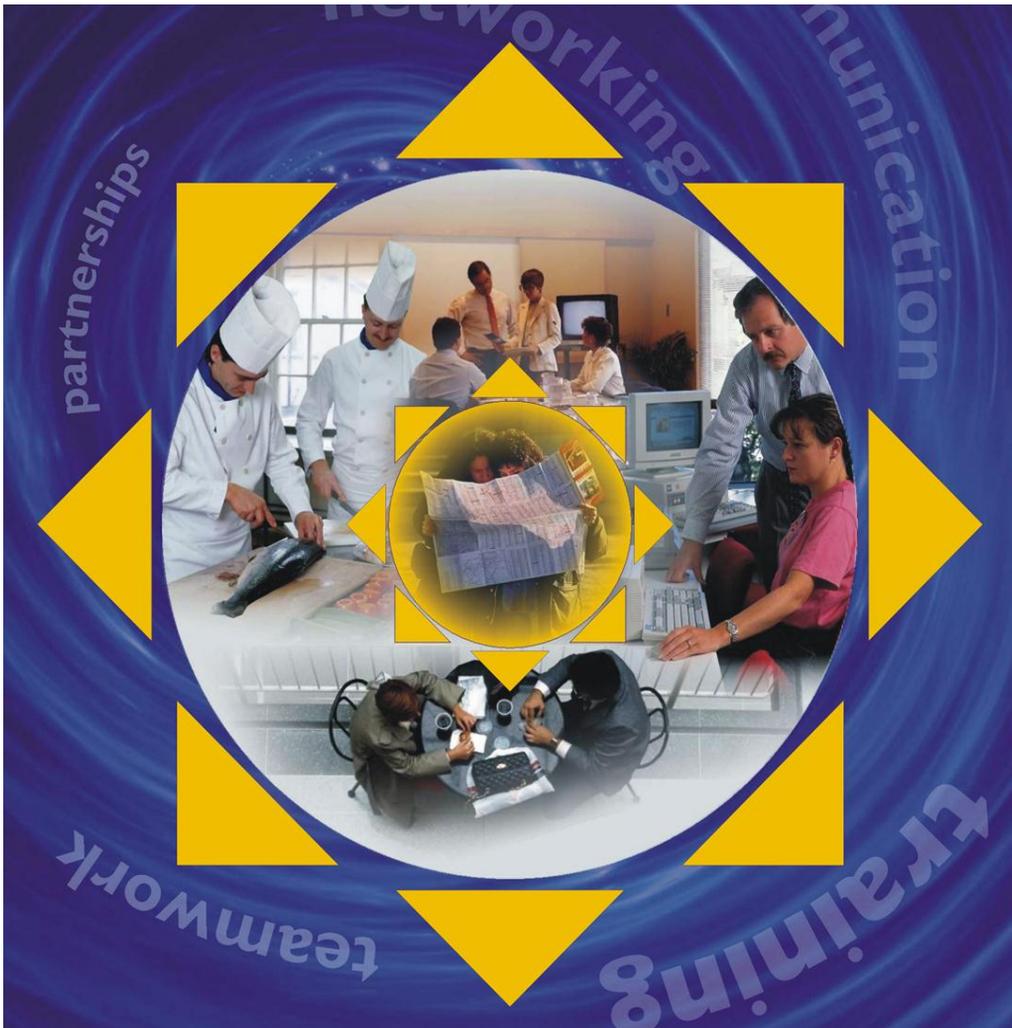


Setting up a Destination Knowledge & Innovation Community

Destination Tourism Knowledge & Innovation Community Toolkit



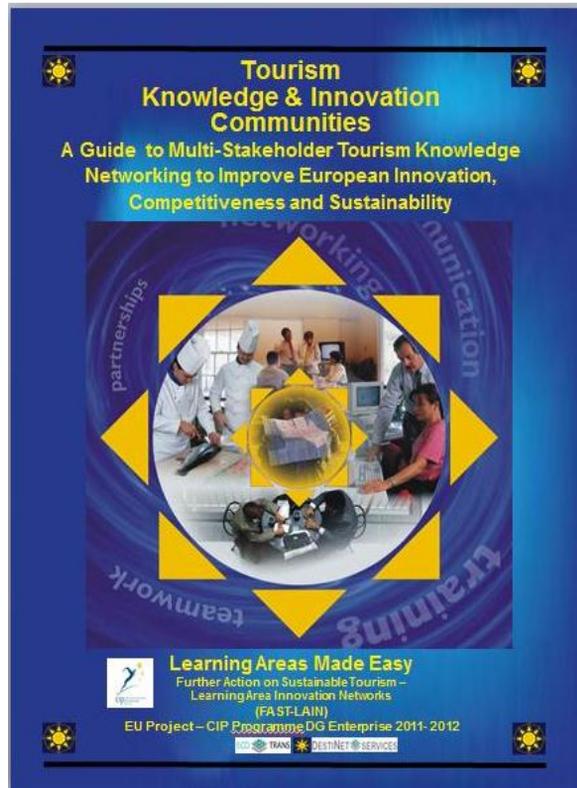
Contents

Setting up a Destination Knowledge and Innovation Community

This document is an extract from

Tourism Knowledge and Innovation Communities
- A Guide to Multi-Stakeholder Tourism Knowledge Networking to Improve European Innovation, Competitiveness and Sustainability

European Commission DG Enterprise CIP
FAST-LAIN Project 2012





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

Tourism Topics – defined by the economic, environmental and socio-cultural challenges & opportunities facing tourism stakeholders

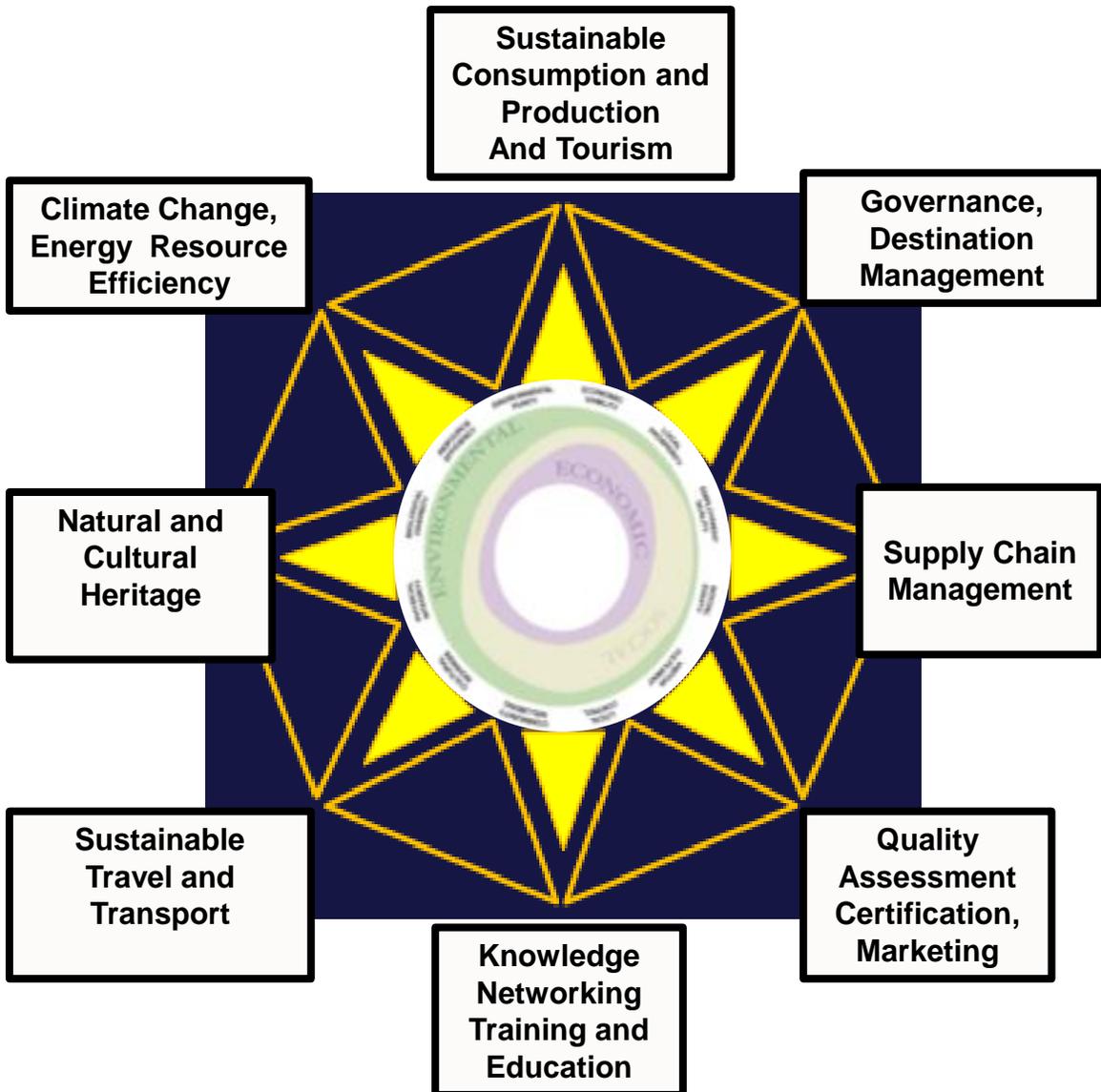
Tourism Stakeholders – facing the challenges by collaborating in research to marketplace innovation processes



Topic

Knowledge & Innovation Communities

A topic Knowledge & Innovation Community brings relevant stakeholders together to facilitate knowledge exchanges on specific subjects, e.g. a Climate Change Knowledge & Innovation Community or a Sustainable Transport Knowledge & Innovation Community. A [Topic Information Framework and Subject Index](#) has been defined to organise Tourism Knowledge & Innovation Communities.

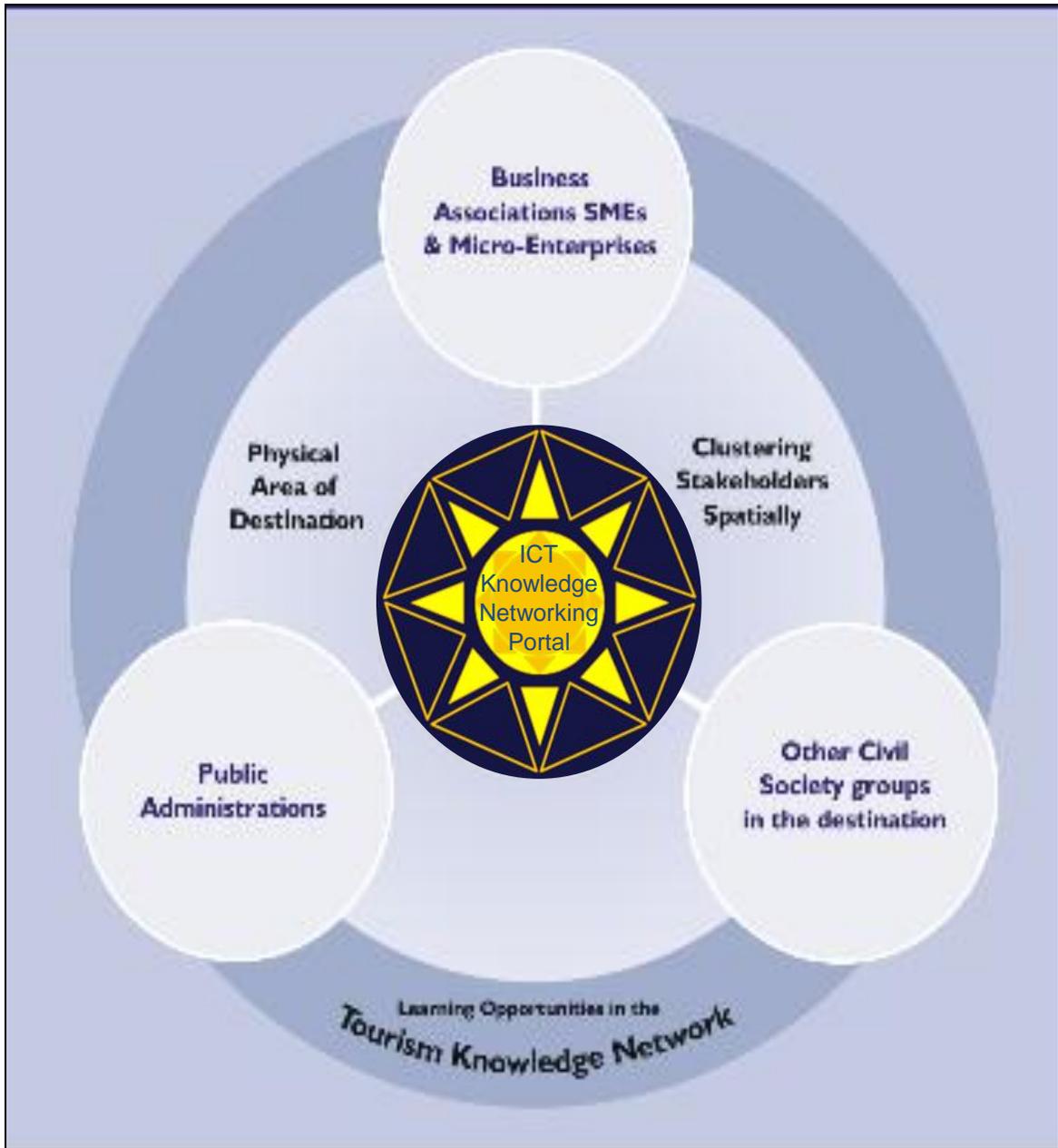


These topics have Agenda 21 at their core. They give tourism stakeholders awareness of economic, environmental, socio-cultural and institutional opportunities and challenges that need to be addressed in policy, in the market place, in training and education, and in destinations.

Destination

Knowledge & Innovation Communities

The Destination Tourism Knowledge & Innovation Community is a territorial unit that suits the organisation of learning experiences for a geographically specified group of administrators, SMEs, individual workers. The Tourism Knowledge & Innovation Communities approach emphasises the importance of the regional and destination-level of stakeholder interaction, as clustering of stakeholders at these levels promotes greater cross-fertilization of information.





The Tourism Knowledge & Innovation Community Development Toolkit on the DestiNet Sustainable Tourism Portal

The *DestiNet Portal for Sustainable & Responsible Tourism* has been designed as an online tool to set up **Tourism Knowledge & Innovation Communities**. DestiNet is structured as a toolkit for professional use by initiators and coordination bodies to quickly establish online knowledge networking structures and processes.





Using the Tourism Knowledge & Innovation Community Toolkit

The DestiNet Tourism Knowledge & Innovation Community Toolkit has been developed for professional use by initiators and coordination bodies to quickly establish online tourism knowledge networking structures and processes. This section will take you through the basics of using the DestiNet Portal for Sustainable & Responsible Tourism as an [online tool to set up a Knowledge & Innovation Community](#).



Who is who?



Topics



publications
&
tools



Best Practise



Market place



Observatory

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 .

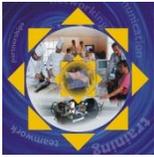
1. Go the left hand bar and click on Create a **DestiNet Hub**, where you can follow instructions on how to set up your own destination learning area at either local regional or national level.
2. You will have to apply for folder administration rights, as DestiNet is a quality-assessed information platform, 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:



Market Innovation Stimulation Tool

Template to Overview, Design and Stimulate
Micro/SME & Destination Innovation Processes

Market Innovation Cycle Phase

The research to marketplace Innovation process is shaped in each of the following stages of business or destination development:

- **RESEARCH > POLICY> PRODUCT/DESTINATION DEVELOPMENT**
➤ **PROMOTION > MONITORING >**

This knowledge cycle leads to a set of **LEARNING OUTCOMES** which stakeholders can then use to develop their tourism businesses or destinations, and also fed back into the Tourism Knowledge & Innovation Community market innovation cycle to produce continuous improvements in stakeholder activities, in part or as a whole. The following matrix can be used to chart this process.

1 Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Learning Area Support	4 Link to Case Study/ Implementation Process/ Documents
Research	<ul style="list-style-type: none"> • Access European knowledge base • Knowledge transfer • Development of evidence-based good practice 	<ul style="list-style-type: none"> • Whos Who – knowledge networking • Topics – sustainable tourism subject matter • Good practice database & transfer system 	(use columns 2 and 3 to construct a specific example or process)
Policy	<ul style="list-style-type: none"> • Implementation of good governance principles • Policy coherence • Openness • Transparency • Participation • Accountability • Effectiveness 	<ul style="list-style-type: none"> • Who's Who - Multi-stakeholder participation • Topics- SCP and tourism, • Learning area policy grid • Resources- Policy tools • Survey tool • Observatory 	Worksheet or document reference (Use .pdf insert note function)

Development of product/ Destination	<ul style="list-style-type: none"> Assessment of field, similar operations and actors Resource Access 	<ul style="list-style-type: none"> MarketPlace Atlas of Excellence Resources 	
	<ul style="list-style-type: none"> Development of certification & quality cycle systems 	<ul style="list-style-type: none"> Topics Resources 	
Access	actions	<ul style="list-style-type: none"> News and Events Topic Fora Survey tool 	
Monitoring	<ul style="list-style-type: none"> Supply chain and destination management 	<ul style="list-style-type: none"> Observatory Survey tool Market Profile – Atlas Sustainable destination management checklist Sustainable Business checklist Tourism KIC checklist of Knowledge & Innovation Activities 	
LEARNING OUTCOMES			
Spatial/thematic Assessment/ Profiling	<ul style="list-style-type: none"> Process and performance review 	<ul style="list-style-type: none"> Observatory 	
Good Practice Case Examples	<ul style="list-style-type: none"> Contribution to/use of Expert knowledge base 	<ul style="list-style-type: none"> Atlas of excellence 	
Strategic Information for product/destination development	<ul style="list-style-type: none"> Contribution to/use of Expert knowledge base 	<ul style="list-style-type: none"> Whos Who Topics Resources Market-Place News, events 	
Key Lessons	<ul style="list-style-type: none"> Contribution to/use of Expert knowledge base 	<ul style="list-style-type: none"> Ask Expert service Topics Information workflow contributor/Administrator 	

To use this tool, go to DestiNet and download the .pdf Template



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](#)
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- [Join or start a topic user group](#)
- [Disseminate your sustainable tourism publications or tools](#)
- [Promote your event on the DestiNet Calendar](#)
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- [Create a DestiNet hub for your country, destination or network](#)

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 search is displayed 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	52.519860/7.119480	Germany
Dehlmannstraße 4, 53113 Bonn	49.226675/6.140411	Switzerland
Palais des Nations, Geneva 10 1211	45.732745/16.060533	Croatia
Zagreb, Croatia	45.948899/16.129506	United Kingdom
Area 50, Ergon House, Horseferry Road, London SW1P 2AL	51.489440/12.502736	Italy
Via delle Ferratelle in Laterano 51 00184 Rome	46.947999/7.448148	Germany
Bundeshaus Nord, Kuchengasse 10, CH-3003 Bern, Switzerland	50.710840/7.124980	Germany
Friedrich-Steiert-Allee 40, 53113 Bonn, Germany	50.146500/6.533500	Germany
DeG-Hammarskjöld-Weg 1-5, 65760 Eschborn	41.902897/12.503974	Italy
Via Marghera, 2, 00185 Rome, 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.



The screenshot shows the DestiNet website interface. At the top, there is a navigation bar with tabs: ABOUT, WHO IS WHO, TOPICS, RESOURCES, GOOD PRACTICE, and MARKET PLACE. The TOPICS tab is selected. Below the navigation bar, there is a breadcrumb trail: EW » Home » Topics. A dropdown menu is open under the TOPICS tab, listing various topic categories: Natural and Cultural Heritage, Climate Change - Energy and Resource Efficiency, Destination Management and Good Governance, Sustainable Transport and Travel, Sustainable Supply Chain Management, Knowledge Networking, Training and Education, Quality Assessment, Certification and Marketing, and Sustainable Consumption and Production & Tourism. On the left side of the page, there is a sidebar with the 'My DestiNet' header and several icons with corresponding text links, similar to the one shown in the previous image. A red arrow points from the 'Join or start a topic user group' link in the sidebar to the TOPICS tab in the navigation bar. Another red arrow points from the TOPICS tab to the dropdown menu.



publications
&
tools

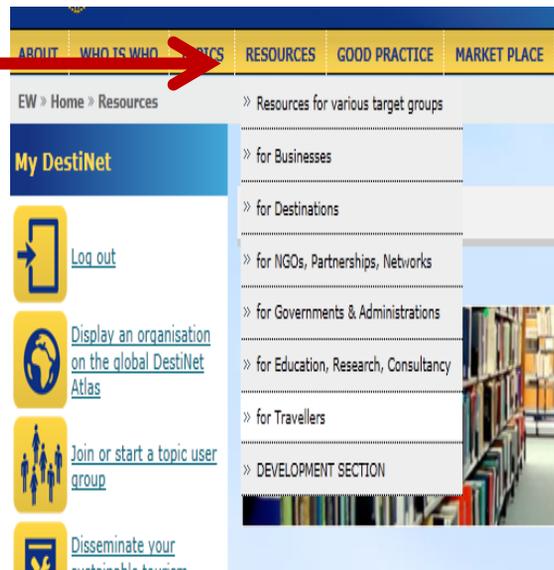
Resource Listing Tool

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](#)



ABOUT WHO IS WHO **RESOURCES** GOOD PRACTICE MARKET PLACE

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 Practise

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. Choos the good practic etransfer 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 Tourism

ABOUT WHO IS WHO TOPICS RESOURCES GOOD PRACTICE

Home » Good Practice

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, 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.

Define search

1. Zoom map to Location
2. Enter Name or Keyword (optional)
3. Select Category /ies (mandatory) (check all boxes below)
 - ORGANIZATIONS
 - MARKET PLACE
 - MARKET SOLUTIONS
4. Geographical specification (optional)
 - operational level
 - country

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.

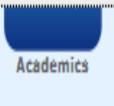
Market-listed products and services can be used to market the destination, identify and build products and services for travel agents and tour operators, put packages together, provide information to journalists, and supply consumer facing sites with quality assessed information .

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](#)

 [group](#)

 [Disseminate your sustainable tourism publications or tools](#)

RESOURCES	GOOD PRACTICE	MARKET PLACE	OBSERVATORY	Google S
		 Yo		
		 Governments		
		 Destinations		
			 Academics	

- » Transport & Mobility Services
- » Accommodation Providers
- » Restaurants & Catering Services
- » Tour operators, Travel agents, Intermediaries
- » Attractions
- » Activities
- » Travel Packages
- » CERTIFICATES & AWARDS
- » CERTIFIERS SECTION

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, and [the Market Innovation Stimulation Tool](#) provides a structured approach to developing market access for your product or destination.

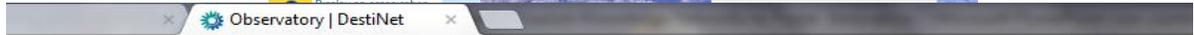
The screenshot displays the Market Access tool interface. On the left is a vertical navigation menu with categories such as 'Transport & Mobility Services', 'Accommodation Providers', 'Restaurants & Catering Services', 'Tour operators, Travel agents, Intermediaries', 'Attractions', 'Activities', 'Travel Packages', 'CERTIFICATES & AWARDS', and 'CERTIFIERS SECTION'. Below this menu is a 'Notifications' section and an 'ECOTRANS - DESTINET SERVICES' section with copyright information. The central part of the interface features a map of Europe with various location markers. Above the map, there are instructions: 'Instructions: The right hand search bar allows you first to zoom to a specific location of the map. To keyword (optional), then check-mark the boxes to choose what you want to display. To x, you can also view selected locations as a list (A-Z or by country), view them in Google Earth. location(s). The green bar can also be used for free text search of all DestiNet content.' On the right side, there 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 and 'Go' button), 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).

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 member states, regions and destinations to link up their own innovation and observation processes.** Based on existing sources of tourism monitoring data, and then adding their own monitoring and reporting systems. Guidance is also given via access to destination management and business sustainability checklists.



y-1



A Destination Knowledge & Innovation Community Example – La Palma Biosphere Reserve

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 knowledge & Innovation Community.

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

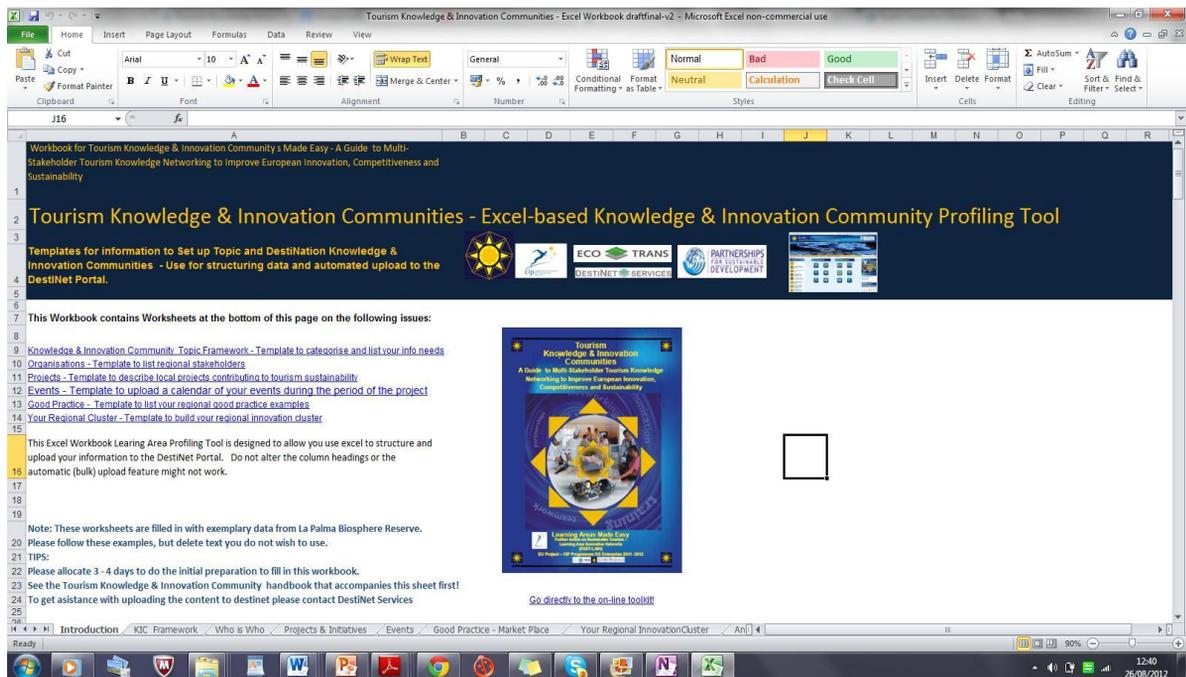
- ➔ Assess its own competitive and sustainable tourism situation
- ➔ Manage its own space on the portal for mapping stakeholders
- ➔ Is developing an innovation cluster called the 'La Palma Club' to set up a learning area on sustainable tourism development for members
- ➔ Define a green map of Biosfera 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](#)



Key Question – the Cost of Setting Up a Tourism Knowledge & Innovation Community

Just as no-one can tell you the cost of the proverbial length of string, the cost of setting up a Tourism Knowledge & Innovation Community depends very much on:

- who does what
- at what scale
- how much collaboration is involved
- what outcomes are envisioned by the coordination team

Start up costs could vary from 0 - 1000 € or more →. However, if the objective is to revamp the entire learning offer of a destination in a five year plan including new infrastructure, new jobs, greater educational capacity, increased marketing etc then the cost could be millions.

Originally the learning area concept was conceived as a zero cost exercise that required only a change in working culture, moving from the current disconnected governance models to more coherent multi-stakeholder integrated planning. Experience has shown that this is not possible, and that there is a necessary resource commitment to make such a change. The reality will alter from destination to destination, or topic to topic, and each Tourism Knowledge & Innovation Community will have to perform within its own budgetary possibilities.

IMPORTANT: A very practical part of this toolkit is that you can use the [Tourism Knowledge & Innovation Community workbook](#) to define and cost the activities you would like to carry out as a Community.

In this way you can plan the cost of your Knowledge & Innovation Community development or management work.



In Conclusion: Your Next Steps to Setting up a Tourism Knowledge & Innovation Community

1. Prepare your understanding, reason and presentation of the Tourism Knowledge & Innovation Community concept that suits your needs Use the [DestiNet Tourism Knowledge & Innovation Community Developers Toolkit](#) to do this.
2. From the administrative and business stakeholders Find the right partners -or a champion - with the right competences to establish the coordination group.
3. Agree on a vision statement on challenges, opportunities, potential areas of cooperation and realistic costs using the [excel workbook](#)
4. Agree or sign-up to a formal or informal collaboration agreement
5. Develop your virtual Tourism Knowledge & Innovation Community using the online toolkit
6. Develop promotional processes as time-bound projects with selected members to improve SME and workforce learning opportunities
7. Establish a Time Frame for your Tourism Knowledge & Innovation Community, using the Calendar of Events function.
8. Build in a monitoring and reporting system for your Tourism Knowledge & Innovation Community to measure progress, using process and performance indicators.

This Guide contains all the tools to do the above steps.

This Handbook is available in the Portal in the Tourism Knowledge & Innovation Community section under Networking, Education and Training, and is also listed in the [resources section](#). For further information use the portal to find out more about destination and topic learning areas.

You will also be able to find the original technical manual, which will provide a very detailed set of procedures, checklists and applications of the Tourism Knowledge & Innovation Community concept.



Checklist for Establishing a Tourism Knowledge & Information Community

1. Initiator

Task:

- Prepare initial concept presentation
- Hold event to establish a multi-stakeholder coordination group

Tools: networking topic, stakeholder listing, resources, events



2. Coordination Group

Task:

- Identify learning needs in the area
- Identify who are the key target clients
- Identify what range of learning opportunities are available
- Establish a project management structure
- Appoint manager from the multi-stakeholder co-ordination group.
- Develop collaboration agreements to establish your KIC

Tools: networking topic, stakeholder listing, resources, events, market-place



3. Multi-stakeholder Network

Task: establish a multi-stakeholder ICT Community

- Vertical connections
- Horizontal connections
- Listings of learning experience providers and clients
- Inventory of human and financial resources

Tools: networking topic, stakeholder listing, resources, events, market-place



4. On-line Knowledge Base Exchange

Task: set up a knowledge base of :

- relevant stakeholders
- topic information
- learning opportunities
- news and events
- market access information

Tools: networking topic, stakeholder listing, resources, good practise transfer system, news & events, market-place, observatory, contributor rights, folder administration



5 Market Access

Task: make sure your portal has:

- Regional to global links
- Destination supply chain management system
- Destination and product mapping system
- SME marketing system
- Destination monitoring & reporting system.
- An SME innovation programme

Tools: marketing & certification topic, stakeholder listing, resources, news & events, market-place, survey observatory, innovation stimulation tool, contributor rights, folder administration



A final word to those who want to use the DestiNet Tourism Knowledge & Innovation Community on-line development and management tools ...

See the [Induction](#) to
DestiNet

[My DestiNET](#)
Build up your own profile
and add your own
information

Find out how to manage a
[folder space](#) on DestiNet
order to set up and
administer your networks,
run projects, manage your
destination, green your
company, etc...

Set up RSS links to your
organisations website to
[automate news and
events flows](#).



Further Information

Thanks to the European Commission DG Enterprise for administrative and financial support , and to all FAST-LAIN Project Partners, Experts and Supporters who participated in the project:

This document is an extract from

Tourism Knowledge and Innovation Communities
- 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 Training, Education & Development Services
with the FAST-LAIN team

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

Software & Graphics by EU de Web, Desktop Display and Andreas Muller

Diagrams in this presentation have been reproduced from 'Innovation in Tourism – how to create a tourism learning area' European Commission 2006

To set up or manage a Tourism Knowledge & Innovation Community:

Contact:

Ecotrans – DestiNet Training, Education & Development Services www.destinet.eu

Herbert Hamele herbert.hamele@ecotrans.de

Gordon Sillence gordon.destinet@ecotrans.de

