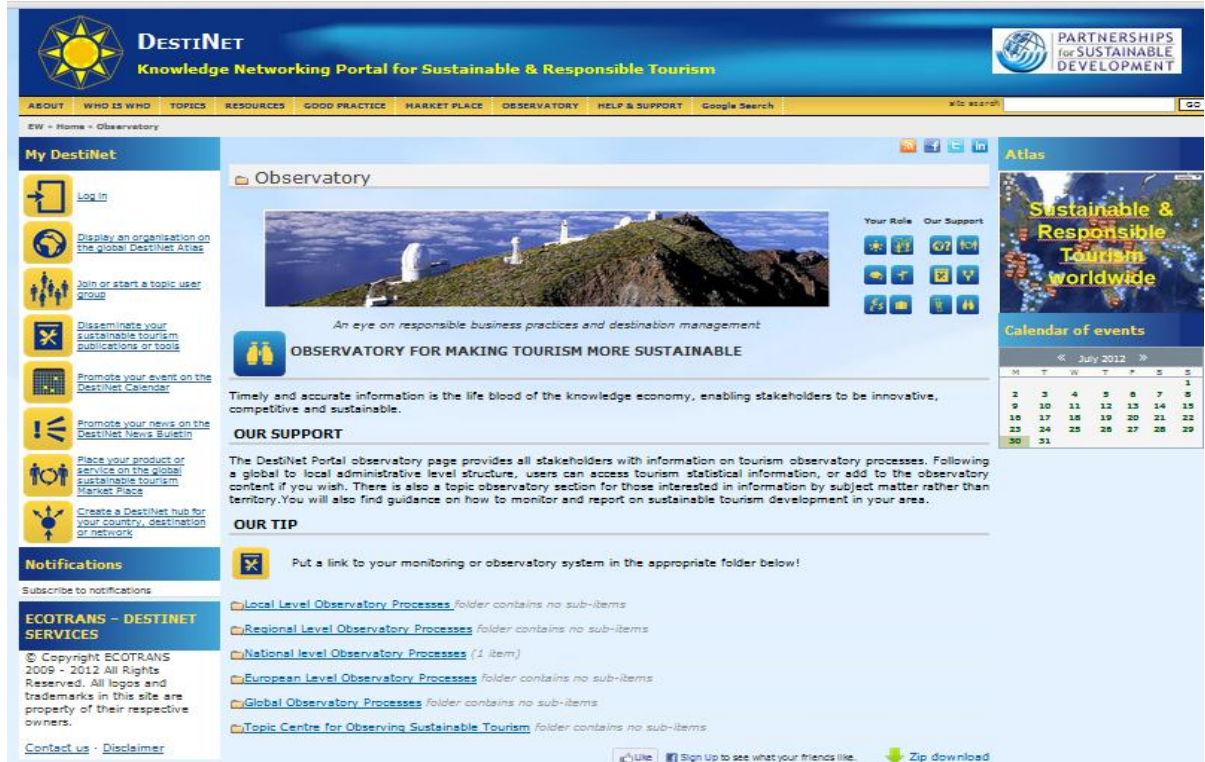


# Tourism Observatory Management Tool

Destinations need to monitor their tourism competitiveness, and stakeholders need monitoring and reporting information in a form specific to their learning needs. You can establish your Tourism Knowledge & Innovation Community monitoring system in this section, starting with gathering sources of information that are already available. The Tourism Observatory Management Tool enables destinations to access existing source of tourism monitoring data, and then add their own monitoring and reporting systems. Guidance is also given via access to destination management and business sustainability checklists.



y-1



# A Destination Learning Area Example – La Palma Biosphere Reserve Learning Area

The DestiNet Toolkit has been developed in the FAST-LAIN project to meet the needs of destination administrators who wish to develop knowledge network-driven innovation processes to improve their tourism offer. Here you can see how *the Biosfera de la Palma (Spain)* has used the Portal to set up a destination learning area.

The Biosfera de la Palma has used DestiNet to create a virtual Learning Area Innovation Network on La Palma. Using the Tourism Knowledge & Innovation Community toolkit it has been able to:

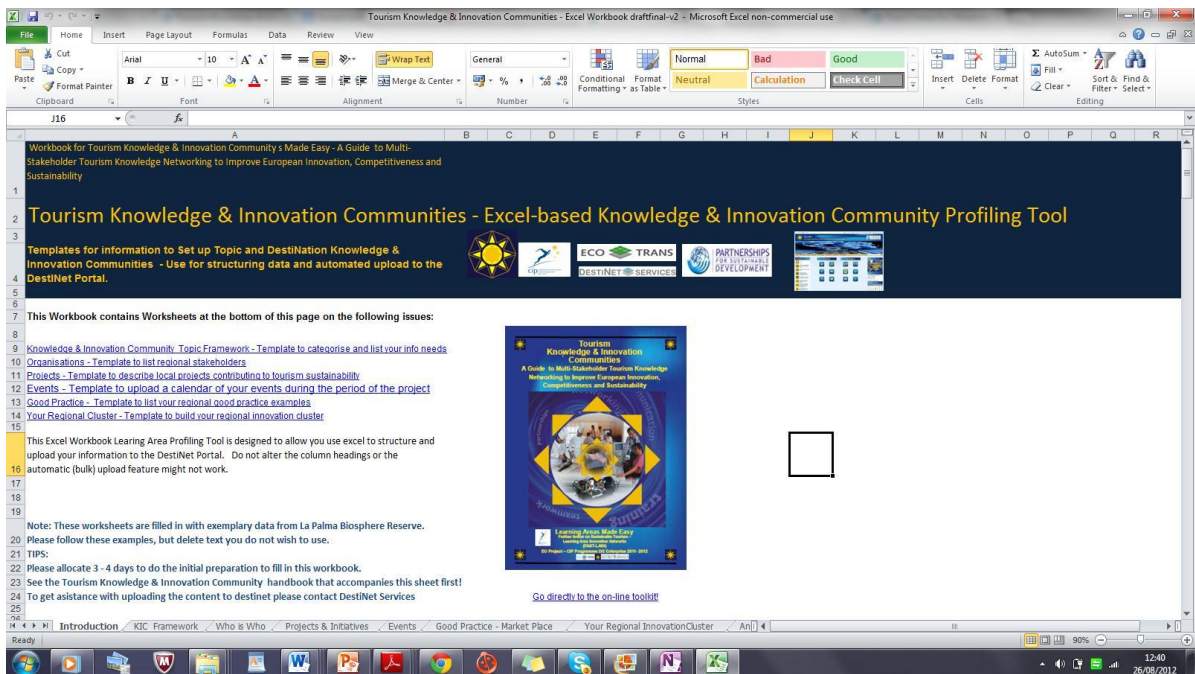
- ➔ Assess its own competitive and sustainable tourism situation
- ➔ Manage its own space on the portal for mapping stakeholders
- ➔ Is developing an innovation cluster called the ‚La Palma Club‘ to set up a learning area on sustainable tourism development for members
- ➔ Define a green map of Biosfera La Palma sustainable tourism offers on the Portals‘ global sustainable tourism market place
- ➔ Develop International knowledge networking links
- ➔ Contribute to the virtual European Tourism Observatory concept



# Off-line System Use

Please note that if you want to use an offline way to set up your learning area , then you can download an Excel workbook from the Tourism Knowledge & Innovation Community Resources section. This workbook follows the DestiNet Portal structure, so that you can either bulk upload to the online system yourself or use the DestiNet uploading service

## [Access the offline Workbook](#)



This document is an extract from the document  
Tourism Knowledge & Innovation Networks  
- A Guide to Multi-Stakeholder Tourism Knowledge Networking to Improve  
European Innovation, Competitiveness and Sustainability

European Commission DG Enterprise CIP  
FAST-LAIN Project 2012



Produced by: Gordon Sillence, Herbert Hamele  
Ecotrans -DestiNet Services

A copy of this document can be found at  
<http://destinet.eu/resources/...-various-target-groups/tourism-learning-area-toolkit>

