Innovation in Ecotourism in the Algarve - From Research to Mai ace

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Training Education and Development Services
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Contents

Introduction:

This presentation addresses 3 key questions:

- 1. What does the 'knowledge economy' really mean for tourism?
- 2. How do you build continuous innovation into destination development?
- 3. What tools can tourism stakeholders use to develop their destination, products and services sustainably and responsibly?

A RESEARCH

B POLICY

C PRODUCT /
DESTINATION
DEVELOPMENT

D PROMOTION / MARKET ACCESS

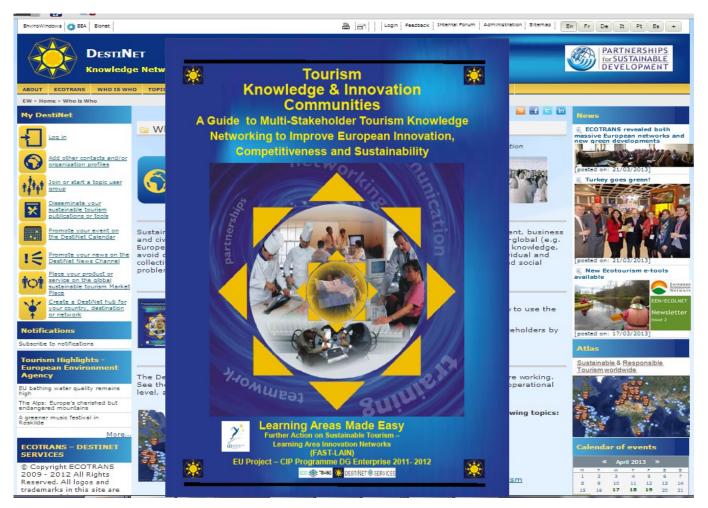
E MONITORING

In a region in Portugal similar to Olympos, innovation in ecotourism has brought the most south west tip of Europe to an international audience. This presentation will show you how the DestiNet Portal can be used to create innovative tourism products and services, using a research to market place development cycle.

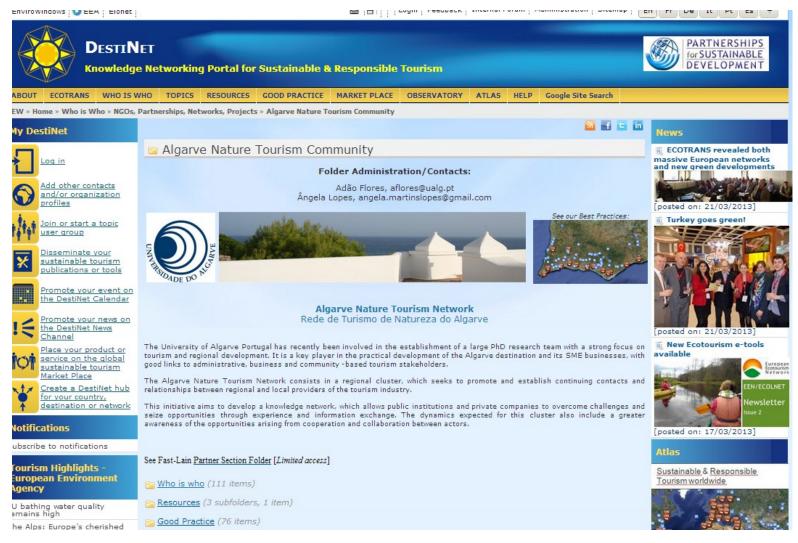
Taking the development of the Algarve International Bird Watching Festival as an example, it shows how conservation research and monitoring can be turned into market advantage. The FAST-LAIN project tracked the development of the event—we will look at the networking processes that made it a reality, what the future now holds, and what elements can be used in other destinations.



The Modern Knowledge Economy – the global economy is now being driven by the application of new knowledge to create innovative products and services Networking learn form best practice in order to innovate is the key to market success. The DestiNet Portal provides a professional knowledge base for such multi-stakeholder networking.



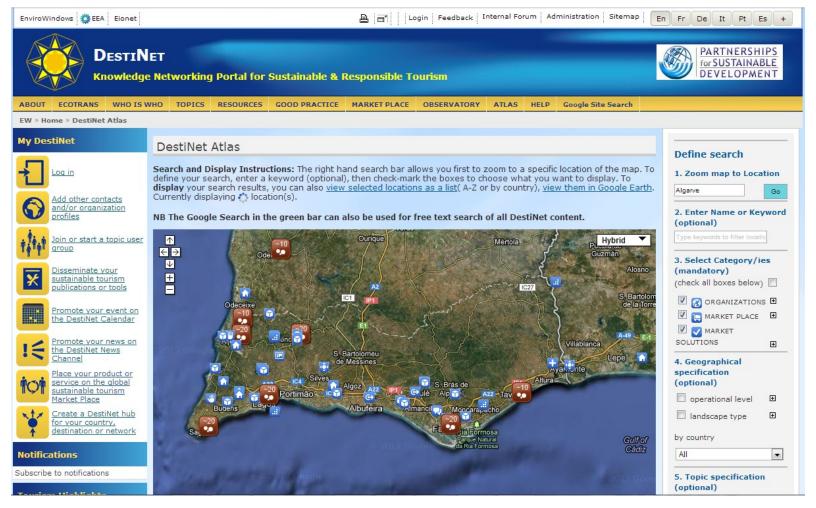
The Portal acts as an online toolkit to set up **Tourism Knowledge** and Innovation Communities (Tourism KICs), which allow regional stakeholders to build a common knowledge base from which they can develop and improve their tourism products & services.



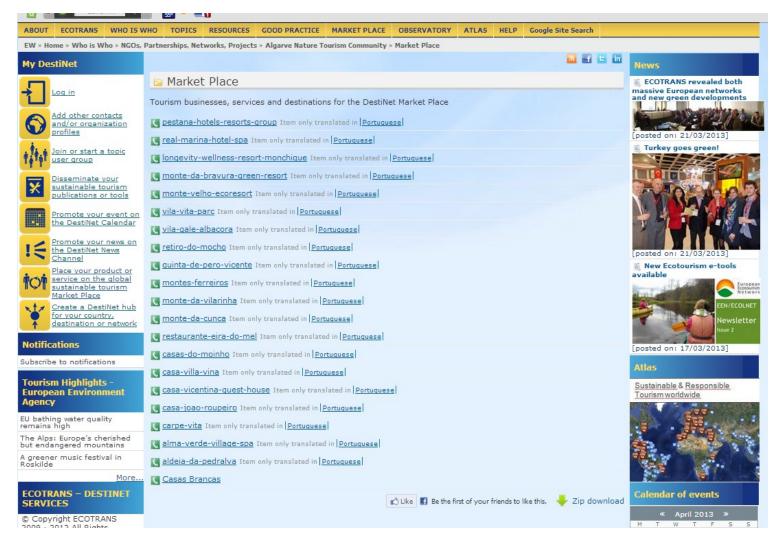
The **Algarve Nature Tourism Community** on DestiNet – improving knowledge sharing and developing innovation opportunities among regional stakeholders



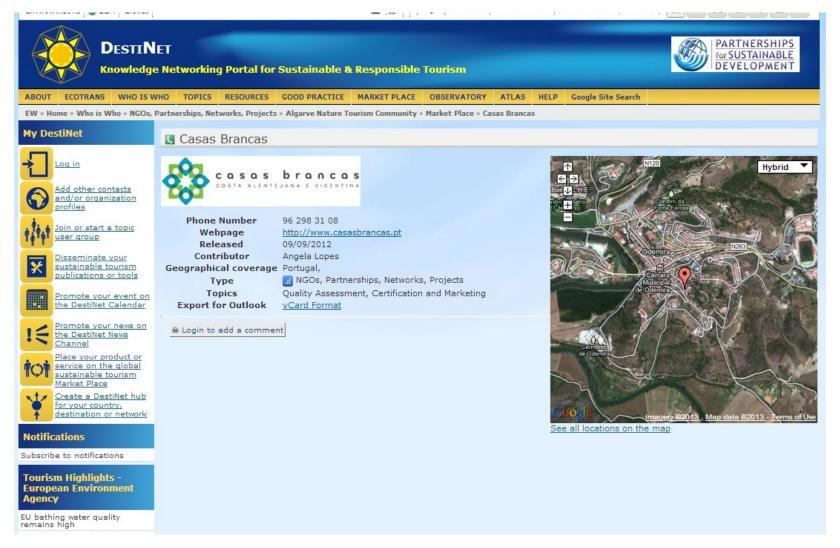
The knowledge base lists key topics of interest, regional stakeholders, what resources are available, good practice examples, market-place products and services, and news/events.



A map of regional stakeholders with an interest in nature tourism – their activities directly impact the Algarve's biodiversity, which is home to key endangered species such as the Iberian lynx and Bonelli's eagle



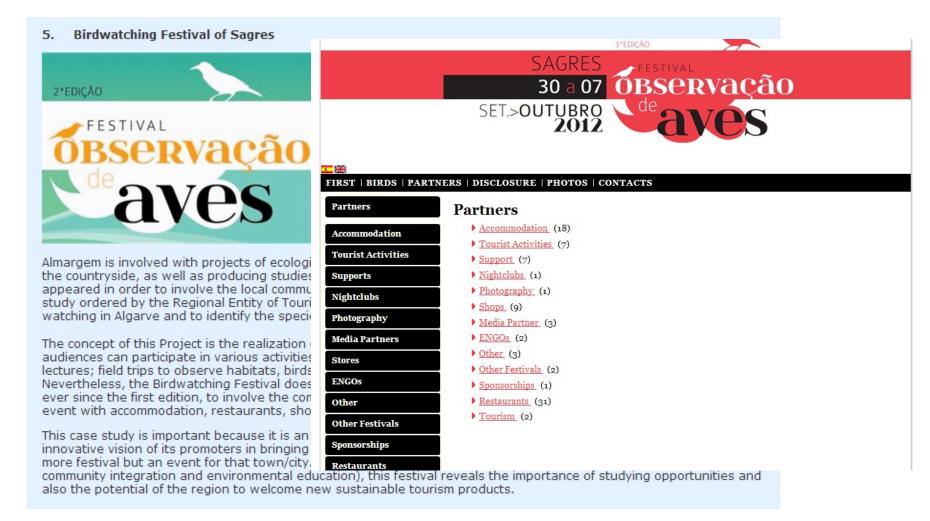
This common map of stakeholder activities in the region can be used in list form for practical communication and profiling



A profile of the individual offers is one click away, with further access to the individual's website.



Stakeholders on the Algarve with an interest in nature conservation developed the International Bird-watching Festival. Driven by two conservation based NGOs, a multi-stakeholder partnership has been set up that includes the national tourism authority, the local council and regional businesses

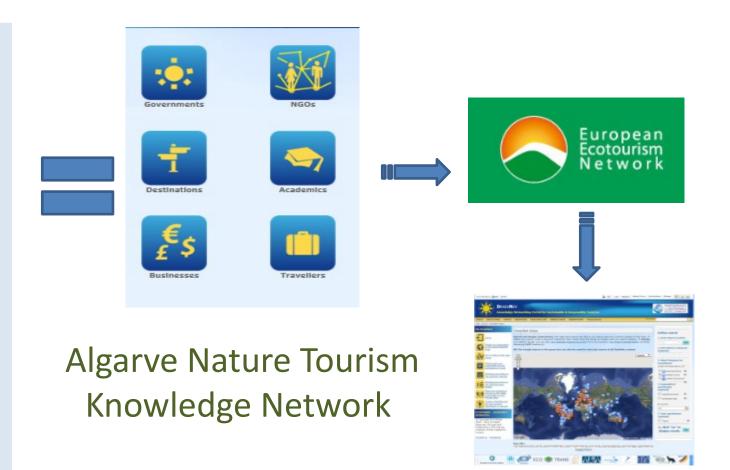


Innovation in ecotourism on the Algarve. The International Bird Watching Festival makes collaboration a practical reality – now administrations, businesses, and NGOs are working together and learning how to improve the offer.



Now in its 3rd Year, the festival is attracting over 3,500 visitors to the week long event. The promotion of the this part of the Algarve as a significant international bird-watching destination brings many more visitors at other times of the year.

LPN Vila do Bispo, Lagos Faro Aljezur Camaras Turismo de Portugal Turismo de Algarve **ICNF** Castro Verde Parque Natural Other Camara s CCDR –Algarve Universities **Businesses** in Protected areas



Future steps - towards the green tourism economy – networking to create certification and monitoring processes using the European Ecotourism Labelling Standard and DestiNet

A RESEARCH

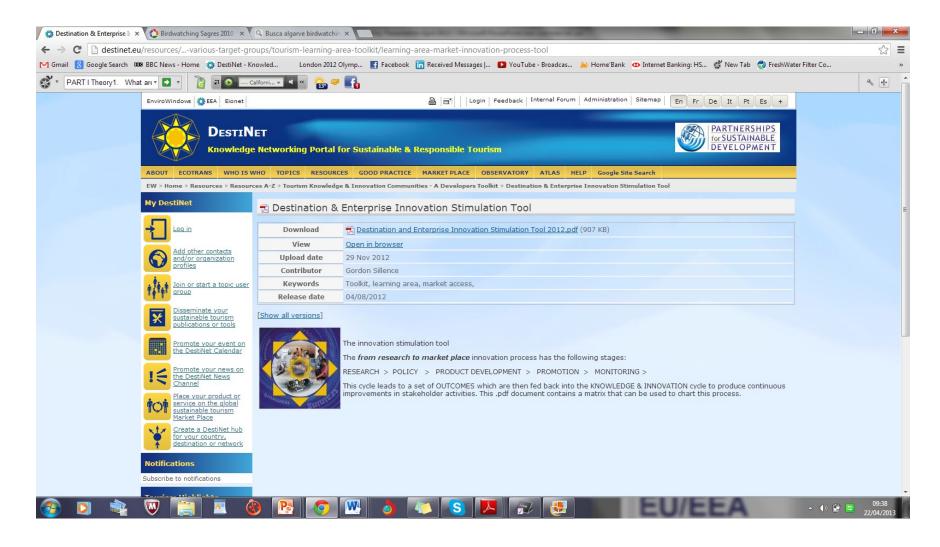
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What are the key essons we can take from the Algarve's experience? Stakeholders in a destination should network to follow the Innovation cycle – collaboration needs coordination



You can find the Innovation development tool on DestiNet



Establishing a research to market-place tourism development process based on setting up a tourism knowledge and innovation community

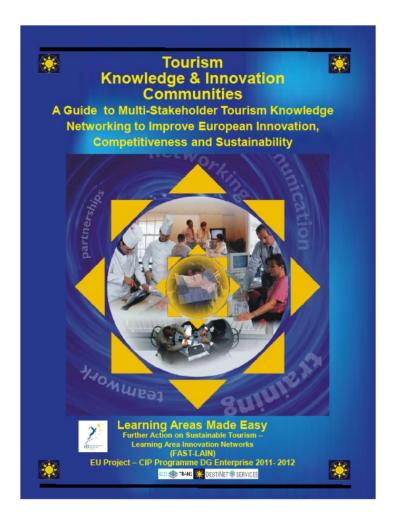
PART I Theory

- 1. What are Tourism Knowledge and Innovation Communities?
- 2. Building a Tourism Knowledge and Innovation Community Model

PART II Practice

1.Setting up a Topic Knowledge and Innovation Community2.Setting up a Destination Knowledge and Innovation Community

Part III Next Steps
1.Costs
2.Next Steps
3. Check List to Set up a Tourism
KIC



The guide book takes you through all the tools in the Portal that will help you develop your own Destination or Topic Knowledge and Innovation Community



Tourism Destination & Enterprise



Target Users: Policy-makers, Destination Administrators, and Micro/SME Businesses with consultancy/guidance.









In the knowledge base you can find other networks and systems to help create sustainable tourism through best practice transfer, such as the European Ecotourism Network and the European Ecotourism Labelling Standard

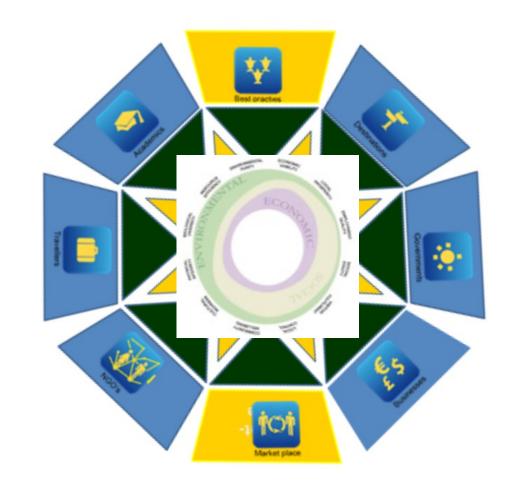


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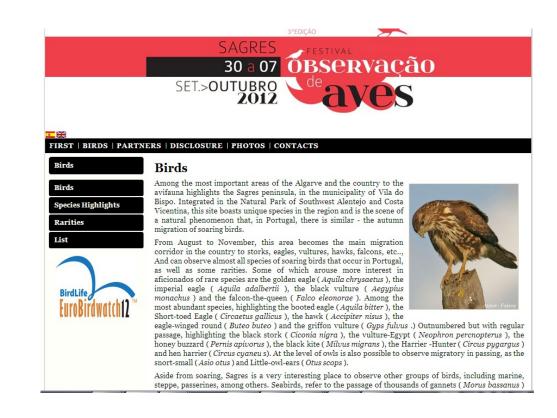
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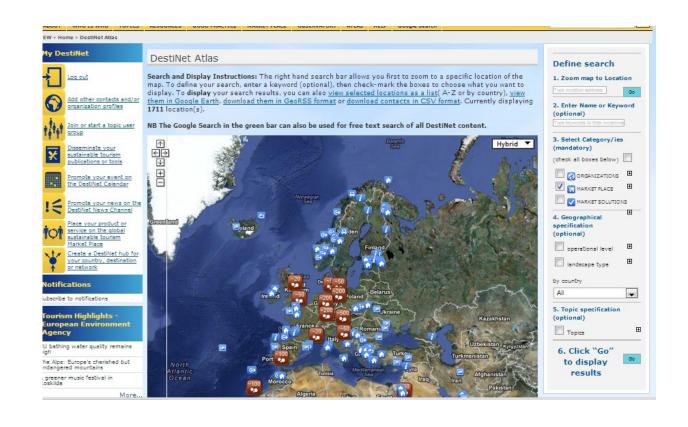
Get the right policies in place - in both administrative organisations and in companies - based on a multi-stakeholder dialogue, learning from other regions





Define clear and achievable sustainable market offers that use the region's potential



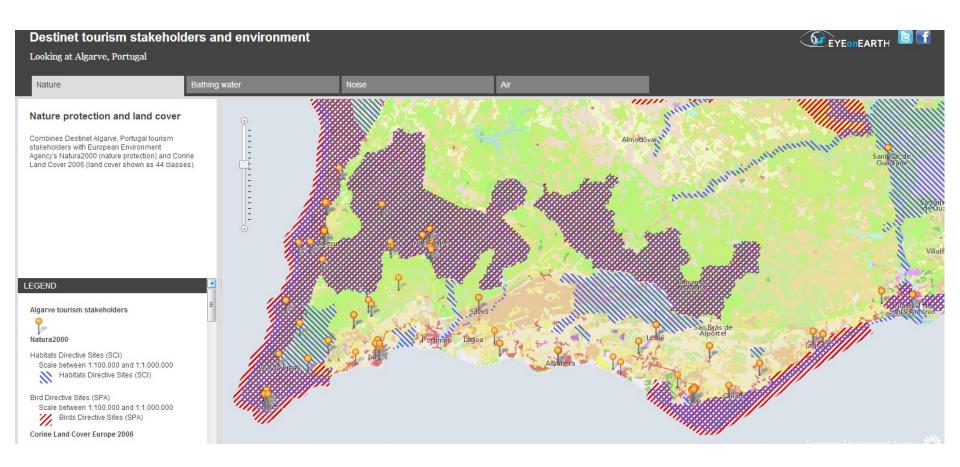


Use DestiNet's sustainable tourism market-place to gain visibility for your certified products and services



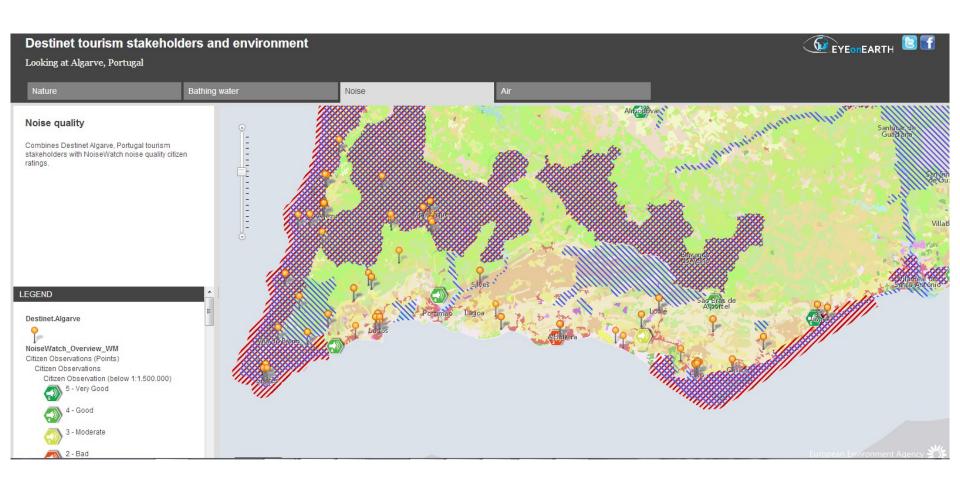


Completing the Research to Market Place Innovation Cycle - Monitoring your destination with DestiNet and Eye on Earth

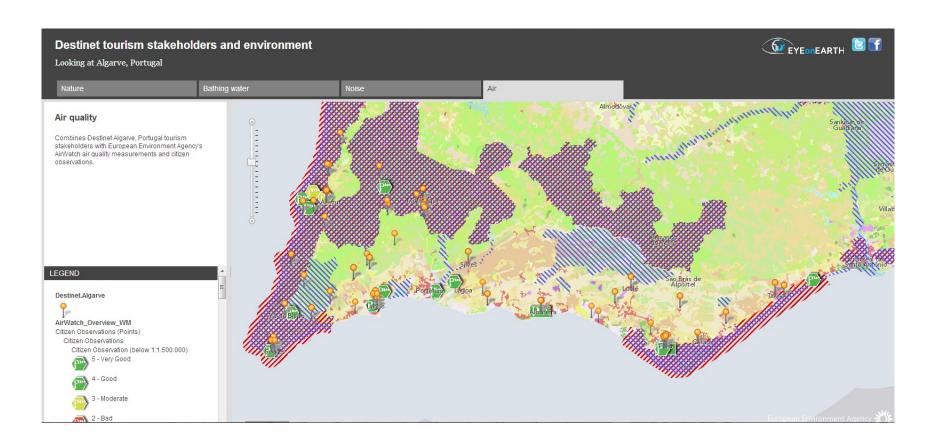


Eye on Earth offers the latest GIS and internet access technology that can be applied to tourism destinations -

Mapping and monitoring tourism development in protected areas



Monitoring noise pollution



Monitoring air quality



In conclusion – collaboration and innovation are necessary parts of destination sustainable development and promotion. Collaboration needs coordination. Information technology is key to modern multi-stakeholder cooperation. Use the knowledge out there to build on best practice, and become an example for others to follow

Thank you and Further Information & Help

This presentation is based on the toolkit elaborated in the manual

Tourism Knowledge and Innovation Communities - A Guide to Multi
Stakeholder Tourism Knowledge Networking to Improve

European Innovation, Competitiveness and Sustainability

FAST-LAIN Project 2012 European Commission DG Enterprise CIP

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

For further information please contact:

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