NEST – NETWORKING FOR SMART TOURISM DEVELOPMENT

T 2.2 **Smart tourism entrepreneurial development roadmap**

1. INTRODUCTION.

This output aims to design and sustain an approach for innovative entrepreneurship that could be activated to enable smart tourism development in accordance to the principles of intelligent, sustainable and inclusive growth.

2. OUTPUT DESCRIPTION

This output represents a manual for sustaining paths of development and innovation in incumbents and start-ups. The output consists on: 1) practicing innovative entrepreneurship initiatives dentification of tools, models, and strategies for the entrepreneurial development and smart tourism development; 2) Roadmap for the Smart Tourism Entrepreneurial Development. It represents a practical and operative way, useful to explore technological solutions for realizing smart tourism solutions.

3. ACTIONS

ACTION N. 1	
OBJECTIVE	SO 2.1: Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development
SPECIFIC OBJECTIVE	• Promote the creation and experimentation of a virtual joint laboratory as a space for the development of a smart tourism community that favour cross-border cooperation and foster co-creation and co-development of experiential paths that valorise unique natural and cultural assets as well as attractiveness of landscapes, traditions, folks, crafts etc. • Developing the necessary capabilities for new global tourism market and enabling the creation of network and cross-border cooperation for a smart growth
DESCRIPTION	The roadmap is conceived as practical handbook aimed to sustain the creation, development and consolidation of smart tourism entrepreneurial initiatives. • The output realized consists on a booklet presenting a manual for innovative entrepreneurship that can be activated in order to enable sustaining paths of development and innovation in SMEs, start-ups and tourism business companies, allowing an intelligent, sustainable and inclusive growth. • The booklet is structured into different thematic sessions useful to understand how to adopt smartness is crucial for its own business growth, what kind of technological solutions can be useful for providing answers to the SMTEs demand of innovation and what are the financial opportunities that tourism enterprises can grasp for their business.

	• In particular: the booklet describes how to become a Smart Tourism Destination (STD): what are the main features of a STD, the description of the Smart Tourist and its role within tourism the advantages for becoming a STD how to become a STD. following the business models canvas a framework of business models for developing smart tourist destinations is deigned and alle the aspects of Smart tourism Business innovation model are described in detail in the different sections of this deliverable. Customer segment, value proposition, activities, resources, technologies and partners are analysed. The report provides examples of European STD as well as some initiatives form IPA countries, from Albania, Apulia, Molise and Montenegro, that aim to leapfrog toward developing Smart Tourism Destinations within their areas. Furthermore, examples of Smart Tourism Entrepreneurship within Albania, Apulia, Molise and Montenegro are exposed. Finally, guidelines for developing smart sustainable destinations are highlight together with the main financial support sources for tourism development are described. •
ACTIVITIES	Innovative entrepreneurship for Smart Tourism: A guide to development and implementation - Roadmap for the Smart Tourism Entrepreneurial Development

4. ANNEXES

(PICTUREs ETC. … …)

Link to the booklet (to send ASAP)