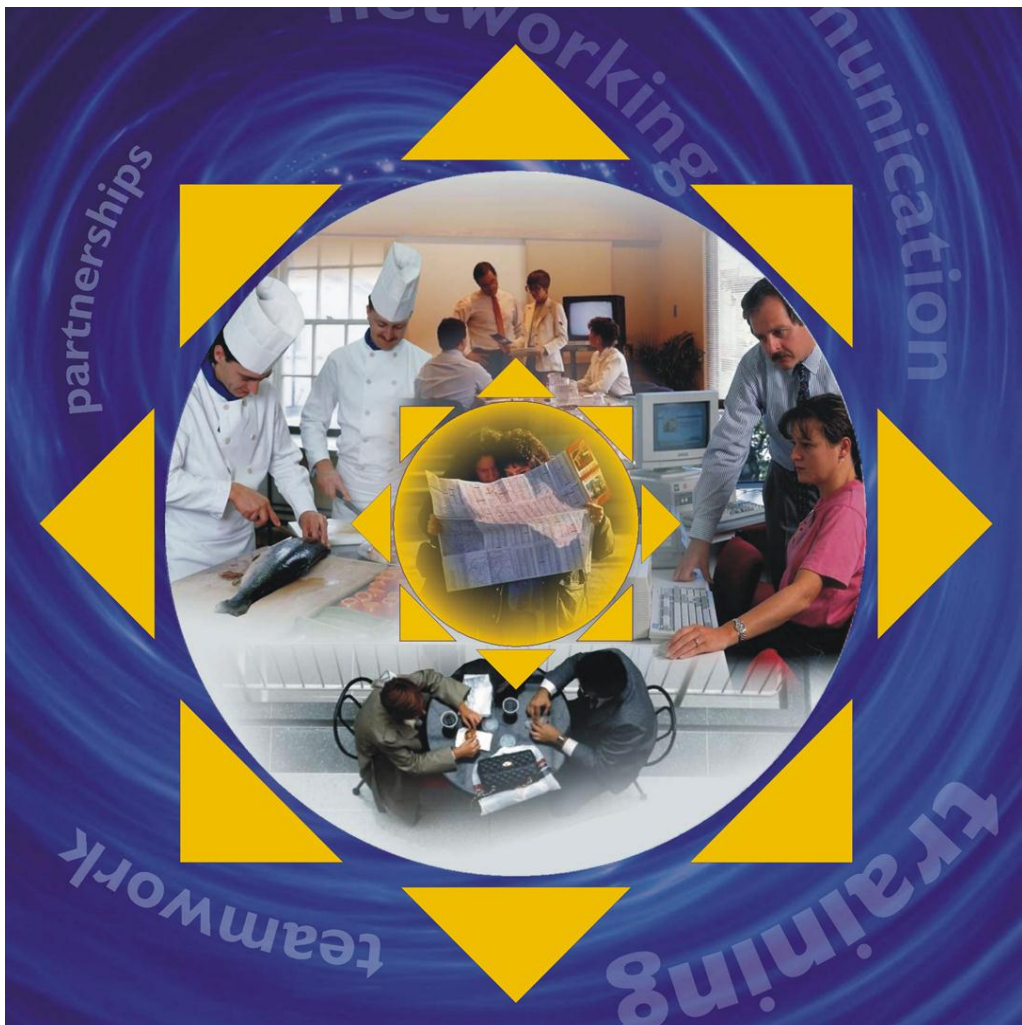


Part II 1. Setting up a Topic Knowledge & Innovation Community

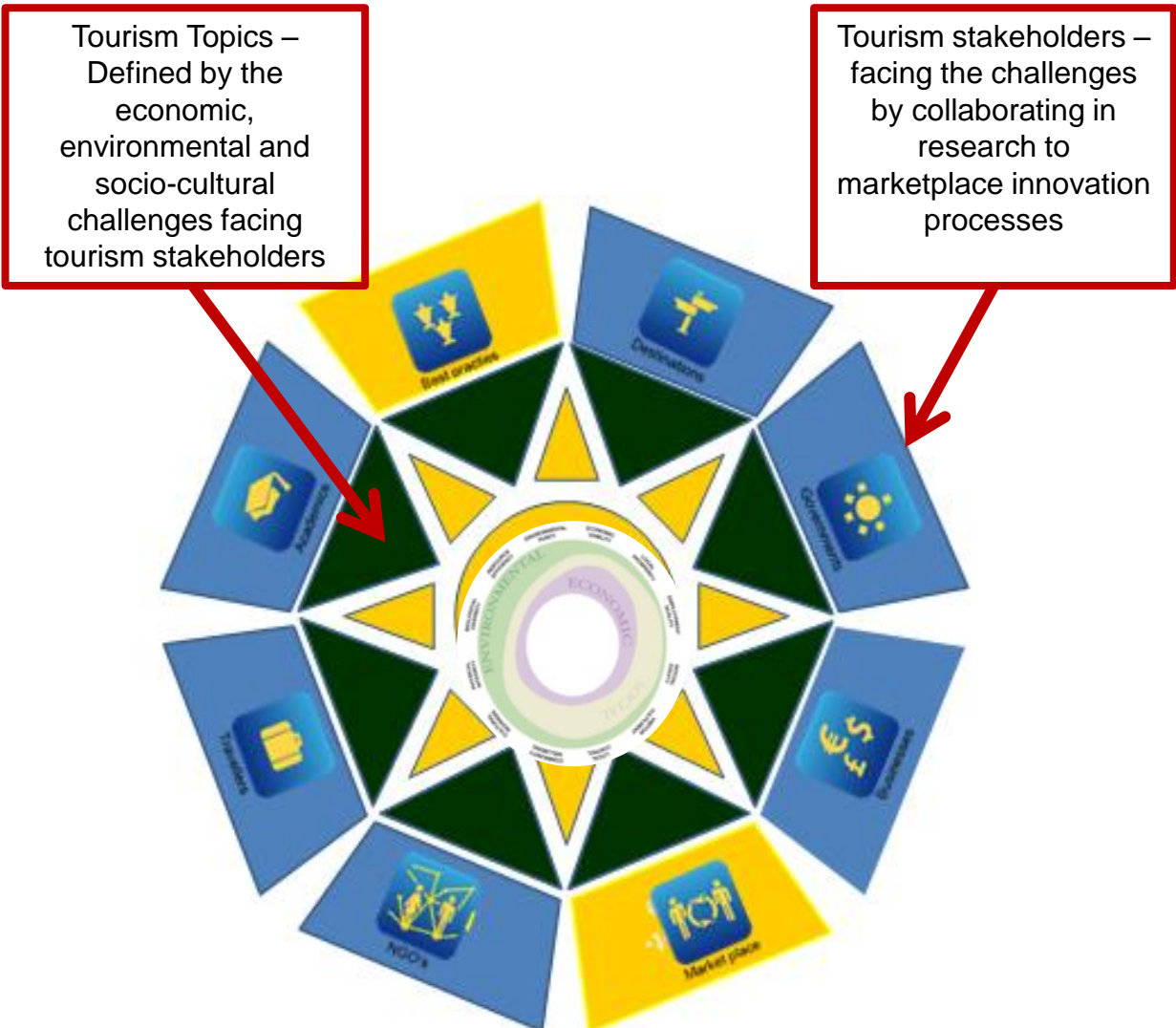
Topic Tourism Knowledge & Innovation Community Tools



Destination and Topic Tourism Knowledge & Innovation Communities

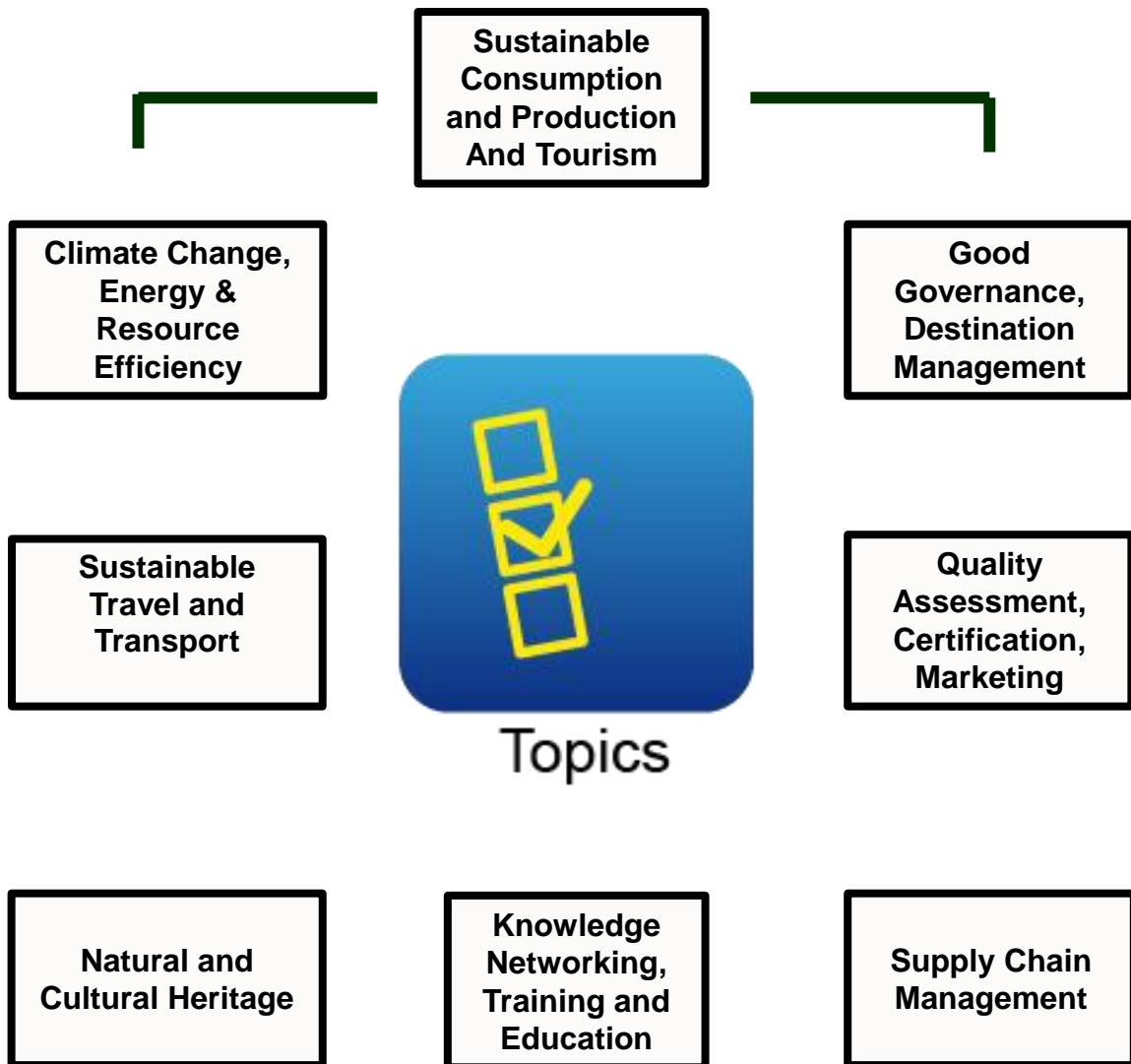
(Life-long) Learning Needs are best met through the application of the Tourism Knowledge & Innovation Community concept as either a *Destination* Knowledge & Innovation Community or a *Topic* Tourism Knowledge & Innovation Community, focused on tourism.

- 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



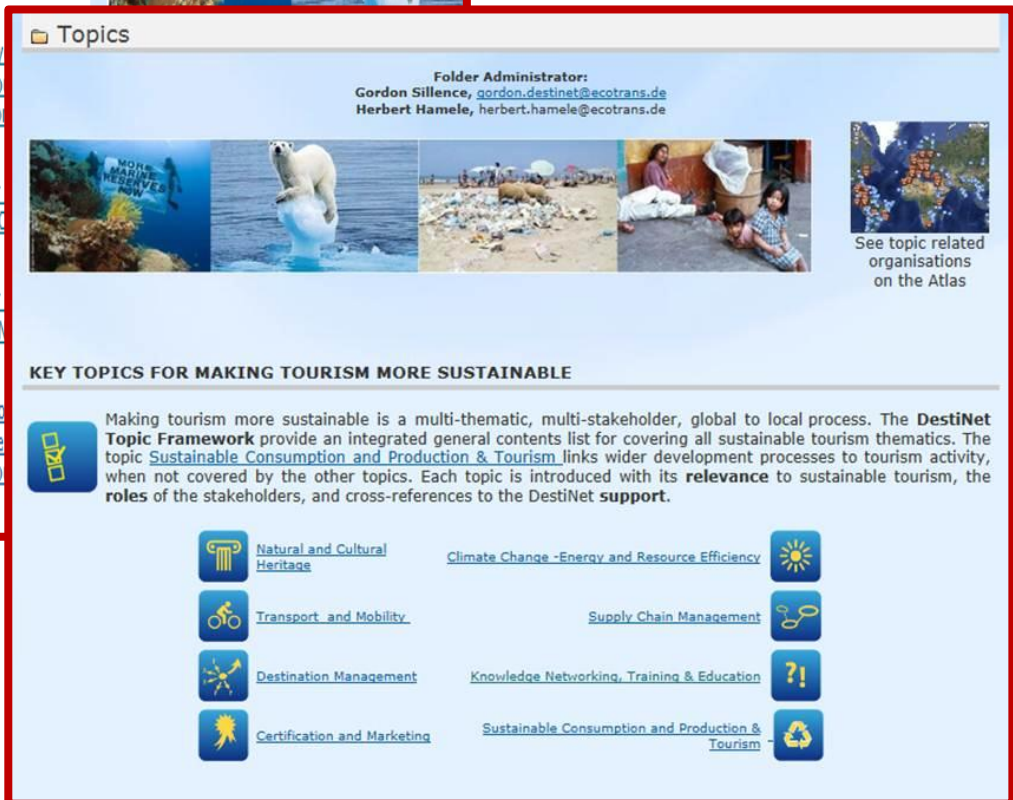
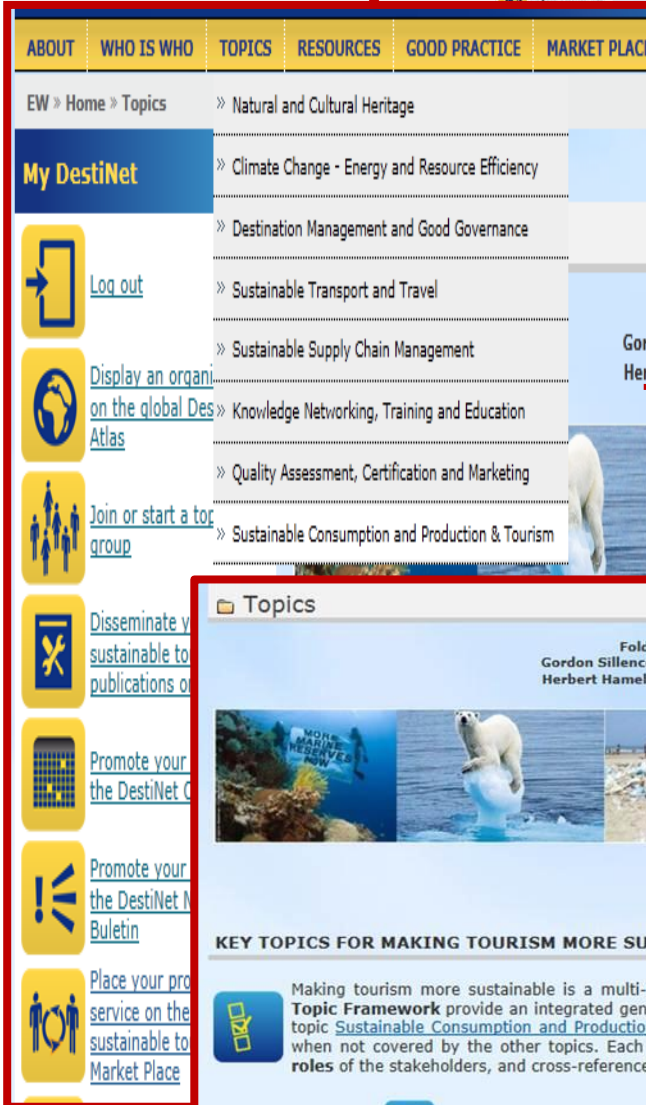
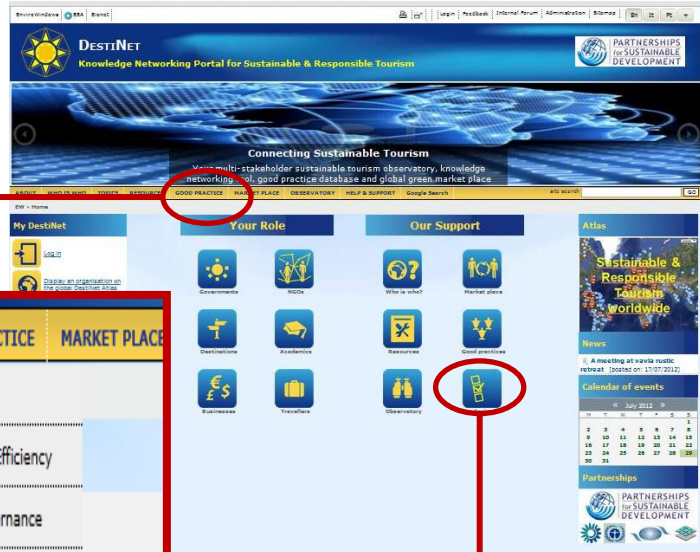
The Topic Knowledge & Innovation Tool

A Topic Information Framework and Subject Index has been defined in DestiNet to organise an overarching **Topic Learning Area on Sustainable Consumption and Production**. The topic learning areas connect stakeholders interested in developing their knowledge on these specific subjects in order to meet challenges or take opportunities related to each topic.

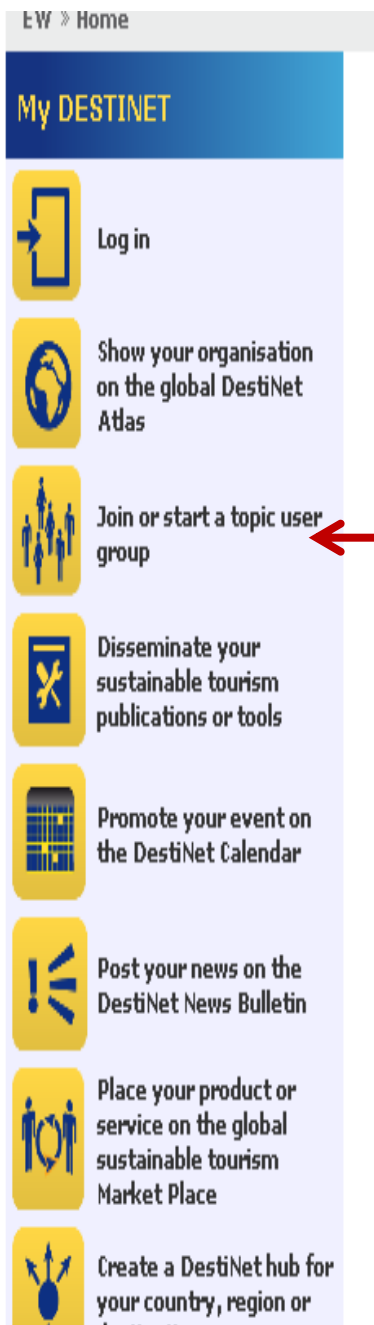


This framework has general headings that can be broken down into more specialist topics, e.g. natural heritage has ecotourism and biodiversity as more specific sub-topics. The overarching subject framework of sustainable consumption and production related to tourism covers those issues that do not fit into the other general headings. [Topic User Groups](http://destinet.eu/who-who/civil-society-ngos/topic-user-groups) are listed in the folder <http://destinet.eu/who-who/civil-society-ngos/topic-user-groups>.

You can access quality-assessed information on any of these topics from the Portals main menu bar or central portal access panel



Joining or Setting up a Topic Knowledge & Innovation Community – Accessing the Toolkit



To join or set up a Topic Knowledge & Innovation Community . [Go online](#) and then

1. Go the left hand bar and click on 'Joining or setting up a [topic group](#) on DestiNet', where you can follow instructions to see what groups are available, and how to set up your own group.
2. As DestiNet is a quality-assessed information platform, You will have to apply for folder contribution/administration rights first, then you will receive an email confirming your application.

You can then build the topic knowledge base by contributing information to the Portal using the left hand bar shown here. From this menu you and other topic learning area members can:

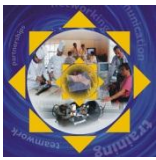
- Profile your own organisation
- Build your contact lists to establish the [Topic Knowledge & Innovation coordination group](#) and its multi-stakeholder network
- List resources, publications and tools relevant to the topic
- Post news and events relevant to the topic
- Show sustainable tourism market place products and services
- Set up a monitoring system for your topic in the Portal Observatory section

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.

A Topic Tourism Knowledge & Innovation Community Example – The European Ecotourism Knowledge & Innovation Community



Here you can see how the DestiNet Portal tools are used to as a network development & management system for ecotourism professionals, linking relevant stakeholder websites and on-line services to learn about and develop ecotourism entrepreneurial activities. The Ecotourism Knowledge & Innovation Community includes: a shared on-line project office space for the coordination body, membership mapping, an ecotourism topic management system, a multi-stakeholder, user-fed public access ecotourism knowledge base, a dynamic document on-line storage system, a market access tool, an ecotourism observatory management system, plus additional tools and resources, including the use of the Portal as a post project management tool.



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)
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 • Good practice database & transfer system 	
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 	
Development of product	<ul style="list-style-type: none"> • Development of certification & quality cycle systems 	<ul style="list-style-type: none"> • Resources 	

Promotion	<ul style="list-style-type: none"> Market access actions 	<ul style="list-style-type: none"> Market-place 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 Sustainable destination management checklist Sustainable Business checklist 	
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	<ul style="list-style-type: none"> Contribution to/use of Expert knowledge base 	<ul style="list-style-type: none"> 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 	

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

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- [Promote your event on the DestiNet Calendar](#)
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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). Users share in Google Earth - Currently displaying 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,	48.197373/16.367047	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
Dahliemannstraße 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-Steiert-Allee 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			
My DestiNet		» 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			
		» Sustainable Consumption and Production & Tourism			

 [Log out](#)

 [Display an organization 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](#)











publications
&
tools

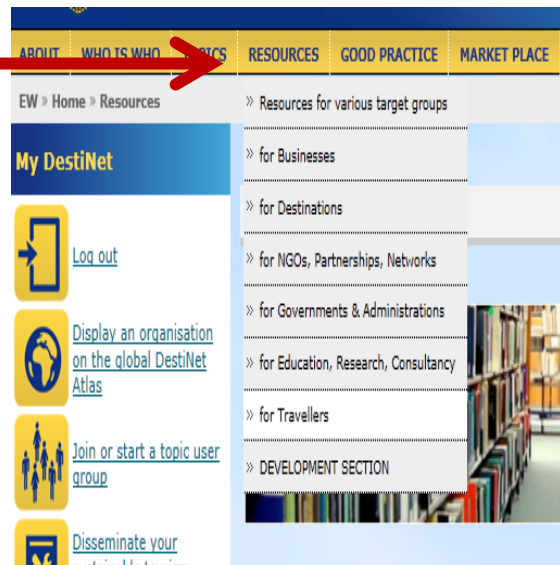
Resource Listing Tool

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

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](#)

» Resources for various target groups

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



Best practies

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 & 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

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.

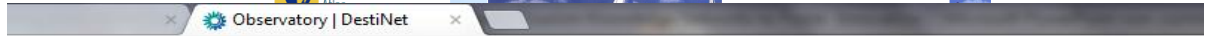
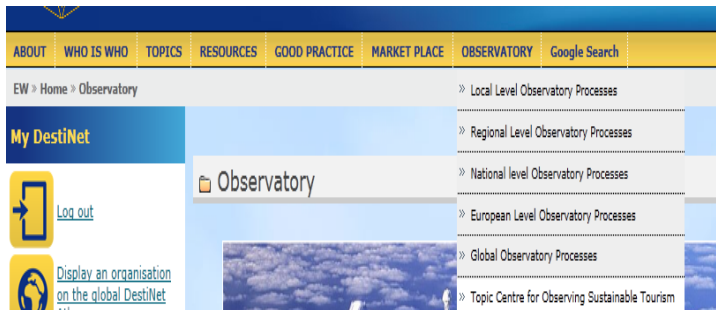
The screenshot displays the Market Access tool interface. On the left is a vertical navigation menu with categories such as 'Transport & Mobility Services', 'Accommodation Providers', 'Restaurants & Catering Services', 'Tour operators, Travel agents, Intermediaries', 'Attractions', 'Activities', 'Travel Packages', 'CERTIFICATES & AWARDS', and 'CERTIFIERS SECTION'. Below this menu is a 'Notifications' section and a 'ECOTRANS - DESTINET SERVICES' section with copyright information. The central part of the interface features a satellite map of Europe with numerous location markers. On the right side, there is a 'Define search' panel with four sections: '1. Zoom map to Location', '2. Enter Name or Keyword (optional)', '3. Select Category/ies (mandatory)', and '4. Geographical specification (optional)'. The '3. Select Category/ies' section includes checkboxes for 'ORGANIZATIONS', 'MARKET PLACE', 'Travel Packages', 'Activities', 'Attractions', 'Restaurants & Catering Services', 'Accommodation Providers', 'Transport & Mobility Services', 'Tour operators, Travel agents, Intermediaries', and 'MARKET SOLUTIONS'. The '4. Geographical specification' section includes checkboxes for 'operational level' and 'landscape type', and a 'by country' dropdown menu. A red arrow points from the 'Accommodation Providers' menu item to the map, and another red arrow points from the 'Geographical specification' filter options to the map.

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.

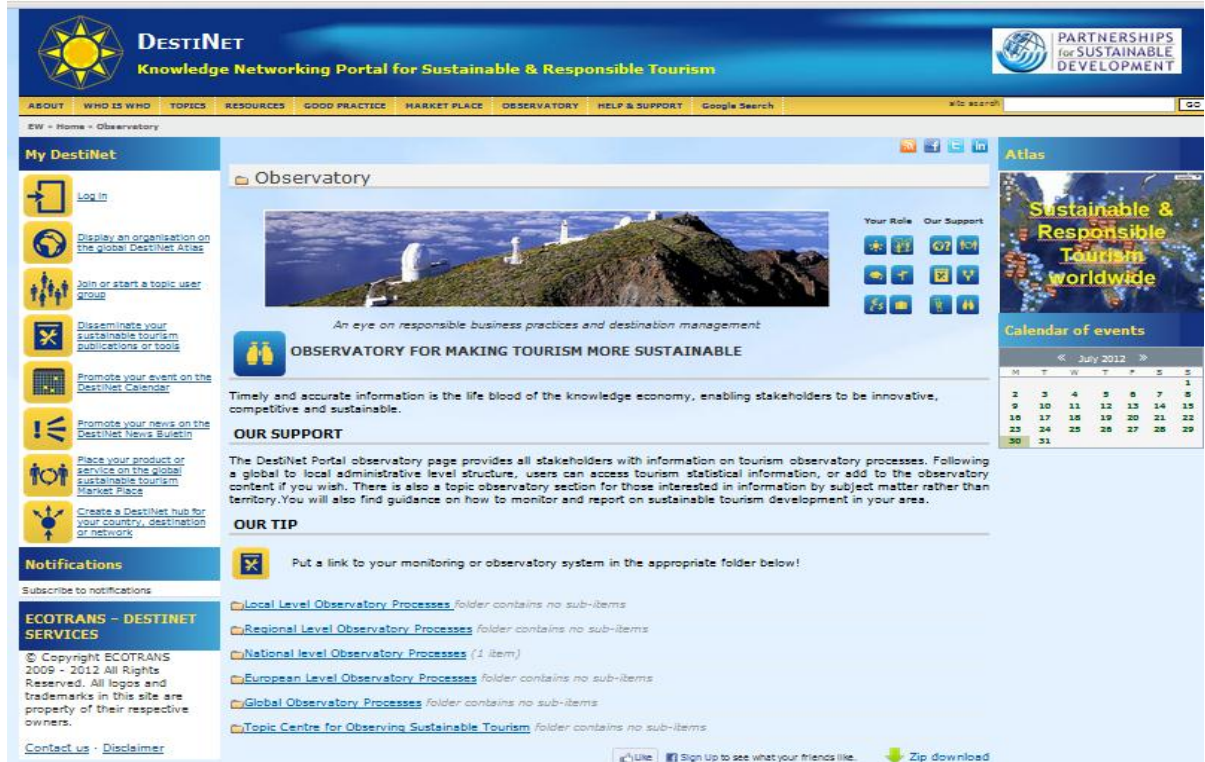


Tourism Observatory Management Tool

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.



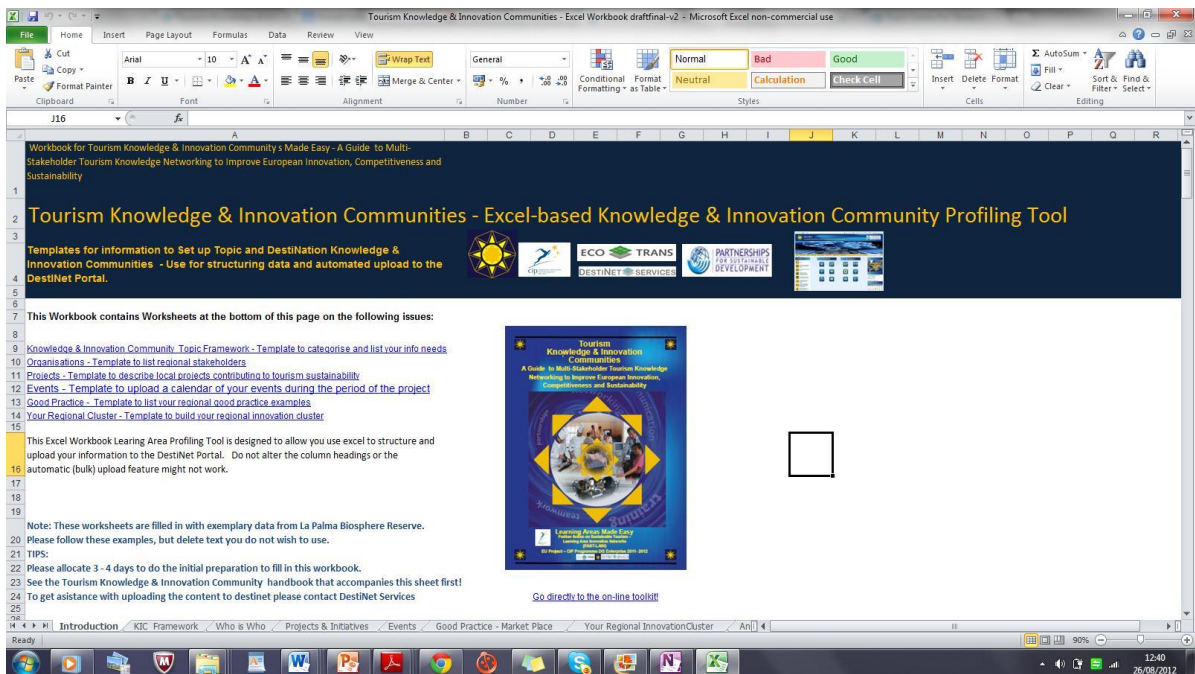
y-1



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 an extract from the Full handbook, which can be found here.

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>

