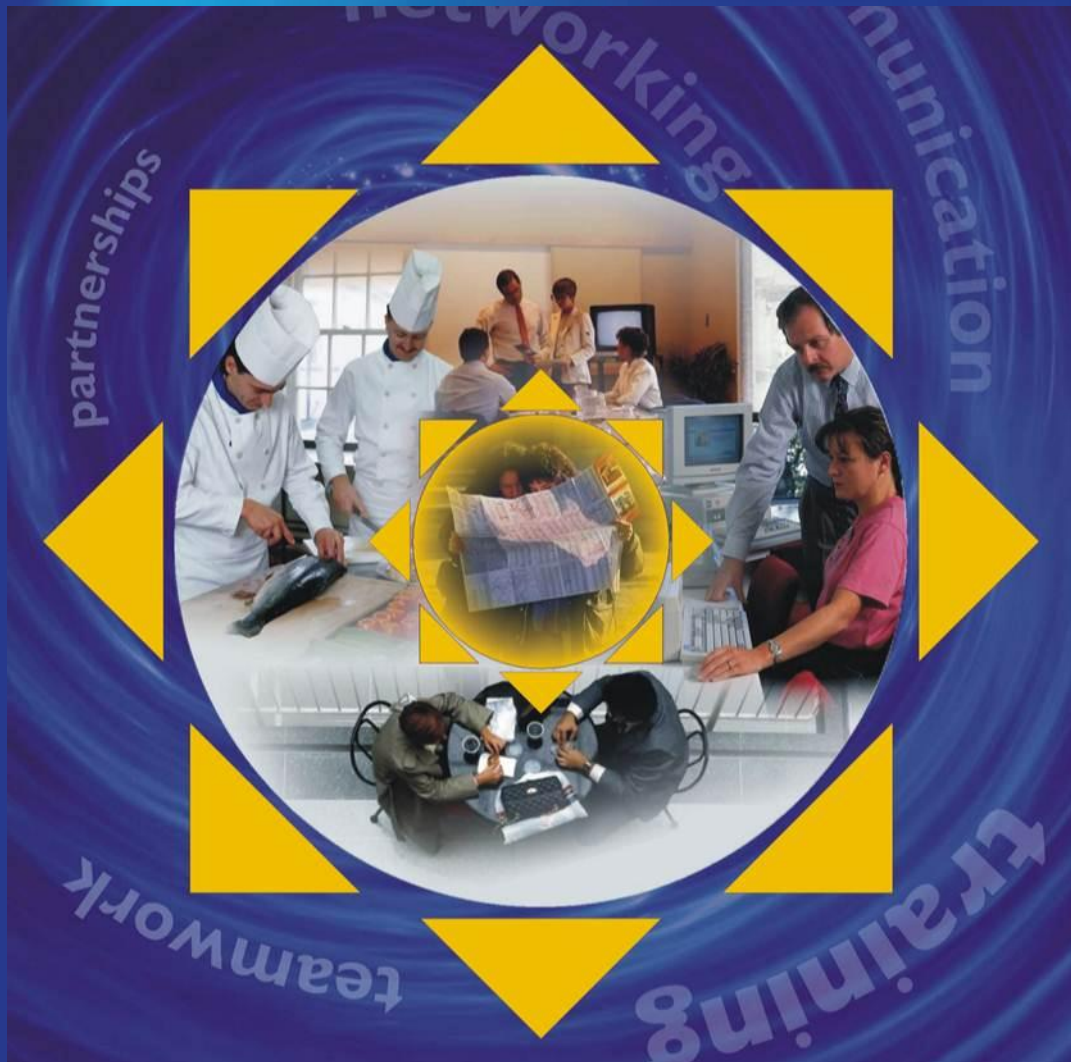




Tourism Knowledge & Innovation Communities

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



Further Action on Sustainable Tourism –
Learning Area Innovation Networks
(FAST-LAIN)

EU Project – CIP Programme DG Enterprise 2011- 2012



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

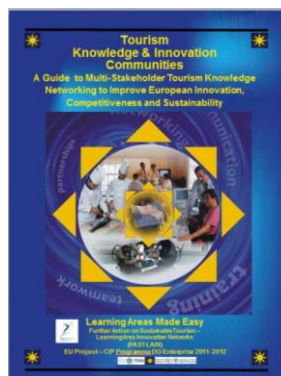
European Commission DG Enterprise CIP
FAST-LAIN Project 2012



Produced by: Gordon Sillence, Herbert Hamele

Ecotrans -DestiNet Training, Education & Development Services
with the FAST-LAIN team

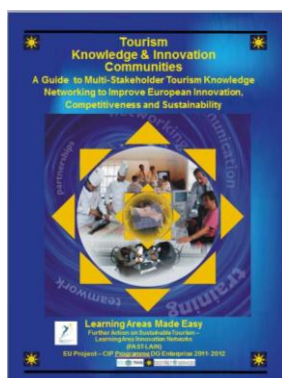
A copy of this document can be found at
<http://destinet.eu/resources/...-various-target-groups/tourism-learning-area-toolkit>

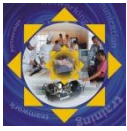


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Executive Summary - Tourism Knowledge & Innovation Communities (Tourism KICs)

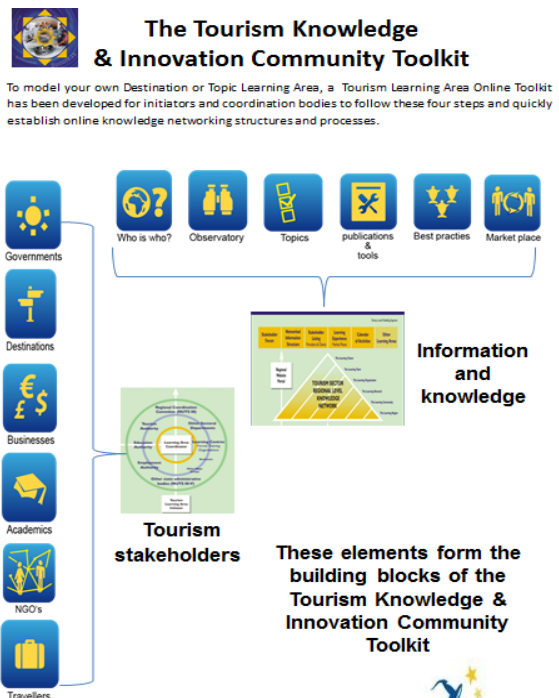
WHY? *Tourism Knowledge and Innovation Communities - A Guide to Multi-Stakeholder Tourism Knowledge Networking to Improve European Innovation, Competitiveness and Sustainability* has been developed in the European Commission DG Enterprise CIP FAST-LAIN Project 2012. The call for improved sustainability, competitiveness, & inclusiveness through innovation means delivering new marketable tourism products and business infrastructure support services, but this requires more flexible, knowledgeable, qualified labour, improved access to knowledge and structured good practice transfer systems in which research feeds back into policy making and market actions for all sectors, including tourism.

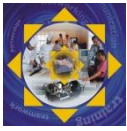
WHAT? European-level knowledge networking actions can help improve SME and regional success in the European and global market places. The concept of Tourism Knowledge & Innovation Communities (Tourism KICs) synthesizes the Commissions' 2006 Tourism Learning Area approach and the 2012 European Research Areas' Knowledge & Innovation Communities concept, both of which have knowledge transfer and innovation development through multi-stakeholder interaction at their heart. *Tourism KICs are built by online mapping, networking and clustering of academic, business and administrative stakeholders in a systematic European-wide knowledge transfer and support process, focused on improving workforce, SME and regional competitiveness.*

WHO? The Tourism KIC approach focuses on using ICT to network tourism stakeholders in a structured way. Communities are designed to link learning to innovation by putting administrators, businesses and the work force in the flow of market relevant information. They allow stakeholders to move 'From Knowledge to Product, From Research to Market place' by improving links between learning experience providers and their clients. This research to market innovation cycle involves the following knowledge & product development process:

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

HOW? Knowledge & Innovation Communities are based on collaborative (multi-stakeholder) use of common ICT platforms. A [common ICT portal](#) coordinates access to learning opportunities to improve administrative coherence, work-force training, SME competitiveness and regional sustainability. A [Topic Information Framework and Subject Index](#) has been defined to organise Tourism Knowledge & Innovation Communities, with [a 4 step implementation plan](#). The DestiNet Tourism KIC Toolkit has been developed for professional use by initiators and coordination bodies to quickly establish online tourism knowledge networking structures and processes. This handbook 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](#). Also see the section on [costing a Tourism KIC](#), which shows you how to tailor activities to your budget.





Tourism Knowledge and Innovation Communities – 7 FAST-LAIN Examples

These seven pilot areas in the FAST-LAIN Project demonstrate how the Tourism KIC approach can be used in very different situations.

Spain: Consorcio Insular de la Reserva Mundial de la Biosfera La Palma: [The Tourism La Palma Cluster](#)



Using the FAST-LAIN ‘from research to market place’ approach, La Palma has:

- ◊ brought together many stakeholders and businesses from its 14 municipalities, and a comprehensive listing of information sources, publications, tools and events...
- ◊ set up the La Palma Club as self committed platform for knowledge networking and exchange on the island and with stakeholders and other Spanish biosphere reserves that are part of the “Biosphere Reserves Tourist product Club”,
- ◊ identified good practice examples and mapped them on the DestiNet market place.

La Palma now will continue and further strengthen their initiative and innovation processes through using DestiNet for local to global knowledge exchange, networking and collaboration for making tourism more competitive and sustainable.

Portugal: Universidade do Algarve - [Algarve Nature Tourism Network](#)



The *Algarve Nature Tourism Network* initiative is developing a knowledge network for public institutions and private companies to overcome challenges and seize opportunities in nature tourism through experience and information exchange. The dynamics expected for this cluster also include a greater awareness of the opportunities arising from cooperation and collaboration between actors. The Algarve International Bird Festival showcases the research to market place process in nature tourism development.

Germany: Tourismus Zentrale Saarland Germany: [Carbon Neutral Travel Packages](#)



TZS is the regional tourism authority of Saarland dealing with destination marketing and management. They started the process of

developing carbon neutral travel packages in Saarland based on market research. The aim is to offer existing modules and combine them meaningfully with climate neutral travel offers. Using the DestiNet knowledge base, the criteria and a checklist for the development of these offers are being developed. The first climate neutral travel deals were available for interested guests from autumn 2012.

Croatia: The Croatian Government [Portal on Sustainable Tourism](#)



This National portal provides an entry point to all interested stakeholders on laws, regulations, awards, certificates, best practices, knowledge, events, existing resources, and also on projects aimed at sustainable tourism development, including information on available national and international sources of financing. It will additionally provide a direct access to DestiNet to post the most important pieces of global and European information for Croatian stakeholders involved in the project.



France: Sorbonne Université – IREST: [Green Map Cluster Paris](#)



University Sorbonne in Paris France is setting up the cluster “*Entrez c’est tout vert*”, which aims to create an internet platform on sustainable initiatives in the region of Paris, focused on two main target groups: professionals of the tourism industry, and researchers/specialists. IREST Green Map Paris will identify the good practices of Paris stakeholders creating a “green” thematic knowledge framework in order to establish a regional research-to-market place process in France.

Sweden: Lunds Universitet – IIIEE: [Photo Tourism Cluster in Söderslätt](#)



Lund University, Sweden, is using Söderslätt as a case study area, implementing different means of sustainable tourism development. Photo tourism is an innovative “edutainment” concept for promotion of nature & cultural tourism for sustainable growth and increased competitiveness within European tourism. A Söderslätt cluster on the Portal has been created to increase local interaction and collaboration to deliver the photo-tourism product. The project is also forming a European network of Photo Tourism Destinations to market the concept and offers.

Norway: UNEP/GRID-Arendal - [Linking Tourism & Conservation \(LT&C\)](#)



GRID-Arendal are steering the LT&C Cluster initiative to create a database of incentives for positive change in tourism to benefit successful development and management of the world’s protected areas. As partner of the FAST-LAIN project GRID-Arendal hosted a LT&C seminar at the GPST meeting in Korea 2012 and conducted a survey about existing LT&C cases. The results were used to map best practice European LT&C examples on DestiNet.

You can see these clusters in detail on the [DestiNet Portal](#)

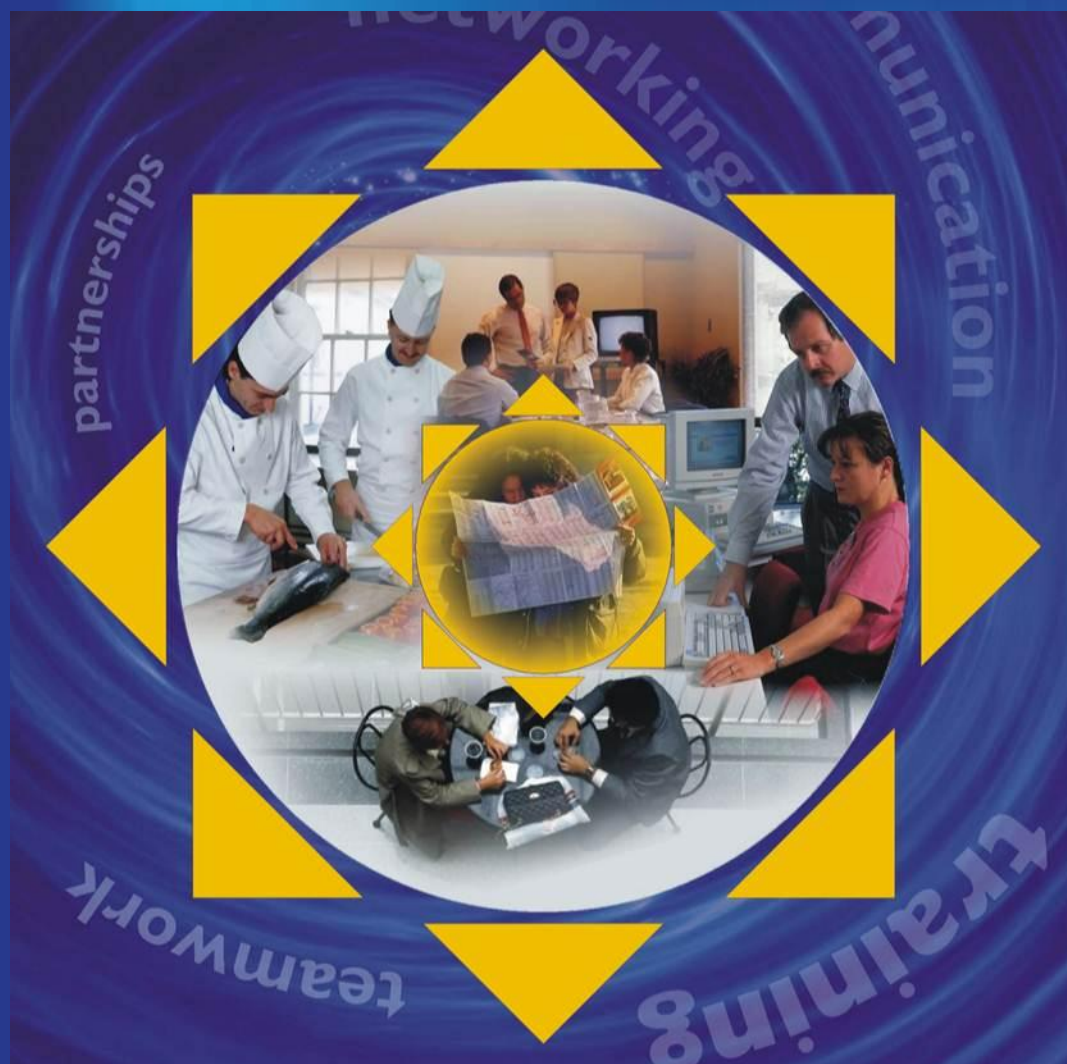


PART I Theory

Section 1

Background and Benefits of Tourism KICs

What are Tourism Knowledge and Innovation Communities? This section explains what a Tourism Knowledge and Innovation Community is, and why we need them for sustainable, responsible, inclusive and competitive tourism enterprise and destination development.





What Are Tourism Knowledge and Innovation Communities?

The *Tourism Learning Area* methodology was an approach developed by the European Commission to systematically network relevant stakeholders for the purpose of improving learning opportunities and maximising resource use to support enterprise and workforce development. More recently, the establishment of the *European Research Area* and the work of the *European Institute for Innovation and Technology* has given rise to the development of *Knowledge and Innovation Communities (KICs)*, again seeking to link academic, business and administrative European stakeholders to address topical issues through research to innovation process development.

The concept of *Tourism KICs* brings the two approaches together at the European level. Tourism Knowledge & Innovation Communities are built by online mapping, networking and clustering (the networking of networks territorially or thematically) of academic, business and administrative stakeholders in a systematic European-wide knowledge transfer and support process.

This process is focused on improving SME and workforce competitiveness, and is designed to enable workers, companies and regions to see a European and global picture, learn more, get more connections, share knowledge and ideas, build creative teams, innovate, and have better access to support, raise finance, plan production and services, engage in markets and develop responsible & sustainable activities .

This [technical manual](#) was developed in 2006 by DG Enterprise, showing Learning Area theory and its pilot application. The Climate KIC site shown below is an example of European Research Area approach that brings the Learning Areas approach up to date.

The screenshot shows the EIT website interface. At the top, there is a search bar and social media links. The main content area is titled 'Knowledge and Innovation Communities (KICs)'. Below the title, there is a sub-heading 'What are Knowledge and Innovation Communities (KICs)?' and a photograph of a group of people in a meeting. The text describes the KIC as an independent but operational part of the EIT, which puts the innovation web into practice. It also mentions that a KIC is a highly integrated, creative and excellence-driven partnership that brings together the fields of education, technology, research, business and entrepreneurship.





Understanding the Concept

The original learning area concept provides the rationale for the modern Tourism KIC. In the DG Enterprise: Innovation in Tourism Handbook it says:

‘By raising the profile and status of learning activities, a *Learning Area develops a dynamic synergy between the individual, the company and the territory ...* An example of this synergy is the continual work of many municipalities and regions to improve local living conditions, to attract skilled workers to live in an area, to create a human resource base, to attract companies, to improve regional competitiveness. Such synergy is a key for developing innovation. Recently it has become common practice for destinations to establish joint marketing of a comprehensive range of products and services within a destination package. In the new economy destinations need to address the issue of learning in the same manner. This can be done by identifying common needs and opportunities, grouping together the relevant stakeholders, and providing common regional infrastructure to meet stakeholders’ learning as opposed to marketing requirements. In this respect the positive experiences of Metropolitan areas and innovative regions can be used by tourism destinations to ensure healthy regional economies. The clustering of products and services in the regional supply chain is seen as one of the key goals of a Tourism Learning Area.

The Learning Area framework is an aid to this process. The higher the quality of the learning opportunities and qualifications, the more likely it is that individuals will contribute positively to the overall development of the Learning Area’s economic, environmental and social processes.’

EC 2006 Innovation in tourism - How to set up a Tourism Learning Area introduction

From then to now



The Handbook has led to the development of the [DestiNet Platform for Sustainable & Responsible Tourism](#) as an online tool to set up **Tourism Knowledge & Innovation Communities** to establish continuous **research to market place** innovation and sustainability processes.



Tourism Knowledge & Information Communities

Purpose

Alongside capital investment, the development of human potential is key to the processes of innovation for competitiveness, sustainability and inclusiveness:

- A Knowledge & Information Community provides ***a common tourism knowledge base and information network*** for people interested in ***SME and workforce improvement***.
- It aims to deliver timely, credible and verified information through ***client-centred learning systems that foster entrepreneurial activity***.
- A Knowledge & Information Community develops a ***historical knowledge base*** of empirical, analytical and subjective data for ***strategic forecasting, resource planning, marketing, monitoring and reporting purposes***.

Need

In response to the rapidly changing demands and possibilities of new technologies and their effect on labour organisation, lifestyle and market opportunities, modern societies are moving from the classical linear, staged workforce education system of formal schooling followed by entry into a company job then retirement, changing to a ***holistic system of life-long learning and self-organised employment***.

The call for improved sustainability, competitiveness, inclusiveness through innovation means delivering new marketable products, but this requires:

- more flexible, knowledgeable work force
- more qualified labour skills,
- improved access to knowledge
- structured good practice transfer systems.

Innovation needs knowledge – better access to knowledge produces stronger innovation. Knowledge management processes in a Knowledge & Information Community ***improve stakeholder access to learning***, and therefore to greater knowledge and innovation. Regions that do not support their businesses and workforce in this way will become uncompetitive.

Benefits

1. Improved local to international coherence of knowledge transfer between stakeholders
2. Better governance of learning resources
3. Stronger supply chain sustainability through regional clustering
4. More learning opportunities for tourism SME and workforce stakeholders
5. Better information links between topic information, sectors, and stakeholders



Subject Matter

Tourism Knowledge & Information Communities address the following issues:

Globalization, Knowledge Economy, Green Economy, Institutional Change, **Information & Communications Technology (ICT) Development**, Sustainability, **Competitiveness, Research, Innovation**, Inclusiveness, **Life-Long Learning, Training & Education**, Corporate Social & Environmental Responsibility, **European Research Area**, Learning Regions, Human Capital, Entrepreneurship, Skills, **SME & Micro Enterprise Support**, Supply Chain Management, **Sustainable Consumption and Production**, Quality Assessment, **Destination management**, Monitoring and Reporting, Good Governance, **Networking**



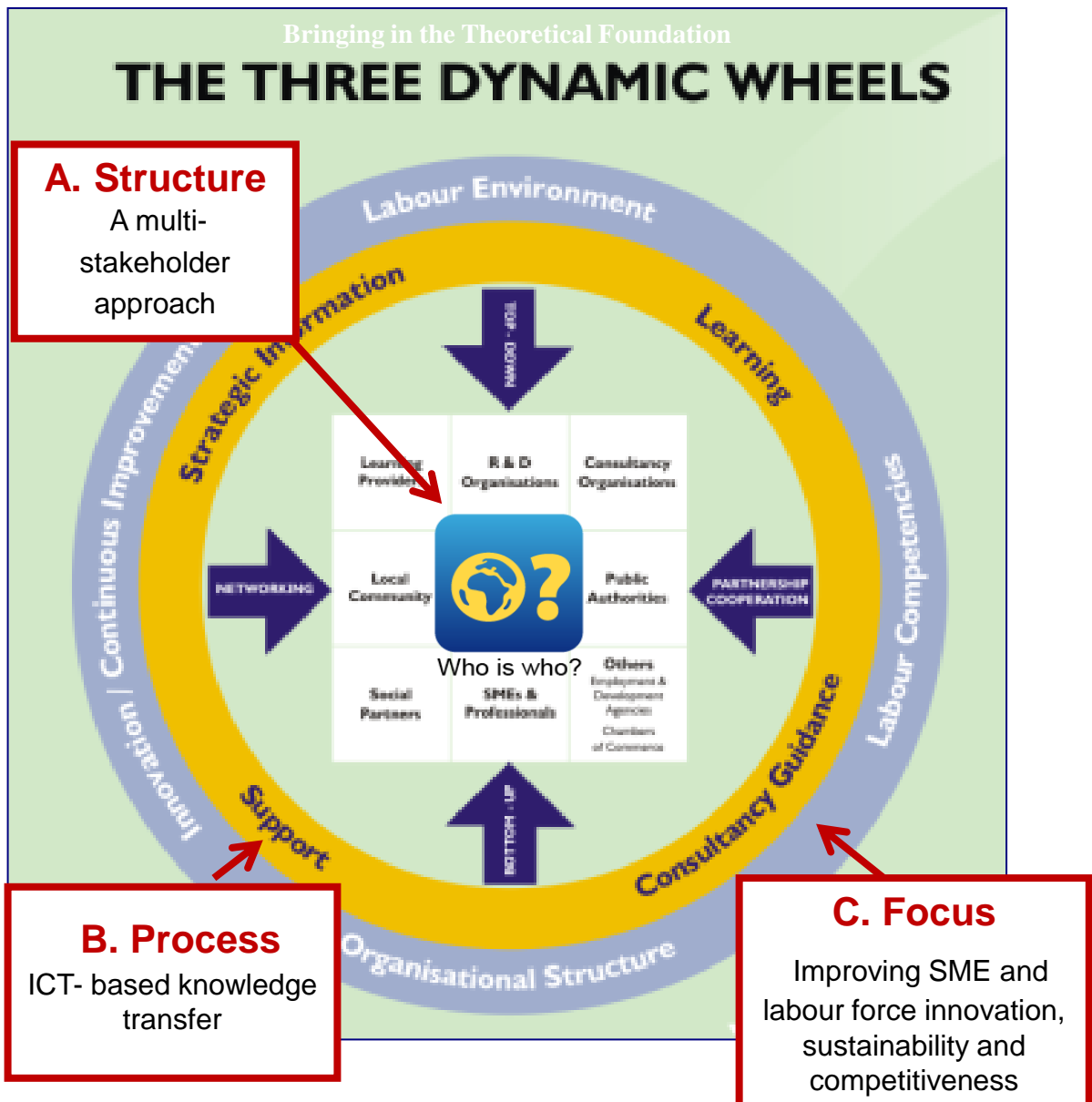
Topics

[See the Tourism Topic Information Framework!](#)



The Tourism KIC Approach has Three Key Principles

- A. STRUCTURE** – develop a multi-stakeholder core from the business, administrative and academic/NGO communities
- B. PROCESS** – implement enterprise knowledge transfer processes based on ICT Life Long Learning for individuals, companies and regions
- C. FOCUS** - use the learning process to improve SME and work-force innovation, sustainability and competitiveness

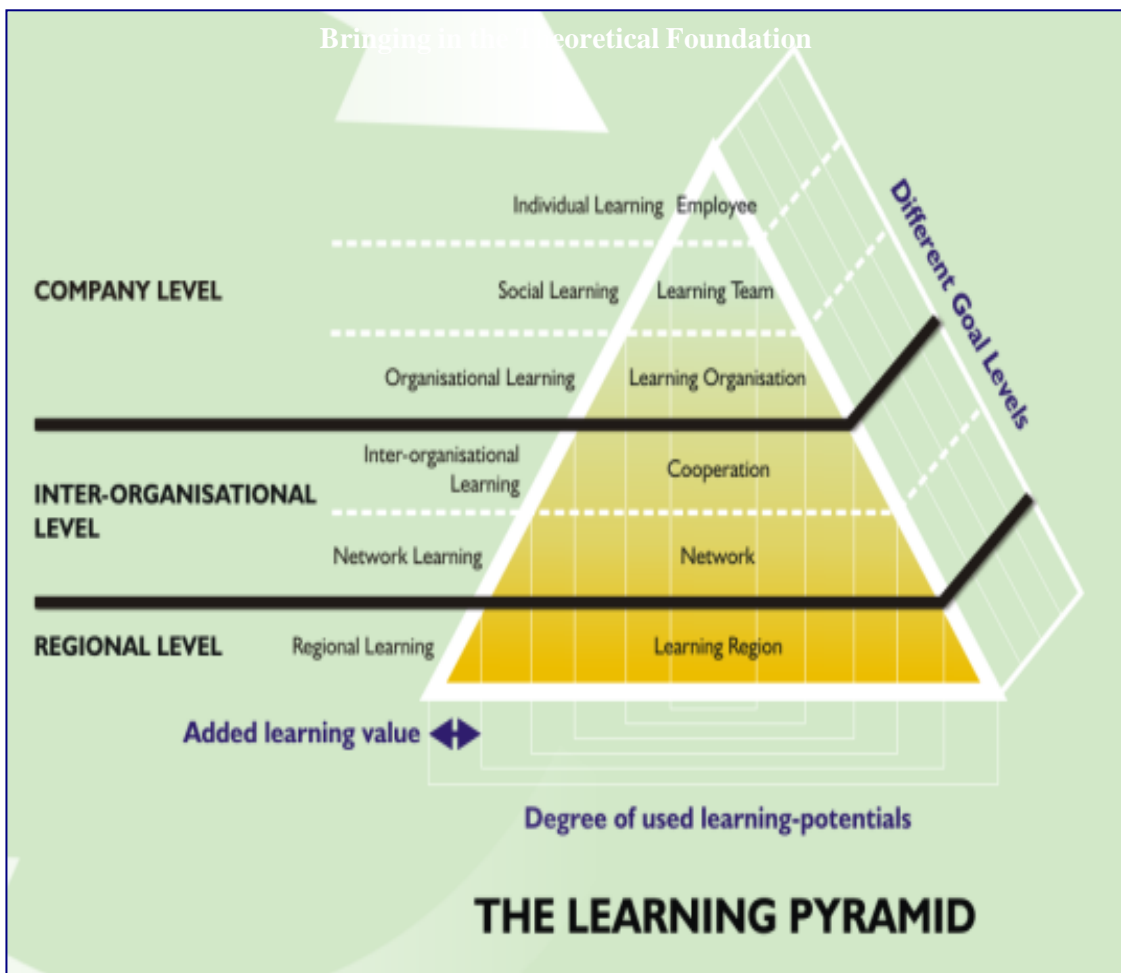




Tourism KICs improve governance of learning processes to develop Human Potential ...

Tourism Knowledge & Innovation Communities have a focus on *stakeholder learning*, with the aim of improving regional sustainability and SME company competitiveness to meet the challenges of and take opportunities in the global economy.

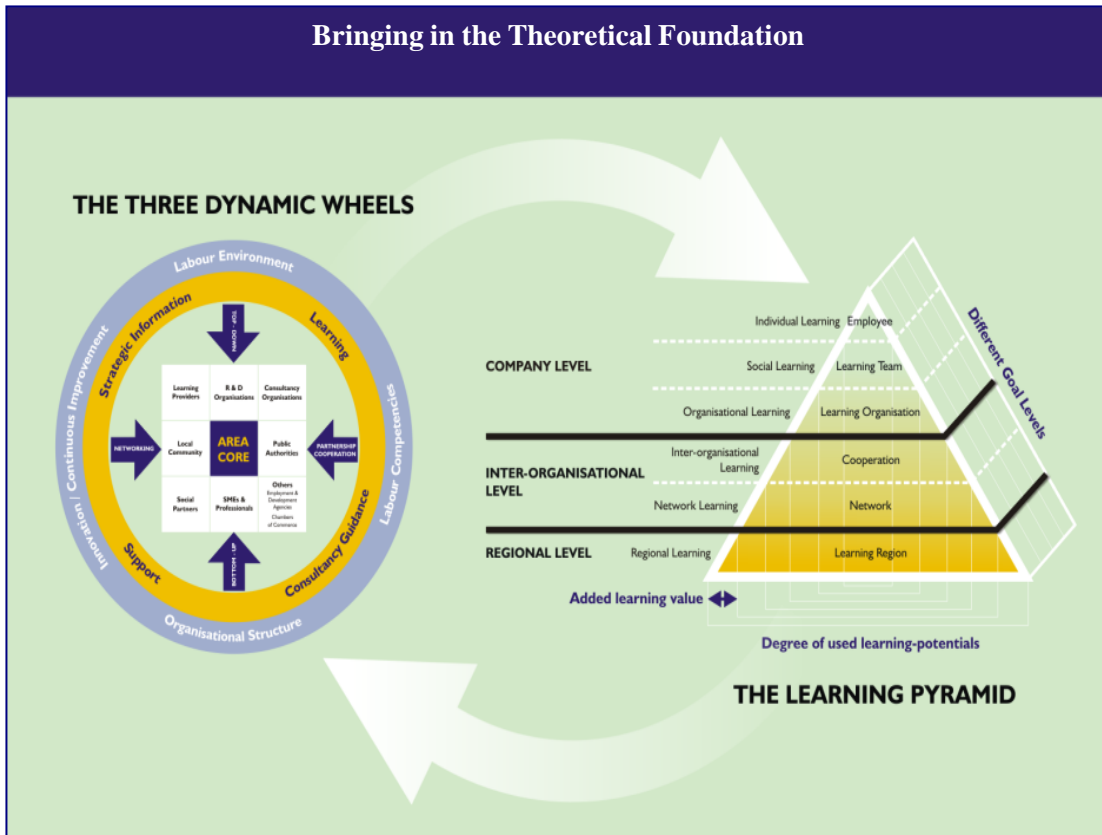
A Tourism Knowledge & Innovation Community provides a means of developing coherent policy-making and effective implementation strategies on education, regional development & business support to govern and deliver access to knowledge, education and training to tourism stakeholders.



Knowledge transfer in a Tourism Knowledge & Innovation Community should be coherently structured to reach individual workers, teams, companies and organisations, associations, and regions.



Tourism KICs put workforce individuals, companies and regions in a structured Flow of Knowledge ...



This flow of knowledge should be structured to generate *life-long learning experiences*. The Learning pyramid above shows how to structure and target learning experiences effectively, linked to the concept of a multi-stakeholder knowledge transfer process focused on entrepreneurial competitiveness. Horizontal and vertical working administrative links between key learning providers need to be mapped to generate information and access relevant to:

- Education & Training Institutes
- Local/regional/national Administrative Bodies
- SMEs, Micro enterprises, Business associations
- Workforce, Residents & Travellers



Opportunities for Learning in the Knowledge Economy

Learning comes in a wide range of educational & training experiences.

- **Learning Experiences** can be **formal, non-formal and informal**
- Levels of learning cover basic communications and social skills to advanced specialist technical and administrative skills
- Learning experiences are **multi-site**- ie Workplace, School Street, Vehicle, Home etc
- They can also use **multi-channel** learning media ie books, Films, Radio, Apps, etc.

What sort of learning experiences can tourism stakeholders expect to be developed in this flow of knowledge in a Tourism Knowledge & Innovation Community? They will include acquiring basic social communications skills, formal and non-formal academic qualifications, and technical skills. The Community's learning providers will also provide greater access to informal learning and, importantly for business, access to strategic information. For SMEs the Tourism Knowledge & Innovation Community can also provide support, consultancy and guidance as learning experiences.

Learning Experience *Providers* meet Learning Experience *Clients*

One of the key propositions in a Tourism Knowledge & Innovation Community is that there is better coordination of learning experience providers. Therefore it is important to involve regionally-based formal educational institutions such as schools, colleges, universities and educational authorities, and make them aware of the learning needs of tourism stakeholders. The media are also important learning experience providers. It is also important to remember that the internet now enables such providers to exist anywhere in the world, and still deliver learning experiences to a remote locality.

The Tourism Knowledge & Innovation Community model proposes that providers of learning experiences expect the Community to better identify who are the **learning experience clients**, and what their learning needs might be. Once again, client needs may involve anything from formal qualifications to strategic information.

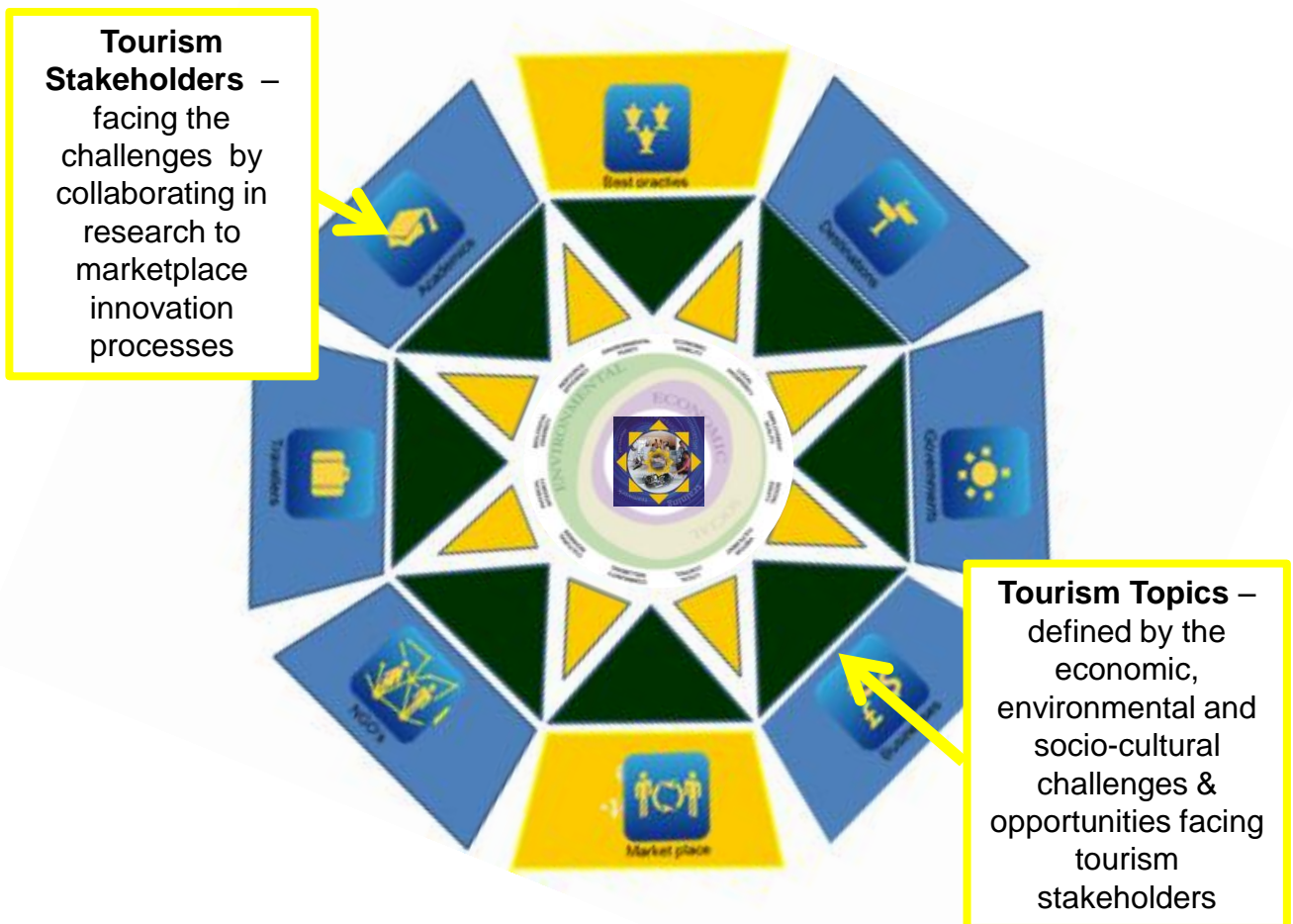


Destination and Topic Knowledge & Innovation Communities

(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 diagram below shows how Topic and Destination KICs both involve multi-stakeholder participation (*outer blue/yellow ring*) to address key challenges of sustainable tourism development (*inner green ring – see next page*)



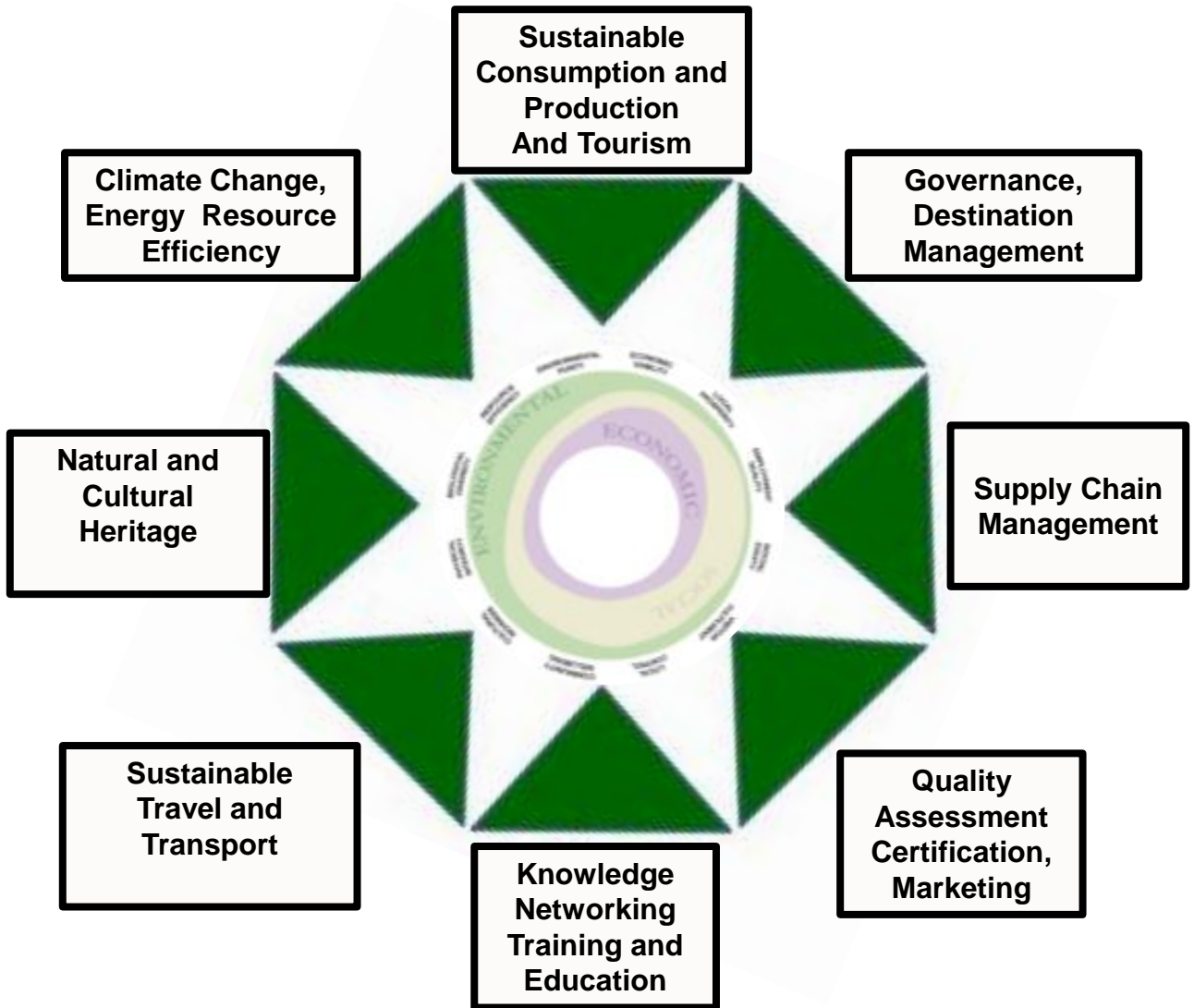


Topics

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.

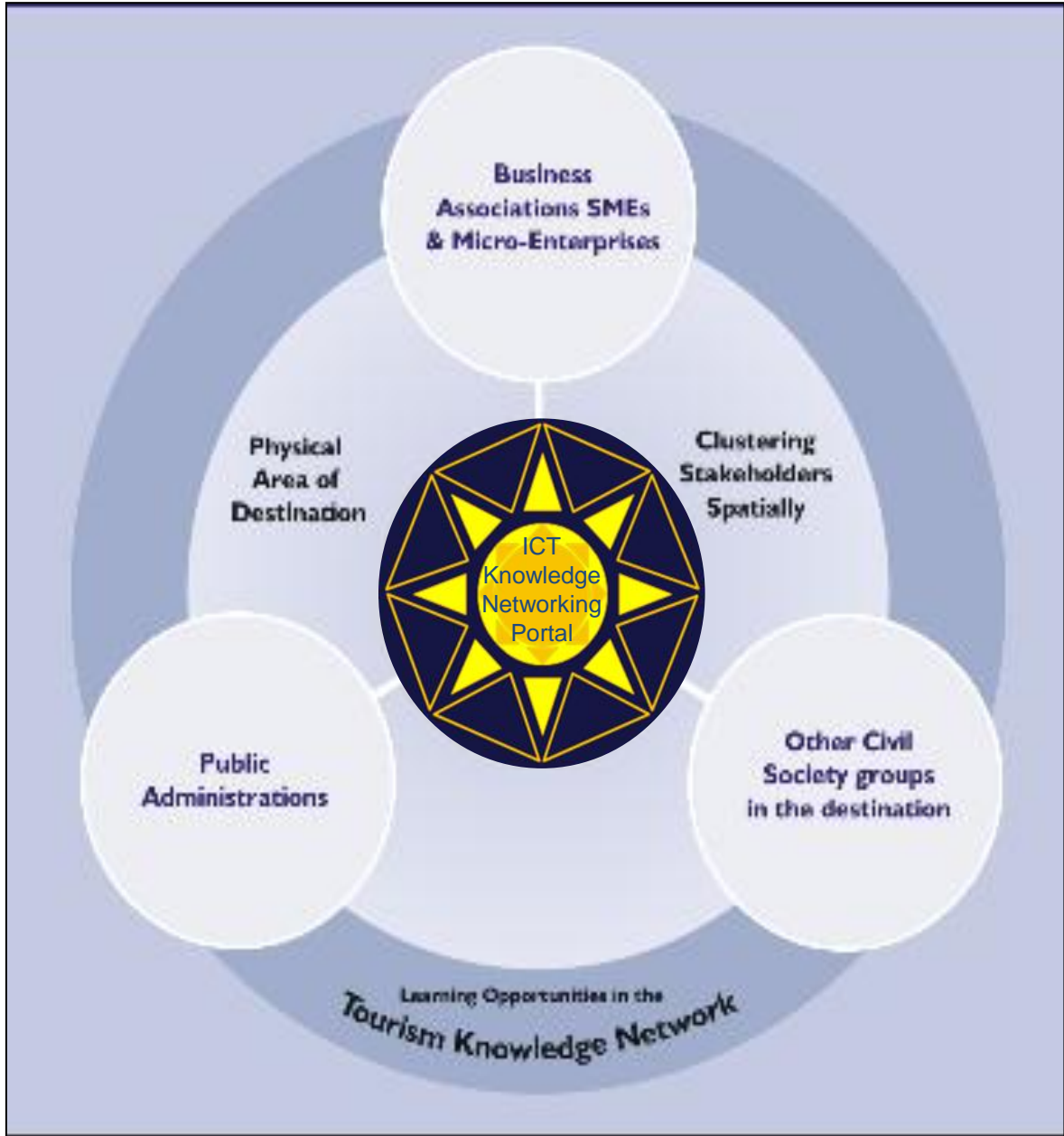


These topics have Agenda 21 at their core, and are guided by a set of tourism sustainability principles (see *Sustainable Tourism – A Guide for Policy Makers – UNEP/UNWTO 2006*). They give tourism stakeholders awareness of economic, environmental, socio-cultural and institutional opportunities and challenges that need to be addressed in policy, in the market place, in training and education, and in destinations.



Destination Knowledge & Innovation Communities

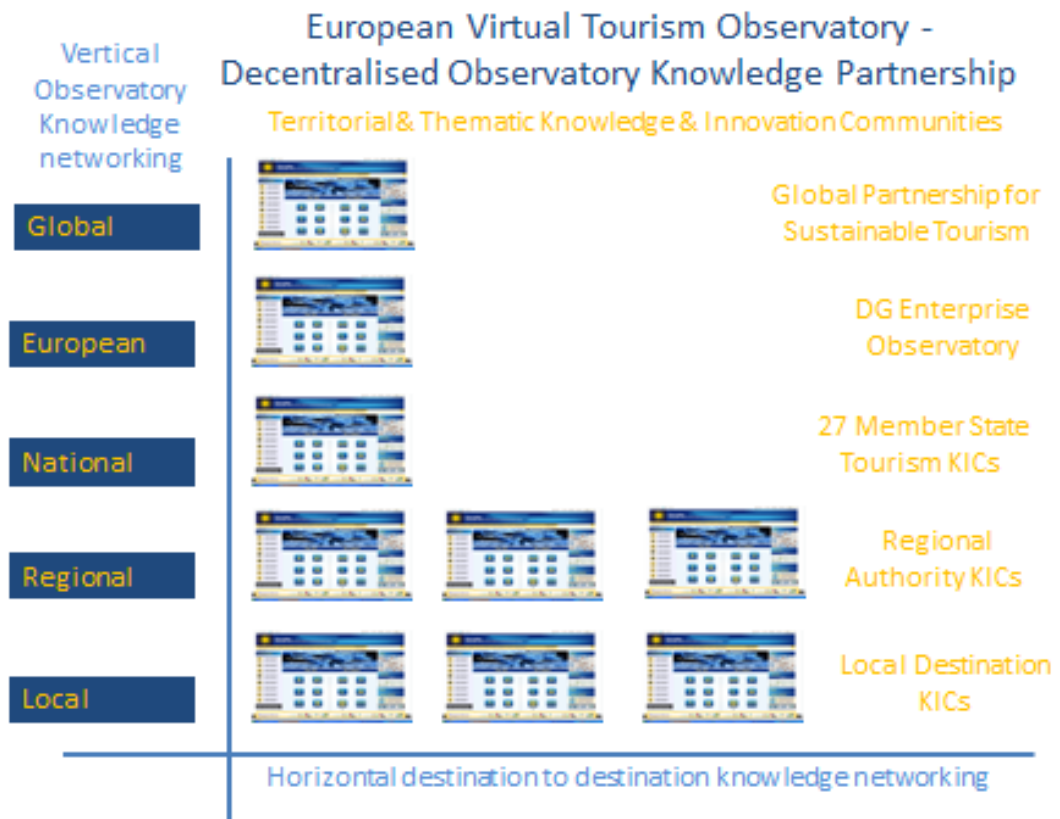
The Destination Tourism Knowledge & Innovation Community is a territorial unit that suits the organisation of learning experiences for a geographically specified group of administrators, SMEs, individual workers. The Tourism Knowledge & Innovation Communities approach emphasises the importance of the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



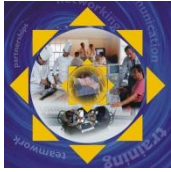


Linking Destination and Topic Knowledge & Innovation Communities

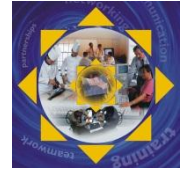
The Tourism Knowledge & Innovation Communities approach follows the Learning Area methodology of encouraging the development of a decentralized, networked European-wide process of tourism animation and observation, rather than attempt to develop a single European – level network (which would not serve information needs at lower administrative levels). **The key is to link regional innovation processes to European-wide observation systems.**



The flow of knowledge from the centre of Europe to peripheral regions and vice versa can be accomplished by establishing a mosaic of destination and topic learning areas around Europe. Areas which take this step are more likely to benefit from European-level activities. This decentralised approach to linking European tourism stakeholders is made possible by modern ICT capacity, and is even becoming a necessity in order to avoid the development of large and costly administrative structures, whilst maximizing use of Europe's growing internet capacity.



Key Messages



1. The The Tourism Knowledge & Innovation Communities approach focuses on using ICT to network tourism stakeholders in a structured way.
2. Tourism Knowledge & Innovation Communities are designed to link *learning and observation to innovation* by putting administrators, businesses and the work force in the flow of market relevant information.
3. They allow stakeholders to move '*From Knowledge to Product, From Research to Market place.*' by improving links between learning experience providers and their clients.
4. They are based on collaborative (multi-stakeholder) use of common ICT platforms.
5. A common ICT portal coordinates access to learning opportunities to improve administrative coherence, work-force training, SME competitiveness and regional sustainability.
6. The multi-stakeholder system is directed to improving learning opportunities to develop human resource potential.
7. The The Tourism Knowledge & Innovation Communities model proposes that learning experience providers and learning experience clients are better identified and signposted to clearly show a region's learning offer and what the area's stakeholder learning needs might be.
8. You can have Destination Knowledge & Innovation Communities or Topic Knowledge & Innovation Communities, (ie territorial or thematic clustering of stakeholders), which can be linked to each other for maximum effect.
9. The Tourism Knowledge & Innovation Communities coordinators ensure improved access to formal, non-formal and informal learning opportunities.
10. They are necessary because a complex and competitive global economy requires greater collaboration between workforce individuals, companies and regions to establish sustainable supply chains at the destination level.

A Tourism KIC delivers knowledge for innovation, competitiveness, inclusiveness and sustainability by using the European knowledge economy ICT potential .

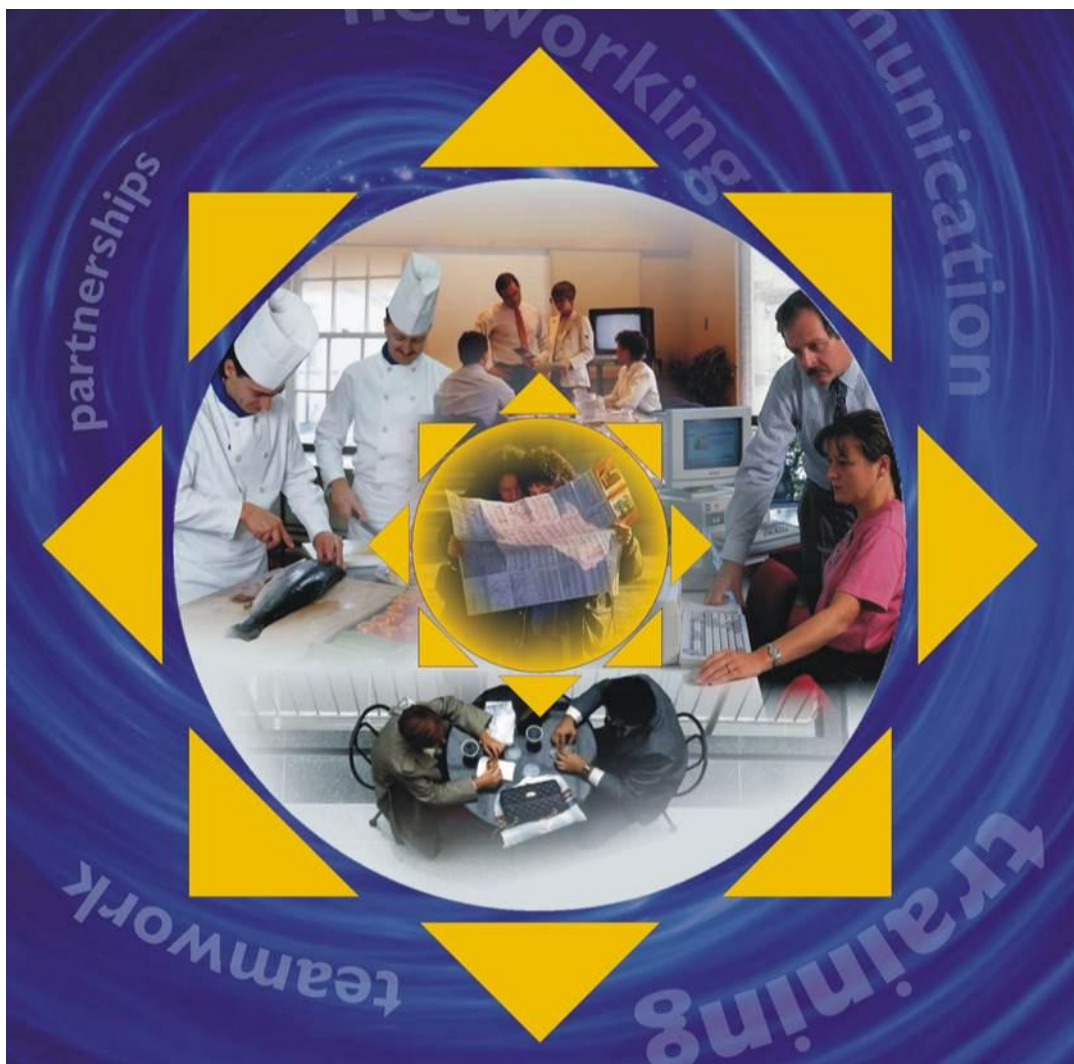
... its what you know, who you know, and when you know it!

PART I

Section 2

A Model Development Process

Modelling the Tourism Knowledge & Innovation Communities
Development Process





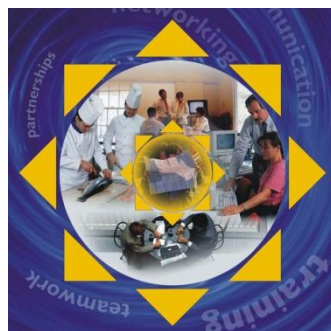
The Modelling Process: – a step by step system and tools to understand how to set up your own Tourism Knowledge & Innovation Community

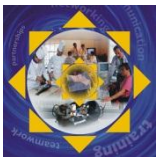
The model takes the above theory and maps the *process* of setting up a Destination KIC. You will see five stages in the process:

1. **Initiation**
2. **Coordination**
3. **Networking**
4. **Knowledge base development**
5. **Market access**

Once the process has started, these stages will run in parallel, driven by the development of a common destination knowledge base. The same steps can be followed to establish a topic learning area, but the organisational structure will be different as subject-driven learning areas may not have the geographical proximity which determines the way destination learning areas organise themselves.

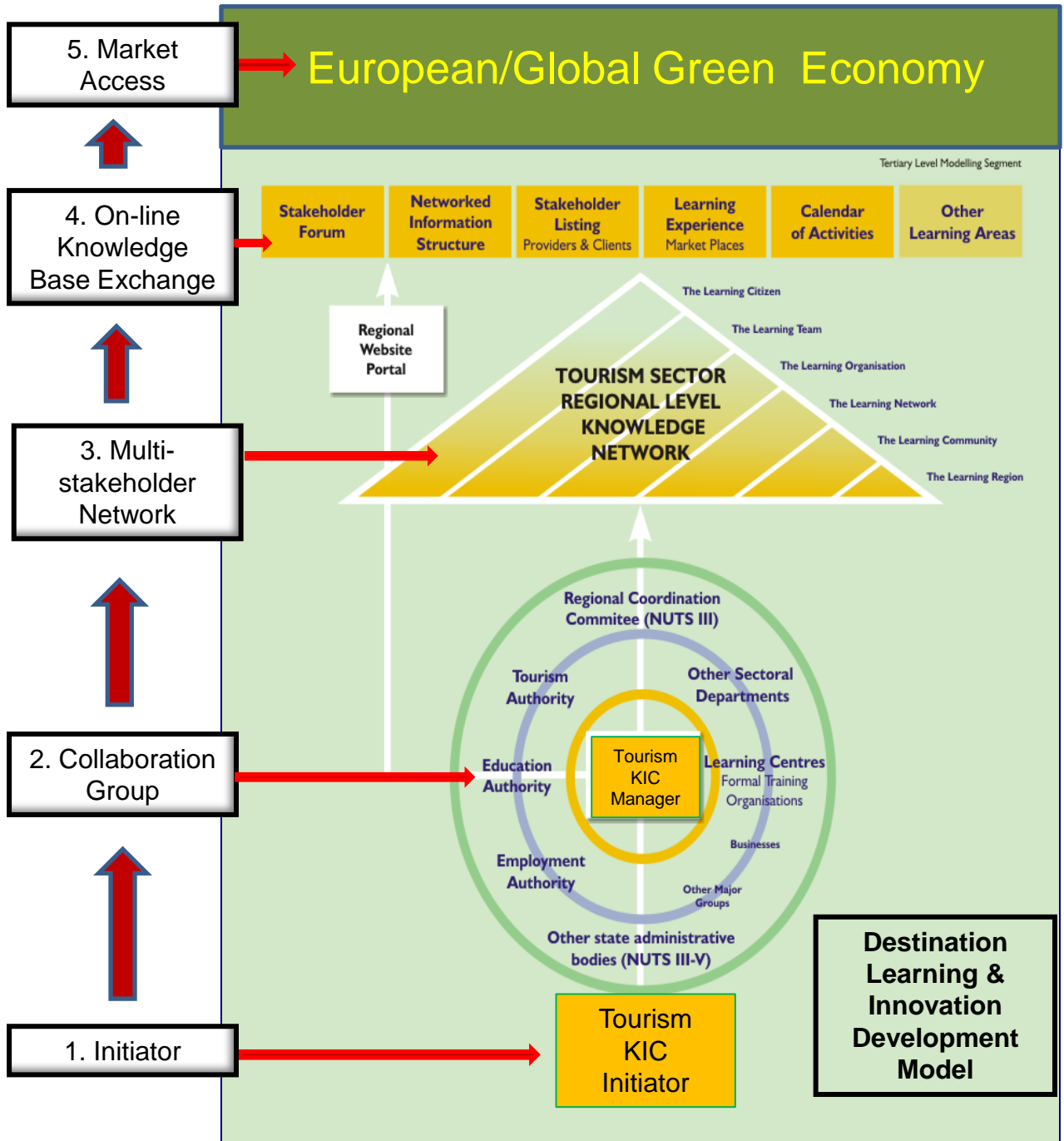
You will also see that the DestiNet Portal itself has been developed as an online toolkit to model your own virtual Tourism KICs following these stages, containing all the tools necessary to do the job professionally. This Guide pulls all the tools together, and can be used to locate each tool on the portal by clicking on the icons.





Overview of the Tourism KIC Development Process

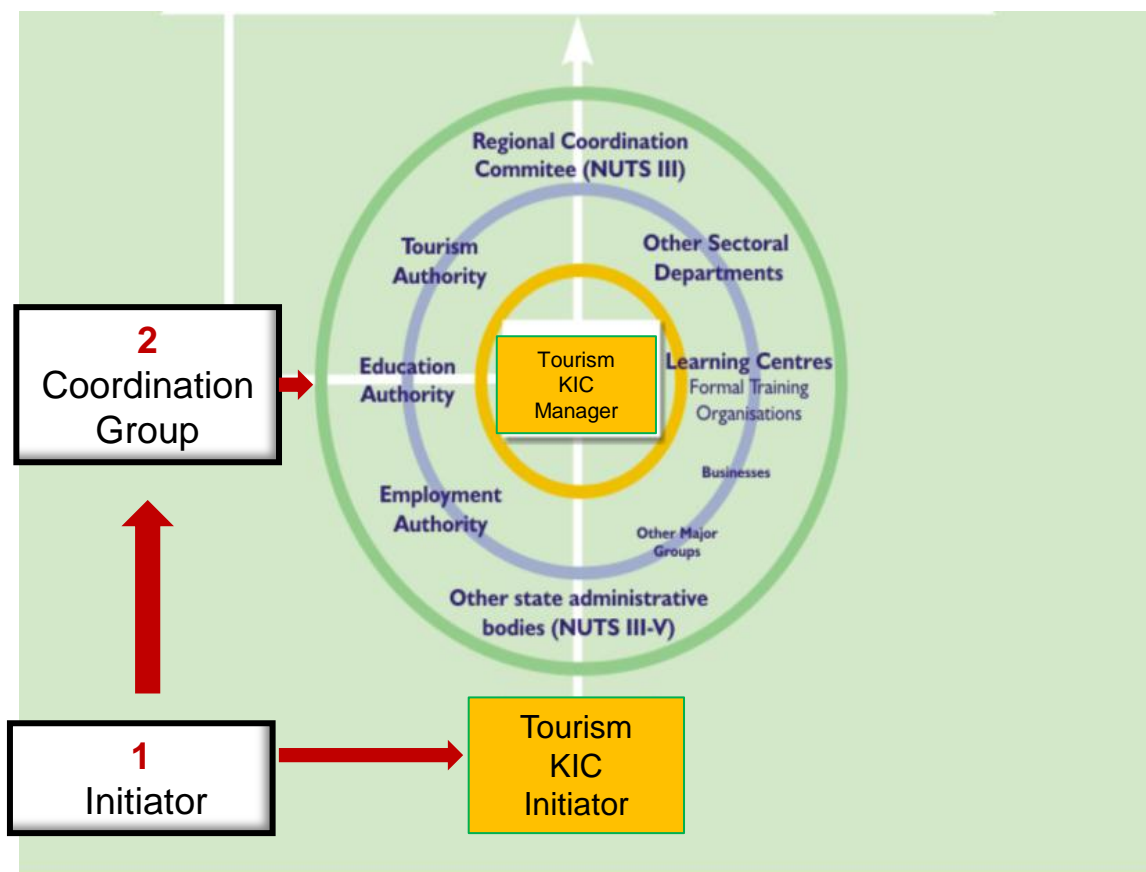
Five Steps to Successful Destination and Micro/SME Innovation & Sustainability through Structured Knowledge Networking



Breaking down this process ... Key Steps

Step 1 – you need an initiator to get the ball rolling. The initiator raises awareness about the Tourism Knowledge & Innovation Communities approach and its ICT toolkit to potentially interested stakeholders in a given area. An initiator might call meetings, write articles, establish a preliminary website, or run workshops to stimulate interest in the Knowledge & Innovation Communities approach. Universities linked to local/regional authority enterprise agencies may be the best option to *initiate* a Tourism Knowledge & Innovation Community coordination group.

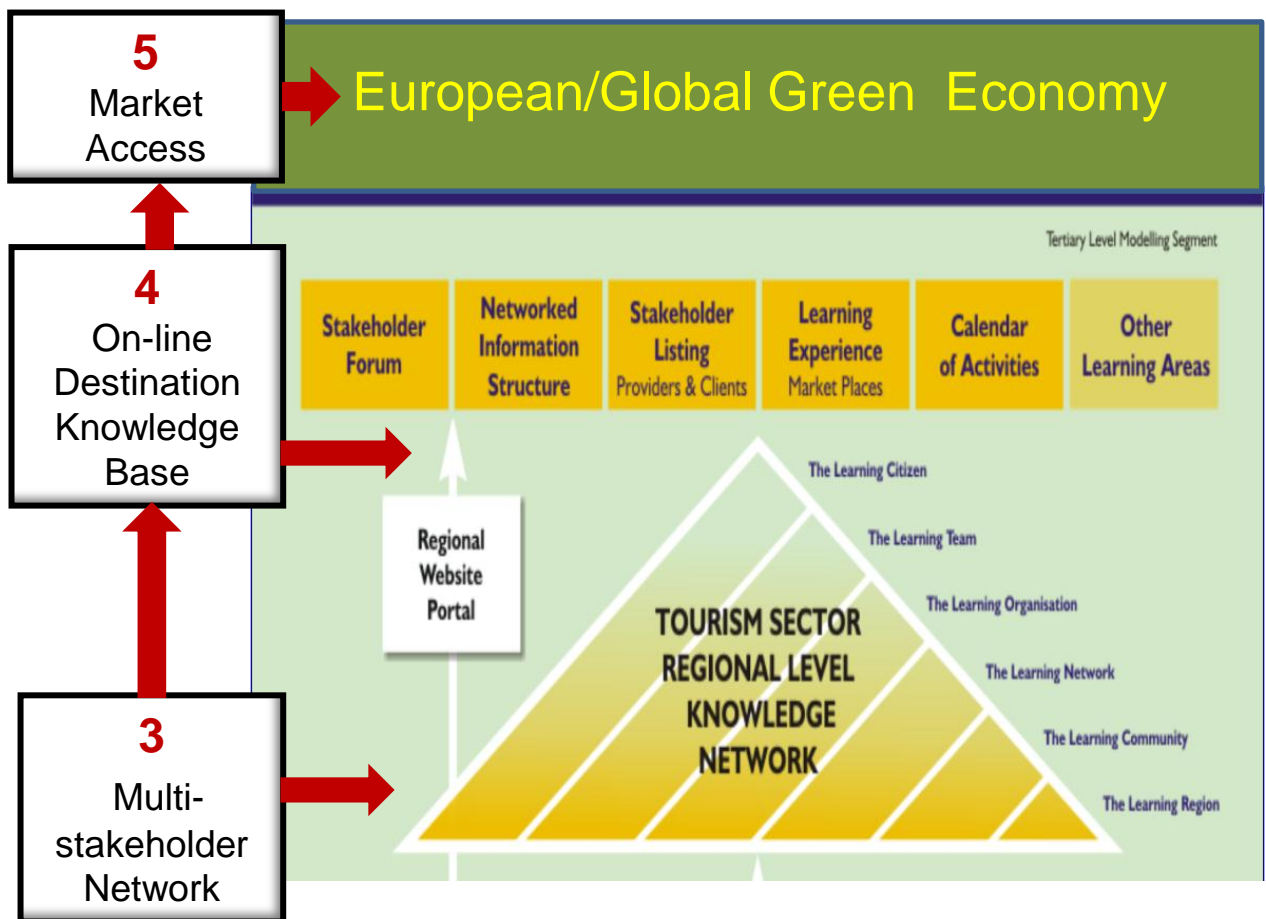
Step 2 – The initiator must establish a coordination group. This should be a multi-stakeholder group representing different administrative departments, businesses and NGOs, all sharing a common interest in a specific topic or process. The coordination group should identify learning needs in the area, who are the key target clients, and what range of learning opportunities are available. Note that at this stage there could be institutional rivalry to 'own' the Community or corner funding for the implementation. This should be countered by the development of a transparent, coherent and accountable coordination process, based on stakeholder competence. The best option for co-ordination of a Tourism Knowledge & Innovation Community is to establish a project management structure with a manager appointed from the multi-stakeholder co-ordination group.

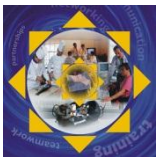


Step 3 – The coordination group needs to establish a multi-stakeholder network which has vertical and horizontal connections (i.e. Local to global and destination to destination). This network will be divided between learning experience providers and their clients, though in reality many individuals and organisations have both these roles, ie a business may wish to broadcast what it offers, yet needs to learn about the market in which it operates.

Step 4 – The multi-stakeholder network is connected by an online destination learning area portal. The portal has a networked structure that produces a knowledge base of relevant stakeholders, topic information, learning opportunities, news and events, and market access information.

Step 5 - In todays international internet based market place, it is important that the portal has regional to global links, and can act as a management, mapping, marketing and monitoring system. The Sustainable Tourism Knowledge & Innovation Community established in the DestiNet Portal has developed a [global sustainable tourism market place](#) for all SMEs and destinations who wish to systematically regionalise supply chains and access global opportunities.

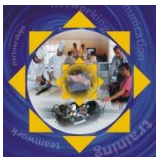




The Tourism Knowledge & Innovation Community Toolkit

To model your own Destination or Topic Knowledge & Innovation Community a **Tourism Knowledge & Innovation Community** Online Toolkit has been developed for initiators and coordination bodies to follow these five steps and quickly establish online knowledge networking structures and processes.





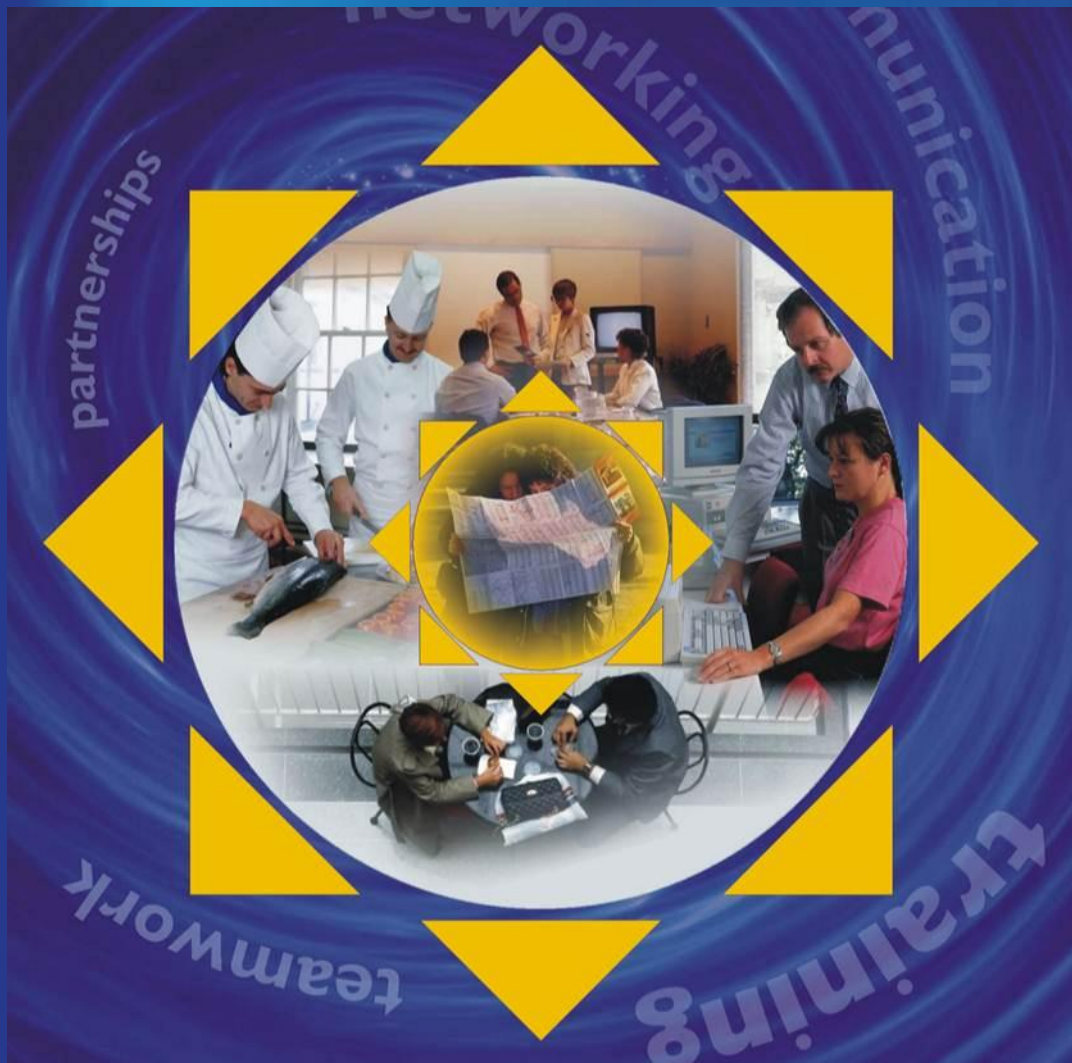
The Tourism Knowledge & Innovation Community Development Toolkit on the DestiNet Sustainable Tourism Portal

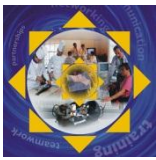
The *DestiNet Portal for Sustainable & Responsible Tourism* has been designed as an online tool to set up **Tourism Knowledge & Innovation Communities**. DestiNet is structured as a toolkit for professional use by initiators and coordination bodies to quickly establish online knowledge networking structures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



PART II – Practice

This section shows you how to build Topic and Destination Knowledge & Innovation Networks using the DestiNet Portal, which has been specifically designed to manage, map, market and monitor Tourism Knowledge & Innovation Communities.





Using the Tourism Knowledge & Innovation Community Toolkit

The DestiNet Tourism KIC 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 kit to set up a Knowledge & Innovation Community](#).



Who is who?



Topics



publications
&
tools



Best
Practice



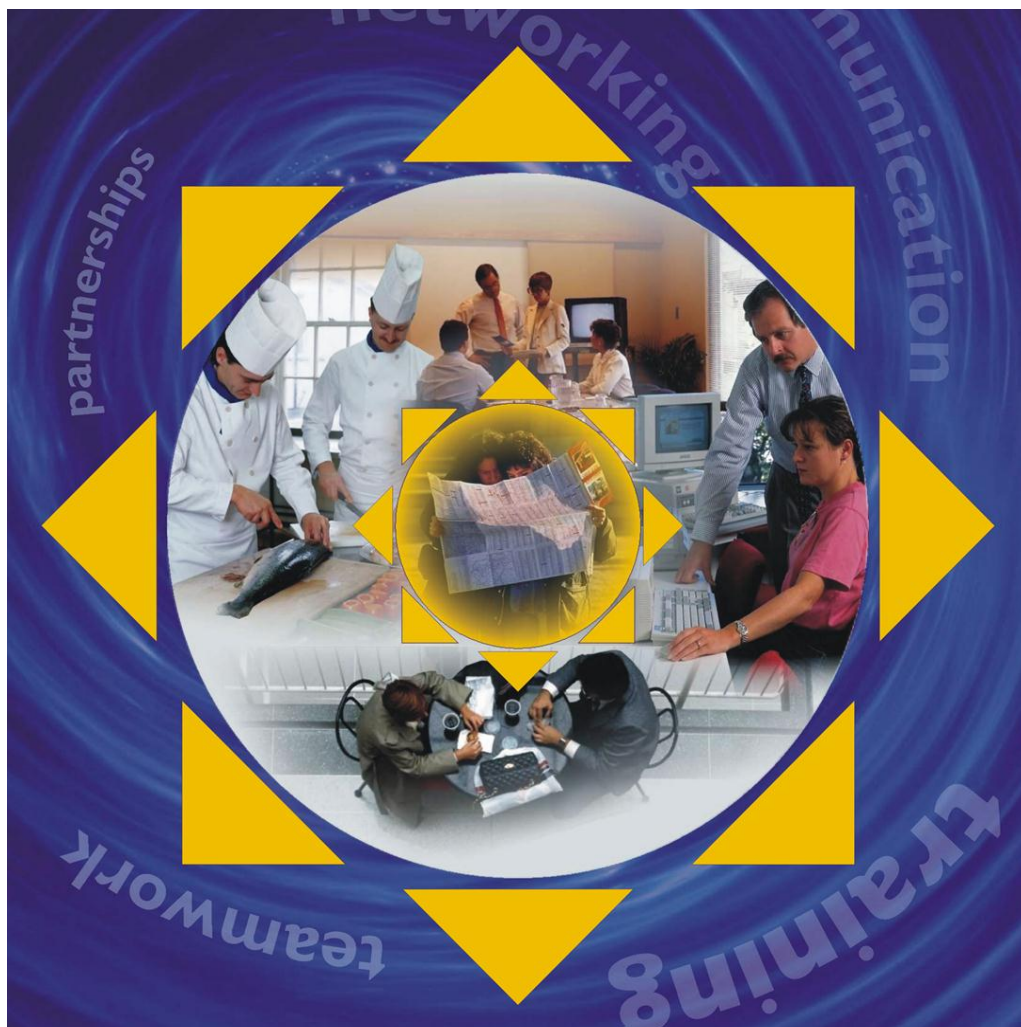
Market place



Observatory

Part II Section 1 - Setting up a Topic Knowledge & Innovation Community

How to set up a
Topic/Thematic KIC





Topics

The Knowledge & Innovation Toolkit – an Overarching Topic Framework

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

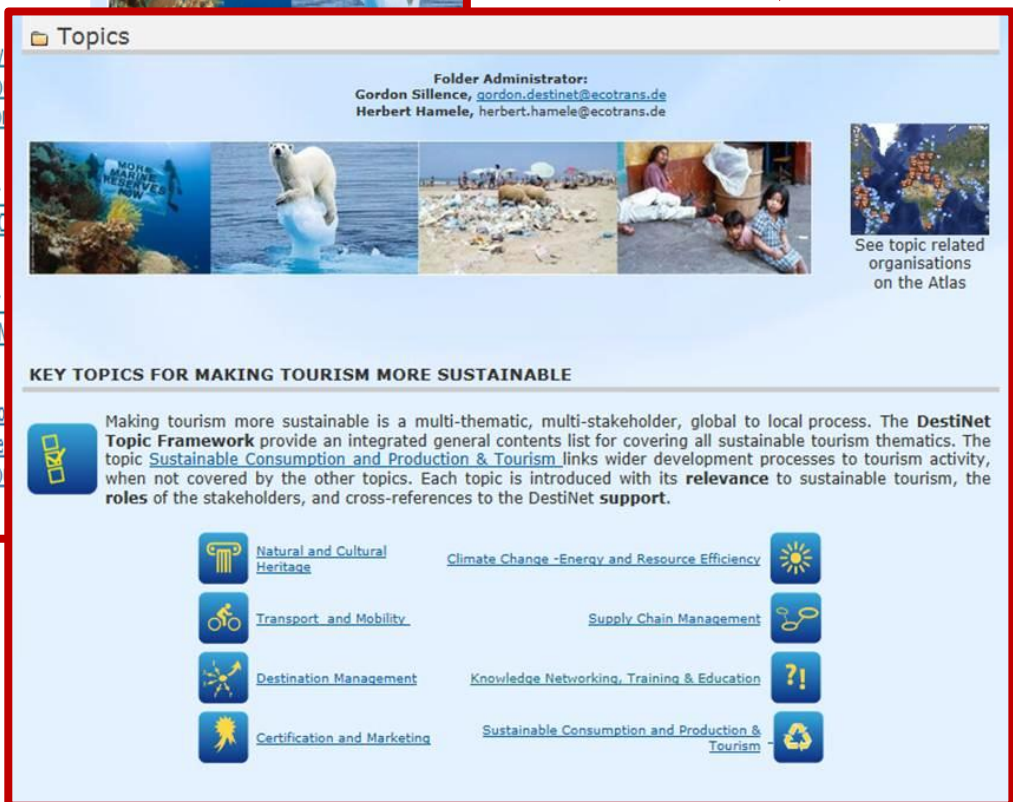
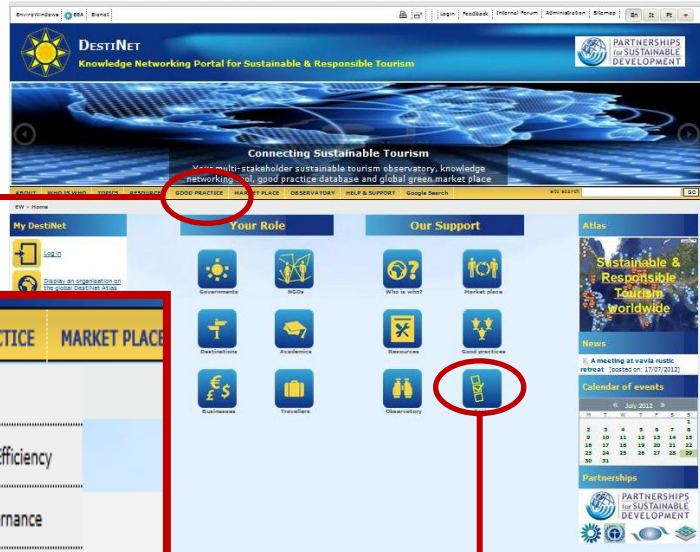


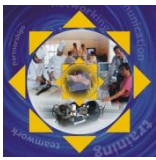
This framework has general headings that can be broken down into more specialist topics, e.g. natural heritage has ecotourism and biodiversity as more specific sub-topics. The overarching subject framework of sustainable consumption and production related to tourism covers those issues that do not fit 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>.



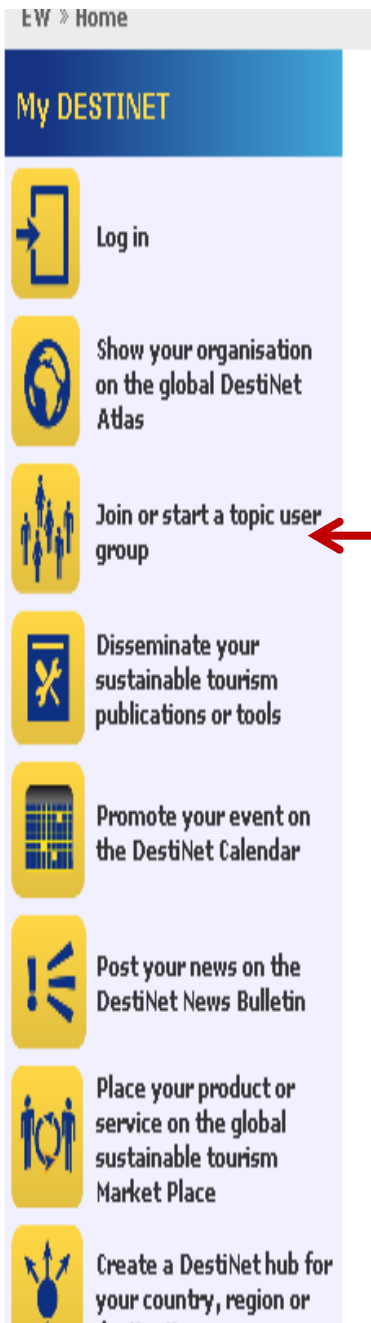
Topics

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 KIC – 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 Knowledge & Innovation Community Example – The European Ecotourism Knowledge & Innovation Community

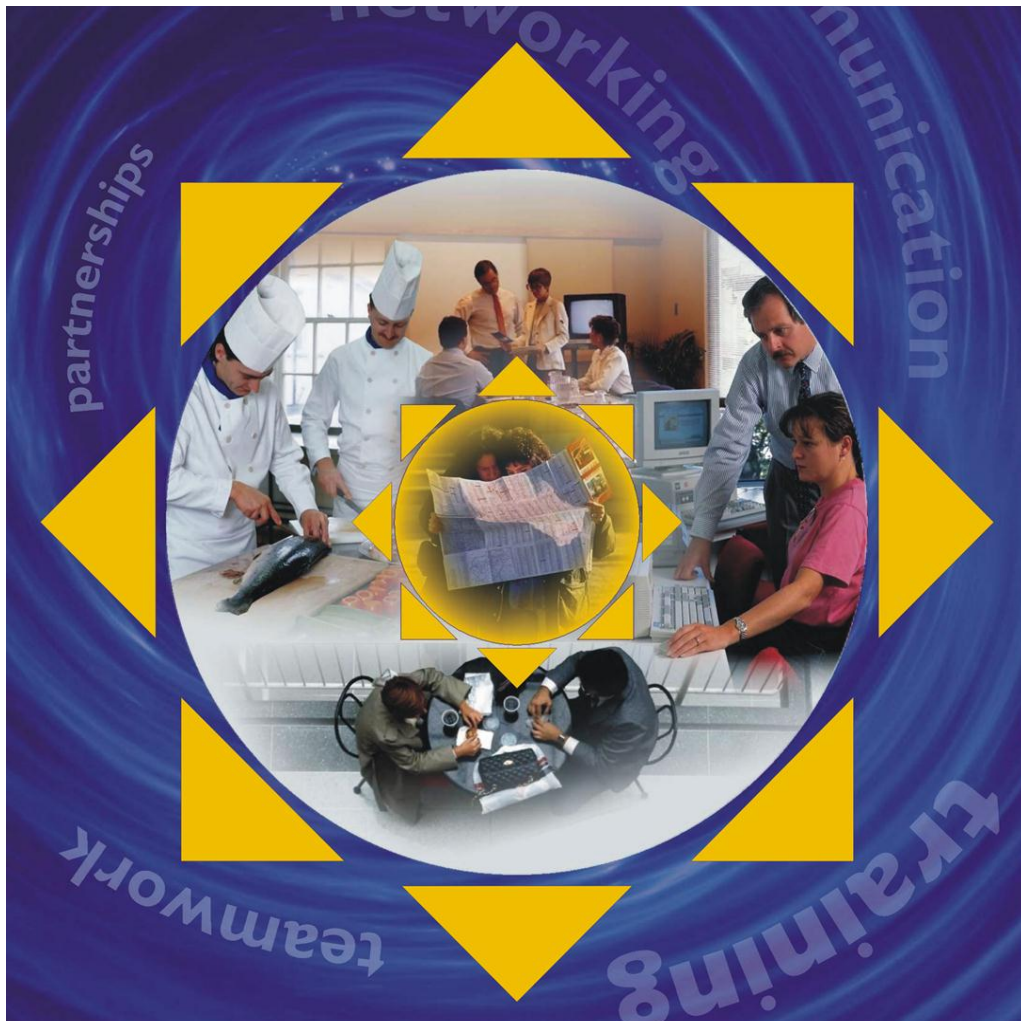


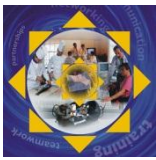
Here you can see how the DestiNet Portal tools are used to as a network development & management system for ecotourism professionals, linking relevant stakeholder websites and on-line services to learn about and develop ecotourism entrepreneurial activities. The Ecotourism Knowledge & Innovation Community 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.

Part II Section 2

Setting up a Destination Knowledge & Innovation Community

Destination Tourism Knowledge & Innovation Community Toolkit





Setting up a Destination Knowledge & Innovation Community



- Show your 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
- Post your news on the DestiNet News Bulletin
- Place your product or service on the global sustainable tourism Market Place
- Create a DestiNet hub for your country, region or destination

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

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 KIC 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 [top yellow menu bar options](#) , using the

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




Note that Tourism KIC 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.



Who is who?

Stakeholder Mapping 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](#)

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 providers 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.



**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](#)
- [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](#)

WHO IS WHO TOPICS RESOURCES GOOD PRACTICE

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

is Who

Connecting S

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 (also additional locations to a list) A-Z or by country). Also there is Google Earth. Currently displaying 418 locations(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	48.209994/16.382992	Austria
A-1010 Wien	48.209994/16.382992	Austria
Alle 1, 1040 Vienna,	48.197373/16.367047	Austria
	42.697626/23.322284	Bulgaria
	50.475810/7.175510	Germany
	52.520431/13.416334	Germany
	50.719860/7.118680	Germany
	46.226675/6.140411	Switzerland
	45.732745/16.060533	Croatia
	51.948890/-0.129506	United Kingdom
	41.893440/12.502756	Italy
	46.947999/7.448148	Germany
	50.710840/7.124680	Germany
	50.146500/6.533500	Germany
	41.902897/12.503974	Italy

Define search





- Zoom map to Location (optional)
- Enter Name or Keyword (optional)
- Select Category/ies (mandatory) (check all boxes below)
 - OPERATIONAL
 - MARKET PLACE
 - MARKET SOLUTIONS
- Geographical specification (optional)
 - operational level
 - landscape type
- By country
 - All
- Topic specification (optional)
 - Topic
- Click "Go" to display results



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 group](#)

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









 [Promote your event on the DestiNet Calendar](#)



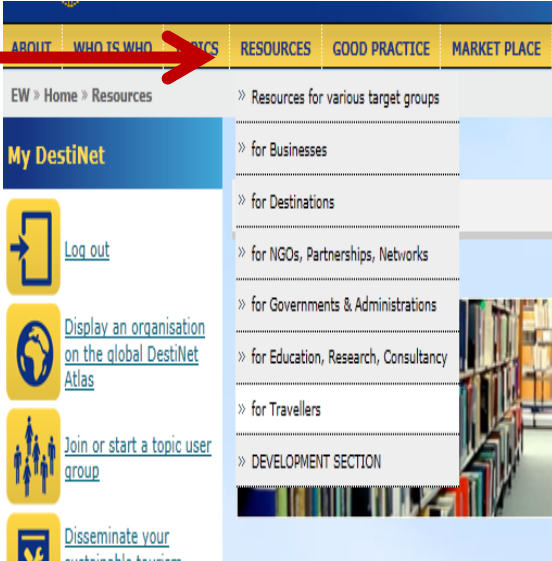
publications
&
tools

Resource Listing 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](#)




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.



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 Practice

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

Good Practice

"ATLAS OF EXCELLENCE" W

DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism

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

Home » DestiNet Atlas

My DestiNet

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

- Zoom map to Location
- Enter Name or Keyword (optional)
- Select Category /ies (mandatory) (check all boxes below)
 - ORGANIZATIONS
 - MARKET PLACE
 - MARKET SOLUTIONS
- Geographical specification (optional)
 - operational level
 - destination 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
		 Governments		
		 Destinations		
			 Academics	

- » Transport & Mobility Services
- Yo » 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 Tourism Destination & Enterprise 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 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 the 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). In 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), 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).

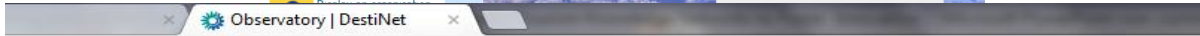
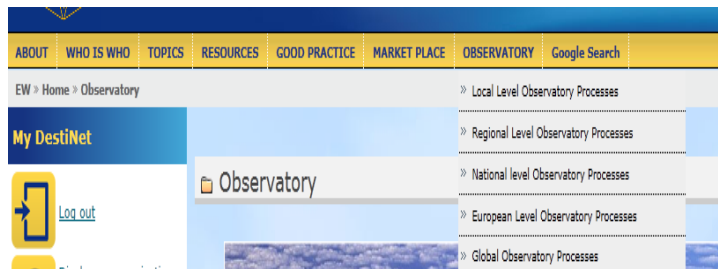
The Market Access tool has a sophisticated filter system that enables users to sort and list organisations and products by geographical region, type of market offer (accommodation, attraction, etc) operational level, and landscape type. It also offers a **market solutions** section to list support services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



Observatory

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

DESTINET
Knowledge Networking Portal for Sustainable & Responsible Tourism

Partnerships for Sustainable Development

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

EW - Home - Observatory

My DestiNet

- Log in
- 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 Bulletin
- 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

ECOTRANS - DESTINET SERVICES

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Contact us - Disclaimer

Observatory

An eye on responsible business practices and destination management

OBSERVATORY FOR MAKING TOURISM MORE SUSTAINABLE

Timely and accurate information is the life blood of the knowledge economy, enabling stakeholders to be innovative, competitive and sustainable.

OUR SUPPORT

The DestiNet Portal observatory page provides all stakeholders with information on tourism observatory processes. Following a global to local administrative level structure, users can access tourism statistical information, or add to the observatory content if you wish. There is also a topic observatory section for those interested in information by subject matter rather than territory. You will also find guidance on how to monitor and report on sustainable tourism development in your area.

OUR TIP

Put a link to your monitoring or observatory system in the appropriate folder below!

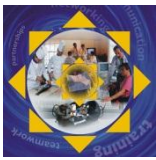
- Local Level Observatory Processes folder contains no sub-items
- Regional Level Observatory Processes folder contains no sub-items
- National level Observatory Processes (1 item)
- European Level Observatory Processes folder contains no sub-items
- Global Observatory Processes folder contains no sub-items
- Topic Centre for Observing Sustainable Tourism folder contains no sub-items

Atlas: Sustainable & Responsible Tourism worldwide

Calendar of events: July 2012

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Like | Sign Up to see what your friends like. | Zip download



Tourism Destination & Enterprise Innovation Stimulation Tool

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

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 research to 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 Research to Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Knowledge & Innovation Community 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 	
Promotion/ Market Access	<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 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 to assess best practise 	<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 to develop product and improve market access 	<ul style="list-style-type: none"> Whos Who Topics Resoruces 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](#)

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

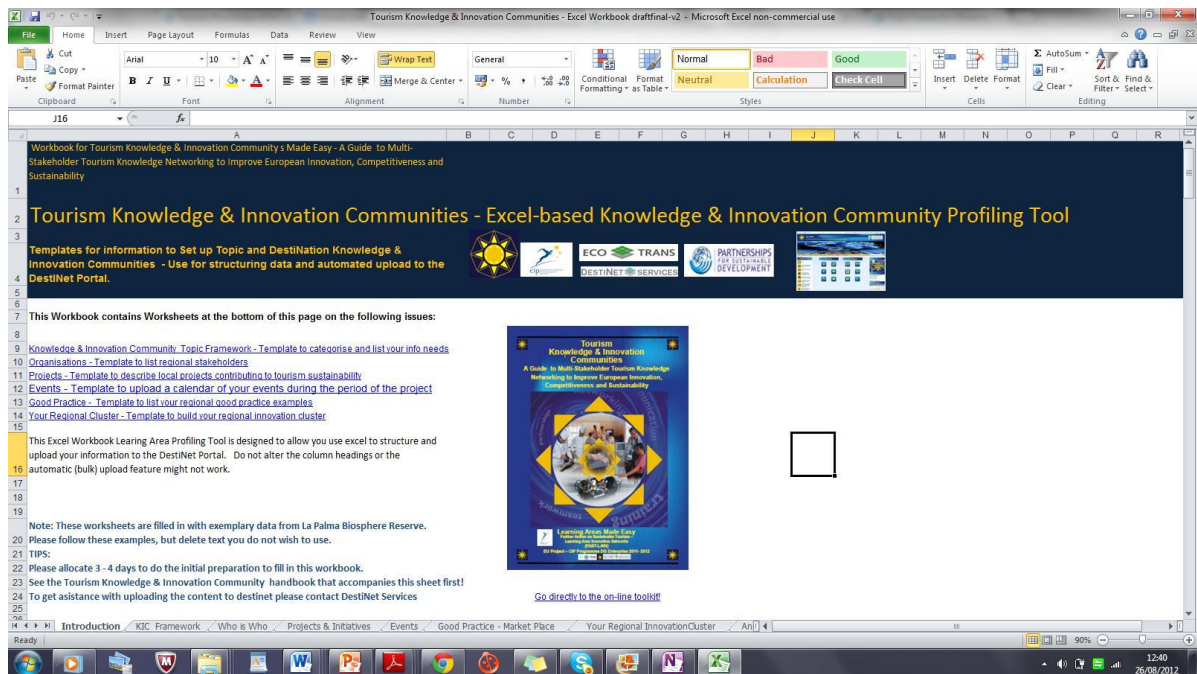




Off-line System Use

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



PART III

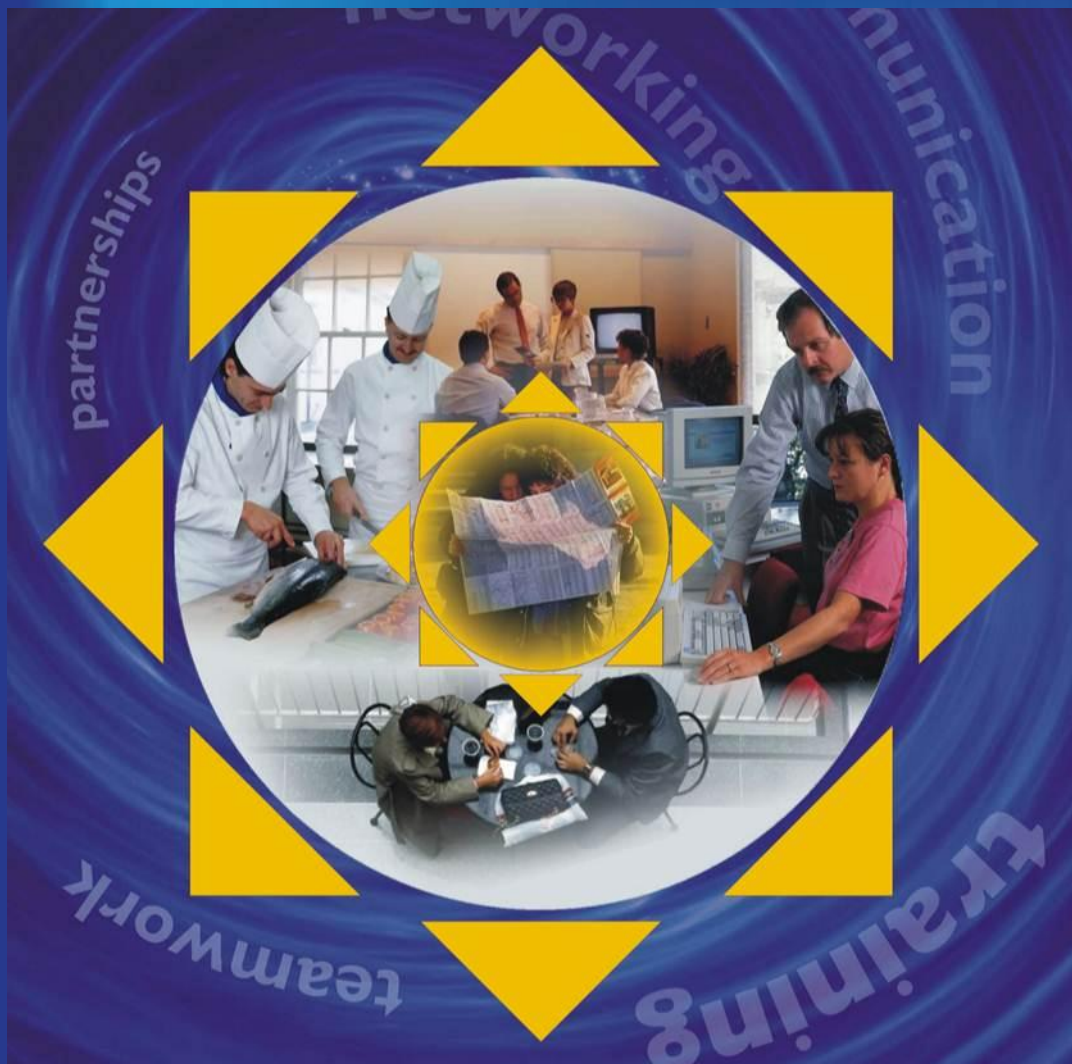
Next Steps

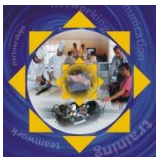
Costs of Setting up a Tourism Knowledge & Innovation Community

Next Steps

Check List to Set Up a Tourism Knowledge & Innovation Community

Next Steps





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, especially staff time, 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 the activities you would like to carry out as a cluster. You can then develop a business plan to cost the activities you identify in the work book that are relevant to your activities. In this way you can plan the cost of your Knowledge & Innovation Community development or management work.



In Conclusion: Your Next Steps to Set Up a Tourism Knowledge & Innovation Community

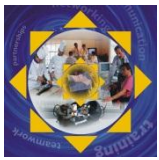
1. Prepare your understanding, reason and presentation of the Tourism Knowledge & Innovation Community concept that suits your needs Use the [DestiNet Tourism Knowledge & Innovation Community Developers Toolkit](#) to do this.
2. From the administrative and business stakeholders Find the right partners -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](#) to define activities for your business plan
4. Agree or sign-up to a formal or informal collaboration agreement
5. Develop your virtual Tourism Knowledge & Innovation Community using the online tools
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 the process and performance indicator approach described in the Virtual Tourism tory design report section.

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 our 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

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