



The I-SPEED Project: a digital agenda for Tourism

Isabella Marangoni › I-SPEED project manager, City of Venice (Italy)

I-SPEED overall objective

The main issues tackled by I-SPEED is the **lack of awareness among policy makers about the Information Society and ICT potential** to:

- Foster growth and competitiveness of European Tourism Economy
- Better plan Tourism policies and services
- Coordinate public and private actors

› **I-SPEED aims at improving the effectiveness of regional and local policies to foster sustainable and competitive Tourism through the efficient use of the ICT**

I-SPEED Partnership

- › 10 public authorities
- › 9 European countries
- › 3 levels of government: cities, county/province/community and regions
- › The partnership aimed at matching less experienced local authorities with more advanced regions and cities
- › Different needs in local tourism economies

The I-SPEED project has been implemented through 7 main phases:

1 Exchange of Experiences

I-SPEED partners produced SWOT analyses of socio-economic situations in their territories on the basis of a common methodology. These analyses formed the starting point for exchanging and sharing experiences and improving mutual knowledge.

2 Identification of Good Practices

I-SPEED partners described the most relevant ICT policies implemented in their territories to promote the Tourism Economy and started a benchmarking activity in order to learn from good practices outside the partnership and prepare the ground for networking at EU level and transferring project results.

3 Political debate on identified Good Practices

During the first PSG meeting held in Powys, the I-SPEED political

representatives analysed and validated the project results to improve the effectiveness, quality and compliance of project activities with policies and provided directions for the successive phases of the project.

4 Good Practices analyses

The identified good practices were thoroughly analysed, in particular when tangible data was available, in order to elaborate concrete transferability scenarios at a project level and start the transfer process. Each partner selected the good practises which could be concretely integrated into their regional and local policies.

5 Policy Recommendations and Transferability

The PSG discussed good policy practices most suitable to be transferred into territories under

their jurisdiction during the second PSG meeting, held in Warsaw. On this occasion, EU politicians from outside the project were invited to offer the PSG the possibility of a wider exchange of experiences at EU level.

6 Development of Strategic Guidelines

On the basis of the indications given by the PSG, partners prepared the contents of the key outputs to disseminate and transfer project results.

7 Dissemination of project results

The Good Practices Guide and the Policy Recommendations and Transferability Reports were produced, uploaded to the web site and disseminated during the Final Conference.

Political involvement



1st PSG meeting
Powys (UK) - 9th February 2011



2nd PSG meeting
Warsaw - 18th January 2012

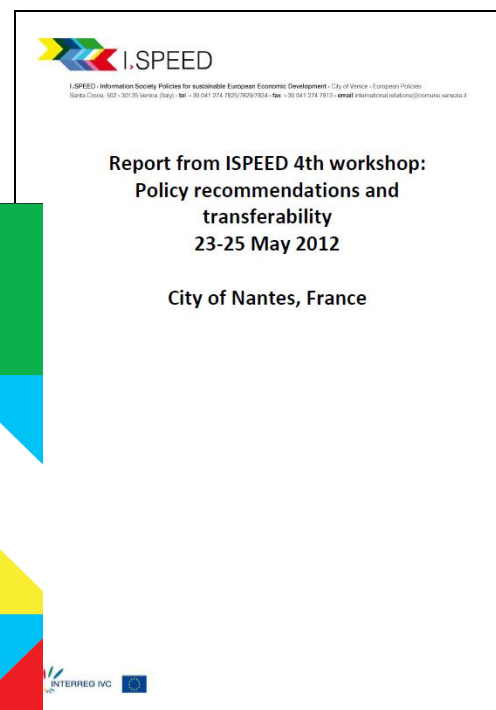
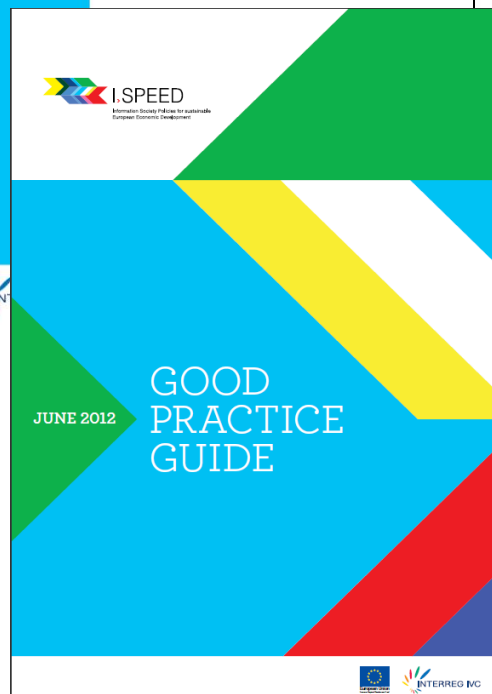
The I-SPEED Political Steering Group (**PSG**), composed of one political representative per partner, guaranteed the active involvement of **decision-makers** and ensured that the exchange of experiences would have a real **impact**

Key findings

- “digital revolution” and impact within the Tourism economy: importance to set a **digital agenda for Tourism**, set up platforms and address tourists needs
- **decision makers** should focus on the promotion of a positive ICT environment that fosters access, infrastructure, education, capacity building, and cooperation among stakeholders
- develop a **competitive** and **sustainable** (social, economic and environment) tourism economy
- ICT opportunities: **mobile** internet; **social media**; **destination management**



The main outputs of the ISPEED project



A digital Agenda for Tourism



Lessons learned from the exchange of experiences and **policy recommendations** of the I-SPEED political representatives addressed to other EU politicians seeking to improve the effectiveness of their tourism policies through the use ICT

Lessons learned (1)

- › **Think growth:** ICT tools should be developed taking into consideration three key points: interconnectability; transferability and scalability;
- › **Create a strong base for ICT service development** both in terms of infrastructural aspects and development of ICT skills for relevant groups;
- › **Content management: quality, usability, updatability:** Information should be up-to-date and accessible (e.g., content should be available in key languages, the needs of persons with disabilities should be considered);

Lessons learned (2)

- › ***Division of labour: maximize the capabilities of public and private:*** public administrations should provide qualitative contents and open data that functions on the basis of open source technology, while technology and device development should be left to the private sector. Public administrations can however play an important role in leading innovative projects, bringing together stakeholders and speeding up bureaucratic procedures, in the case of a weak or underdeveloped tourism market;
- › ***Establish clear public-private partnership agreements;***
- › ***Get buy-in from the outset:*** public and private partnerships should be established *before* the project/service development takes place, in order to ensure interest on the part of all stakeholders while providing each with the possibility to contribute their ideas and suggestions;

Lessons learned (3)

- › ***Be open to technology:*** build ICT projects using technologies that can be easily improved upon and further developed in the future;
- › ***Go open source;***
- › ***Promote free Wi-Fi access;***
- › ***Facilitate access for mobile applications;***
- › ***Address specific groups;***
- › ***Strengthen skills to strengthen the economy:*** invest in ICT skills and literacy to strengthen SMEs and local tourism economy;
- › ***Invest in staff to ensure continuity.*** This means not only investing in training, but also working to change staff mentality and working methods, while making the most of competencies and knowledge.

Policy Recommendations

Cultural heritage and ICT for tourism

- › Culture and tourism actors should cooperate to define a common ICT-based strategy for the development of sustainable and competitive cultural tourism. (**City of Venice**)

ICT for coordination and management of services

- › Support ICT development for creating databases and web portals for regional tourism products with the leading role of local authorities. (**NAMRB**)
- › Improve internal organization through the implementation of a Digital Technology Officer and the development of Open Data programmes (**Province of Rome**).
- › Public services for tourists (and citizens) should be better coordinated, integrated, and user-centred through the use of ICT. (**City of Venice**)

Researching new technologies for Tourism

- › Develop Visitor Based Products: product development needs to continue in tandem with researching and identifying new technologies, in response to market demand. (**Powys County Council**)
- › Act upstream to the chain, that is to say invest in the ICT economic sector and the ICT research, in order to guarantee the performance of ICT policy in the tourism sector. (**Urban Community of Nantes**)

Broadband for tourism

- › Develop broadband connectivity: this is fast becoming the key enabler to economic, social and educational improvement in rural communities (**Powys County Council**)
- › Invest, on a continuous basis, in broadband connectivity and infrastructures. (**Prov. of Rome**)

Integrated approaches for the development of the Tourism Economy

- › Use an integrated stakeholder approach in tourism industry. Cooperation between the public and private sector is vital, needs to be clearly defined regarding stakeholders' roles and responsibilities. (**Hedmark**)
- › Cooperate with different stakeholders from the tourism sector to build a joint, integrated system of multi-source information, avoiding the multiplication of information sources. (**Warsaw**)
- › Introduce tools to improve marketing and distribution of tourism enterprises. (Marketing on-line, e-training and quality tools). (**Regional Government of Galicia**)
- › Increase cooperation between state and local institutions, NGOs and businesses. (**NAMRB**)

Training on the ICT use for a better tourism economy

- › Training, education and the use of ICT are important in order to integrate the tourism industry with the knowledge economy and accelerate innovation (**Hedmark**).
- › Ensure the necessary conditions for the involvement of the population in the development of an information society (**City of Bucharest**).
- › Dedicate specific programmes to educational activities concerning the use of the Internet by citizens and tourism operators (**Province of Rome**).
- › Support training for people working in tourism. Education and awareness raising about the use of ICT are the best ways to convince targeted tourism professionals about the initiative (**Urban Community of Nantes**).

Policies development: some examples

- The **Hedmark Region** is developing an action plan for implementing a **Digital Agenda**;
- The **City of Venice** and the Province of Rome launched the Free-italia wi-fi network;
- The **City of Venice** added to its statute the **digital citizenship rights** and launched the **open data portal**;
- **Powys County** is investing a lot of resources in **broadband development, wi-fi security** and in the **social media development** to improve its ICT projects.

Future challenges

- face the lack of **financial resources**
- support the **European tourism** as a whole
- continue the **exchange of experiences** at European level
- continue the **benchmarking/benchlearning** activities at EU and international level
- improve the **management of innovation** within the public administration
- foster public administration **coordination** role



Dissemination – leaflets/brochure



two leaflets,
one brochure,
8 project newsletters





Web site and Social networks

Website: www.ispeed.eu

Facebook and social networks:

flickr

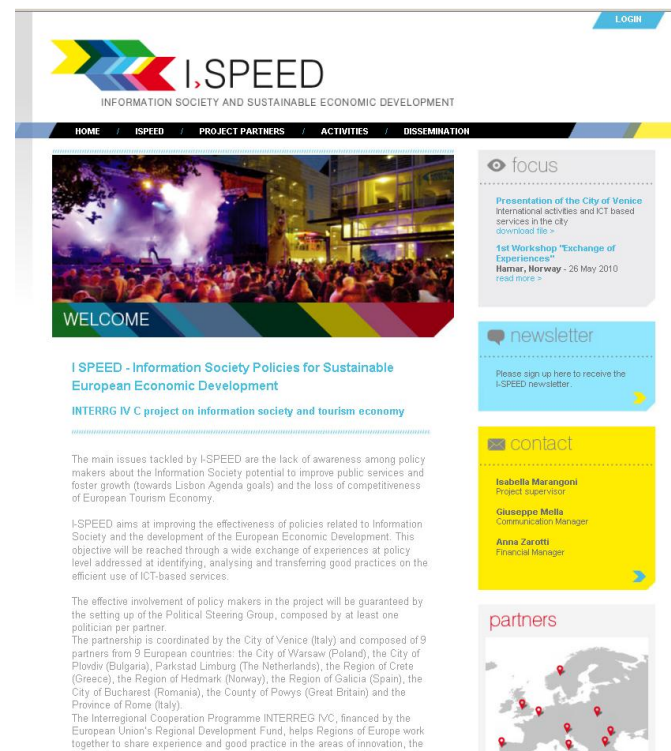
LinkedIn



188 fans



ca 380 followers



ca 60 visits per day

Dissemination – articles on targeted media

ΣΤΗΝ ΠΕΡΙΦΕΡΕΙΑ ΚΡΗΤΗΣ

Παρουσίαση προγράμματος

Πραγματοποιήθηκε χθες, στην αίθουσα Διαχείρισης Κρίσεων της Περιφέρειας Κρήτης, η Ημερίδα παρουσίασης του προγράμματος «Πολιτικές της Κοινωνίας της Πληροφορίας για Αειφόρο Ευρωπαϊκή Οικονομική Ανάπτυξη - I-SPEED».

Το πρόγραμμα I-SPEED αποτελεί ένα διασυνοριακό πρόγραμμα στο πλαίσιο του INTERREG IVC, όπου χάρη στα οποία είναι 10 ευρωπαϊκές Περιφέρειες, εκ των οποίων η Ελλάδα (Περιφέρεια Κρήτης) και η Νορβηγία.

Αντικείμενο του προγράμματος είναι η δέσμευση της αποτελεσματικότητας των τοπικών / περιφερειακών πολιτικών που σχετίζονται με την Κοινωνία της Πληροφορίας και την Οικονομική Τορυσία Ανάπτυξη. Ο στόχος αυτής θα επιτευχθεί μέσω της ενεργής ανταλλαγής εμπειριών σε επίπεδο πολιτικής και θα υλοποιηθεί με τον ετασισμό, την ανάλυση και τη μεταφορά οφών αποτελεσμάτων αποτελεσματικής χρήσης της νέας τεχνολογίας για την ενίσχυση της ανταγωνιστικότητας της Τοπικής Οικονομίας.



Στην ημερίδα, ομιλήτες ήταν ο κ. Νικόλαος Λαμπρινός, π. Πρόεδρος της Ένωσης Συνόδων Ν. Ηρακλείου, ο οποίος παρουσίασε τις «Κατευθυντήριες τεχνολογίες στον Τορισμό», ο κ. Άρης Στρατάκης, Αναπτυξιακής Προϊ-
γίας και Εφαρμογής» και η κ. Εμμανουέλλα Γεωργιαννάκη, Συντονίστρια του Προγράμματος I-SPEED, η οποία εξήγησε τις «Πολιτικές της Κοινωνίας της Πληροφορίας για Αειφόρο Ευρωπαϊκή Οικονομική Ανάπτυξη» παρουσιάζοντας το πρόγραμμα.

οι κ. Κώστας Βασιλάκης, Αναπτυξιακής κατηγητής Πληροφορίας στο ΤΕΙ Κρήτης, με θέμα της συζητή-
σης του τις «Νέες Τεχνολο-
γίες και Εφαρμογές» και η κ. Εμμανουέλλα Γεωργιαννάκη, Συντονίστρια του Προγράμματος I-SPEED, η οποία εξήγησε τις «Πολιτικές της Κοινωνίας της Πληροφορίας για Αειφόρο Ευρωπαϊκή Οικονομική Ανάπτυξη» παρουσιάζοντας το πρόγραμμα.



Foto: Merce Rancallo

I-SPEED, un nuevo modelo de cooperación interregional europea

En la era en la que vivimos, que se ha dado en denominar la «sociedad de la información», cada vez nos resulta más necesario el conocimiento y buen manejo de las llamadas TIC (Tecnologías de la Información y Comunicación), antes reservadas a unos pocos, ahora imprescindibles para la gran mayoría en el desarrollo de nuestra vida cotidiana. A nadie sorprende ya estar comunicado minuto a minuto con una persona que se encuentra al otro lado del planeta, o reunirse varios amigos sin estar físicamente en el mismo lugar a través de las *web-cams*. Sin embargo, no es únicamente a nivel personal donde se puede sacar provecho de estos recursos, pues prácticamente tienen aplicación en todos los sectores de la economía. El turismo es uno de ellos y, así, la innovación y las nuevas tecnologías de la información se convirtieron desde hace ya algún tiempo en factores determinantes para la

competitividad de la industria turística y el fortalecimiento de los intercambios con otros sectores relacionados con ella. No obstante, todavía sigue haciéndose necesario integrar satisfactoriamente las herramientas y servicios de la sociedad de la información en el turismo, sobre todo en aquellas actividades llevadas a cabo por las pequeñas empresas, menos evolucionadas en este aspecto. Así surge I-Speed (Information

Claudio Forghieri



I-Speed, con un filo di gas

La pubblica amministrazione europea si confronta per sfruttare al meglio le opportunità della società dell'informazione.

Ne parliamo con Paola Ravenna, dirigente dell'unità politiche europee del Comune di Venezia



Dottorssa Ravenna, con il progetto I-Speed vi proponete di migliorare la consapevolezza delle amministrazioni rispetto alle potenzialità della società dell'informazione. Da quali considerazioni nasce il progetto? Ci può descrivere sinteticamente in cosa consiste?

Europa: il turismo. Base portante della proposta è stata l'esperienza veneziana di Venice Connected (www.veniceconnected.com), piattaforma web che mira alla regolazione dei flussi turistici tramite l'acquisto on-line dei servizi pubblici della città (trasporti, parcheggi, bagni pubblici, musei) con un sistema tariffario basato sull'indice di sostenibilità, cioè secondo la stagionalità dei flussi turistici.

Il gruppo di partner è molto eterogeneo e copre il nord e il sud dell'Europa. Quali sono gli assi principali su cui lavorerete? L'attenzione ai servizi di tipo turistico? Il rapporto con i cittadini/utenti?

Il partenariato è volutamente eterogeneo; il bando richiedeva espressamente di far lavorare insieme regioni con maggiore esperienza con regioni con un know how inferiore. Abbiamo cercato di mettere insieme diversi livelli di governo (comuni, province e regioni) e diverse realtà europee. Da una parte troviamo ad esempio Venezia, Creta, la Galizia, Roma, Hedmark che dal punto di vista dell'economia del turismo sono realtà mature e hanno problemi simili legati alla stagionalità e al governo dei flussi,

Dissemination – articles on targeted media

myvenice

anno 8, numero 3, dicembre 2011 - p. 5

myve Processi

I-SPEED: LA SOCIETÀ DELL'INFORMAZIONE PER L'ECONOMIA DEL TURISMO

(continua dalla prima pagina)
INTERREG IVC è coordinato dal Comune di Venezia. INTERREG IVC è un programma sostenuto dal Fondo Europeo di Sviluppo Regionale che ha l'obiettivo di migliorare le politiche locali e regionali nell'ambito dell'innovazione, dell'ambiente e della knowledge economy. INTERREG IVC opera nell'ambito della

la Commissione Europea "L'Europa, prima destinazione turistica mondiale - un'idea per il turismo europeo", dove politiche e le strategie per lo sviluppo e la sostenibilità dell'industria turistica, anche in relazione alla Europa, anche in relazione alla



Strategia di Lisbona, che ha lo scopo di sostenere l'occupazione, le riforme economiche e la coesione sociale nel contesto di un sistema basato sulla conoscenza.

L'obiettivo di I-SPEED è di accrescere la consapevolezza degli amministratori e dei politici europei sulle potenzialità offerte dalle tecnologie digitali per aumentare la competitività e migliorare la qualità della vita.

dei risultati.

La metodologia di lavoro si articola in sei tappe principali:

- Scambio di esperienze: ciascun partner del progetto analizza la propria situazione socio-economica quale punto d'inizio per il mutuo scambio di esperienze nell'ambito dell'utilizzo delle nuove tecnologie per migliorare la qualità della vita.

PORTAL SAMORZĄDOWY

SZUKAJ Wpisz frazę...
Wybierz województwo

STRONA GŁÓWNA

- Gospodarka komunalna
- Investycje
- Prawo i finanse
- Spółeczeństwo informacyjne
- Praca
- Ochrona środowiska
- Ochrona zdrowia
- Polityka i Społeczeństwo
- Komunikacja społeczna
- Wydarzenia lokalne

ROZMOWA TYGODNIA



Regionie Hedmark in Norvegia (Blue Model –

sistema di coordinamento degli stakeholder del settore turistico). La prossima tappa importante del progetto è fissata a gennaio 2012 a Varsavia, dove tutti i rappresentanti politici si incontreranno per discutere delle buone pratiche identificate e per stabilire le strategie politiche dei diversi partner.

Due appuntamenti

PŁATNY NEWSLETTER

Cała Polska Społeczeństwo informacyjne

BB 20-07-2011, 16:47

Lubię to!

Dodaj komentarz Przegląd Wydrukuj

I-SPEED inspiracją turystyczną dla Warszawy



Dzięki udziałowi w międzynarodowym projekcie I-SPEED Warszawa uruchomi szereg elektronicznych udogodnień dla zwiedzających polską stolicę turystów.

Specjalizowany przewodnik po Warszawie w formie elektronicznej, aplikacje mobilne na telefony komórkowe, warszawski system rezerwacji miejsc noclegowych i kompleksowa Karta Turysty uprawniająca do darmowego lub atrakcyjniejszego cenowo korzystania z oferty turystycznej i kulturalnej stolicy to główne tematy, jakimi zajmuje się m. st. Warszawa w ramach realizacji międzynarodowego projektu europejskiego pn. "I-SPEED", finansowanego z Programu INTERREG IVC.

Podczas 3-letniej pracy 10 regionów i miast z całej Unii Europejskiej i Norwegii wymienia się pomysłami na projekty i przedsięwzięcia, które wykorzystują potencjał najnowszych technologii komunikacyjnych i informacyjnych (ICT) dla promocji turystyki i budowy atrakcyjnych produktów turystycznych.

Archiwum Forum Kontakt

Bądź na bieżąco z najnowszymi informacjami

WIADOMOŚCI

Rząd chce przyjaźnić urzędy

- ▲ Budynki komunalne groźne dla lokatorów
- ▲ Odnawialne źródła energii zabezpieczą gminy
- ▲ Samorząd lekarzy naruszył prawo
- ▲ Lotnictwo w Jastanie ma nową płytę, postojową
- ▲ Brak dyskusji nad aborcją nie sprawia, że nie jest ona ważna
- ▲ RIO w sprawie lotnictwa w Modlinie
- ▲ Powiaty w sądzie przeciw skarbowi państwa
- ▲ Trzeba będzie zgłosić domowy internet
- ▲ Brakuje przepisów - wraca ekmisja na bruk
- ▲ Kolejny inwestor w specjalnej strefie

SONDA

Lato w pełni, a gdzie w Polsce dbają o wczasowiczów najlepiej?

Council participates in major European projects

Powys County Council is taking part in three major European projects looking to strengthen business, tourism and environmental economies in rural areas.

The EU funded trans-national projects aim to tackle problems faced by the sectors in rural areas and develop new innovative approaches that could be used in Powys.

Business 2 Nature includes 11 organisations from nine different countries and will look at ways of stimulating economic development in a rural area while preserving areas of outstanding natural beauty.

It is hoped that sharing ideas between partner countries will lead to improved entrepreneurship policies and generate more and better quality jobs.

The I-Speed project is looking at tourism and the use of ICT and new technologies. Powys is one of 10 European partners looking at ways to create a more viable and sustainable sector and recently hosted a major conference for all partners at Lake Vyrnwy Hotel.

Climate change and the need for renewable energy sources is the focus of the ENESCOM project. It is helping local communities reduce the effects of climate change and develop sustainable energy action plans, going beyond the European objective of cutting CO2 emissions by at least 20% by 2020.

Cll Wynne Jones, Board Member for Regeneration and shared the I-Speed Commission, said: "These projects provide the county with an excellent opportunity to raise its profile on an international stage as well as sharing experiences and working with other European partners."



Delegates from across Europe attended the I-Speed Conference that was held in Powys.

European Union European Regional Development Fund

INTERREG IVC

Funding boost for Bwlth

Joint working between Powys has received a welcome boost for social care centre.

The Welsh Assembly Government has new integrated health and social care plans for the integrated facility have been developed from representatives of the local community to improve the range of services.

It is planned that this innovative new home which currently has 30 beds, 5

- An integrated Health and Social care centre
- A third sector advisory service
- A suite for outpatient and therapy
- Minor surgery suite in support of
- A general dental practice
- A "well-being Suite" for group 1 services
- 12 en-suite care home rooms planned for home

It is hoped that the majority of the new development as a template for use in



Partnership working

Partnership working has always been an important part of life in Powys. Increasing economic pressures it is crucial in delivering efficient services.

Whether working with other organisations in the public sector or working with county councils, collaborative working is an increasingly important part of delivery for residents.

Cross-border collaboration has been a key feature of Powys County Council for many years, working with South Wales authorities on refuse collection and winter maintenance and joint waste management work and the sharing of technical engineering expertise with West Wales councils.

Issue 14 Spring 2011 Powys County Council's newspaper for residents

Red Kite

Dissemination - events

- › **40 interregional events**, meetings and fairs, with more than 3,000 total attendees from ca 35 European Regions.
- › About **20 events have been organized at partners' level** in order to present I-SPEED to local stakeholders, media and to the general public.
- › On **April 21 2012** the **Region of Crete** organized an **interregional event**, “New Technologies and Tourism in Crete – opportunities and challenges for the local government bodies and the local authorities”. 100 attendees.



Dissemination - events



Thank you for your attention!

www.ispeed.eu

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twitter.com/ispeedproject