



PILOT PROGRAM GUIDELINES

MOVE HANDY

Project FOST INNO

FOSTERING TOURISM INNOVATION SYSTEM IN ADRIATIC-IONIAN REGION

Regional development agency of Northern Primorska Ltd. Nova Gorica

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1. Introduction

Project FOST INNO aims to contribute to the longterm growth of tourism in the Adriatic-Ionian region through innovations capacity building. Common challenges of the programme area as; prolonging tourism season, improving quality in tourism and fostering better tourism employment conditions, are going to be tackled in accordance with sustainability principles to reinforce region's competitive position. The overall objective of the project is to improve and ensure long term competitiveness of the Adriatic-Ionian area by enhancing innovation capacity in sustainable tourism.

In Februar 2019, partners of the project FOST INNO announced a public call, as the activity for selection of two best innovative ideas that will support and foster the development of sustainable tourism in the Adriatic-Ionian region. The subject of the call were innovative products (new or significantly improved product), innovative services (new or significantly improved service) and innovative business models or business processes (new or significantly improved business model or process, that is different from the existing ones and is an innovative way of performing business to achieve higher added value of the company or process).

Selection process of two ideas was based on criteria that had to have in mind originality, regional identity and potential for application in all Adriatic-Ionian countries. Special attention was placed on the innovation solution's impact regarding sustainable tourism principles. Management Council of the Adriatic-Ionian Tourism Innovation Centre prepared the followed 5 main criteria (which were divided in more subcriteria) to evaluate innovation ideas. The selection standards Maximum score that each idea could reach was 70 points.

From 25 ideas, that were received on the public call, the Management Council of the Adriatic-Ionian Innovation Centre selected the following ideas: MOVE HANDY and IMPACT TOURISM.

2. Description of the idea

2.1. Description of idea

The idea is to create a start-up whose goal is to create a web platform that aims to become a virtual place where to respond to the needs of the tourist market for people with disabilities.

No one better than a disabled person knows how annoying it is to find a closed road. Accessibility is a concept, an ideal to achieve equal rights and duties, an equality that allows the participation of the individual in the social life in which he is, in fact, the subject.

By ensuring the accessibility of accommodation, transport and mobility, catering and leisure time can be guaranteed the need to create a connection between the various services in order to make them truly usable, without discontinuity, and offering to people with special needs and their family's autonomy in tourist use.

The possibility of accessing and using the facilities is the fundamental prerequisite for allowing the potential tourist Handy Traveller with special needs to consider a tourist offer: it is obvious that this attention must be paid to the entire duration of the holiday as

an experience and not just in a part. Therefore, it is necessary to offer accessible transport, accessible accommodation facilities, but also proposals and programs with accessible itineraries.

Accessibility also includes the reliability of information on facilities and routes to ensure reliable and effective data that allows each person to independently assess the level of compliance of the structure to their needs.

But who are the protagonists of this market?

It is too simple to think only to people with physical disabilities, it is instead a question of including the broader and more generic world of needs, also represented by people who do not have obvious and verifiable disabilities: people with physical disabilities, with walking difficulties, with walkers, in a wheelchair, with a motor chair; people with sensory disabilities, deaf or hearing impaired people, blind or visually impaired people; people with cognitive disabilities, people with autism, people suffering from obesity, the elderly, parents with strollers, children, pregnant women, people with special dietary needs (for physical or cultural reasons).

People with special needs can be people with disabilities or other problems that require special comforts and facilities for travelling. Move Handy wants to give the right solution to this large market, which is often not taken into consideration.

Our start up aims to satisfy the desire to connect travellers from all over the world with the love of locals for their land. The protagonists are the Handy Travellers and the Handy Guests: the first are those who want to discover a place, experiencing a unique and authentic experience, despite their limitations. They contact the local Guests or Handy Guests, who host them and accompany them for the entire duration of the travel, advising a range of services designed to meet their particular needs. The web platform, on its page, lists the places to visit, what to do, where to eat and where to stay and in addition it allows the Handy Travellers, having behind them a different travel experience, and Handy Guests, with a personal enrichment, to report their experience in the section dedicated to reviews, suggesting the same opportunity for future Handy Travellers and also proposing possible improvements. In this case, this application puts together practical, business and social participation opportunities.

2.2. Innovative part of the idea

The innovative element of this start up platform is to involve the Handy Guest in satisfying the response of the Handy Traveller. The Handy Guest, a resident of the hospitable community, places itself at the visitor's disposal, suggesting the best solutions for his vacation, advising on the activities to be carried out on site, what he can visit, where he can stay overnight and accompany him throughout the duration of the visit.

Who knows better than the Handy Guest its own territory, its community and can tell it and let it be discovered by a curious visitor who has chosen that particular location to spend and live a unique and unforgettable experience? In this way the Handy Guest feels integrated in the community and is able to guarantee a solid social cohesion, making it an active part in the work.

2.3. Regional and national significance

The proposed idea for the Adriatic-Ionian area countries aims to promote economic and social prosperity and growth in the region, improving its attractiveness, competitiveness and connectivity, developing and enhancing the resources that are present and which

connect the various countries. Based on the strategies already identified for this macro-region, our project aims to create a solid network of information, media, accommodation, restaurants and cultural destinations that connects the latter's Handy Guests.

The utility of the idea, proposed also for the countries participating in the project, consists in simplifying the tourist experience for this particular segment that today often still has difficulty in fully living the destination and its services due to its physical and often also social barriers.

The audience of accessible tourism is very wide. In terms of figures, in fact, the potential demand is estimated at around 127.5 million people (46 million people with some form of disability and 81 million people over 65). This is why accessible tourism affects around 17% of the European population. People with disabilities are not a world apart, but people with specific needs and needs can benefit everyone. The web makes it easier and more engaging to respond to these needs.

Nowadays it is neither easy nor obvious to outline unequivocally the profile and identity of the Adriatic Ionian Region. However, if there is a common trait on which we can dwell and reflect - among the many of no less importance - it is the delicate issue that involves people with disabilities and the problems they face every day.

In the region in question targeted proposals have not always been put forward involving the subjects mentioned above and, through our proposal, we would like - as far as possible - to show how, especially in recent years, there has been a deep awareness of the issue and of a considerable sustainability to the cause.

In fact, it is the local community that becomes the protagonist. Through our proposal, the Handy Guest acts as a promoter of its own territory, making its knowledge and skills available.

2.4. Financial/business prospects

Budget line*	EUR	Note/explanation
Staff costs	4000 EUR	Salaries and remuneration. Monthly remuneration per person of 400 euros. Total staff: 10 people.
Consultancy and service costs	460 EUR (in the case of single consultancy)	In case of advice or extra service the employee will get, for each one, a surplus of 15% on his monthly remuneration.
Equipment	20.000 EUR	Equipment and machines.

The launch phase of the Move Handy start up is mainly based on public finance and crowd funding. The idea is to present the project idea to potential regional, national and European investors as well as participate in competitive tenders. Being a social innovation project, it will also aim to intercept social funding, that is, through funding from targeted crowd funding campaigns.

The proposed idea guarantees an increase in job opportunities for the different categories of people; starting from the analysis of what can be the employment opportunities for people with disabilities up to those destined to the able-bodied we can consider a wide range of possibilities of which, among the most important, we see the figure of the companion tourist and / or tourist guide of an experiential journey whose characteristics deviate from those of a prototypical holiday, in which the enhancement and exaltation of local characters cannot lead to anything other than to increase the interest of the Handy Guests, between the others, towards, not only of the most purely tourist part of the town, but also of the less valued and renowned part.

2.5. Sustainability

The Move Handy initiative looks first of all at the conception of so-called responsible tourism, implemented according to principles of social and economic justice with full respect for the environment and cultures. The platform operates by favoring a positive interaction between some of the foundations of tourism sustainability: the identity, the territorial belonging and the participation of local communities, which in this case involve disabled travellers in particular.

This is what is called "tourism without barriers", with the aim of offering tourism tailored to people with special needs, enhancing and optimizing what is already there and at the same time bringing ordinary tourists closer to those of the weaker segments, which have so many opportunities to offer.

The combination of these factors contributes to the enrichment of the individual identity of all the participants and to a strengthening of territorial belonging, or the question of attachment to the community understood as a "satisfaction towards the community", according to which the degree of satisfaction is expressed through a positive bond of the individual towards the community in which he or she is placed.

The Handy Guest, which also acts as a tourist guide, thus assumes the awareness of being an important local actor for the enhancement and promotion of the cultural, immaterial and environmental heritage of its territory.

3. Instructions for testing

The main purpose of the platform MOVE HANDY is to connect Handy Guests with Handy Hosts. This would satisfy the wishes and needs of guests with disabilities and hosts desire to present their best local offer to potential travellers.

Based on the description of the idea, we propose the following phases:

- Business plan
- Financial plan and idea profitability
- Stakeholder survey
- Basic pilot version of the web platform

3.1. Business plan

With the business plan we would analyse all project's relevant factors - economic, technical, legal and scheduling considerations - to ascertain the likelihood of completing the project successfully and the competition with other similar ideas.

The business plan for the MOVE HANDY would include:

- Definition of business model with the following factors: human resources needs, marketing, development, term plan, risk evaluation, legal aspect.
- Competition benchmark analysis - seek for similar platforms already existing in the Slovenian market - to see if there is already any supply for people with not only physical but also other disabilities - vulnerable groups. Emphasis is on platforms with tourist offers.

3.2. Financial plan and idea profitability

In the financial plan we would highlight the founding options and financial projections of the execution of idea and also explore the idea profitability.

3.3. Stakeholder survey

The expert should conduct a survey by telephone, email, classic mail or in person and present it in the report and in recommendations for the applicants of idea.

The survey should include:

- 25 potential users of the idea (Handy Travellers) from 3 different target vulnerable groups
- 20 potential hosts for target vulnerable groups.

Feedback from potential **Handy Travellers** includes research from the potential users from three chosen test groups of people with disabilities or vulnerable groups - people with physical disabilities, with walking difficulties, with walkers, in a wheelchair, with a motor chair; people with sensory disabilities, deaf or hearing impaired people, blind or visually

impaired people; people with cognitive disabilities, people with autism, people suffering from obesity, the elderly, parents with strollers, children, pregnant women, people with special dietary needs (for physical or cultural reasons). In the testing phase we would collect feedback from at least 25 potential users (Handy Travellers) from every chosen testing groups - from individuals or also “support” organizations for chosen groups (for example association for deaf or blind etc.). The feedback will include their opinion on what are the biggest challenges while travelling. We would present them with the offer that’s already existing and try to fill the gap between their needs and current offer on the market with the platform MOVE HANDY.

The other part of the potential users’ feedback is collecting the interest from the potential **Handy Hosts** - the people who host Handy travellers and accompany them for the entire duration of their stay, advising them a range of activities and services, designed to meet their particular needs. We would collect the feedback from at least 20 potential Handy Hosts - already regular hosts and see if they’re prepared to extend their offer. The Handy Host is also a companion for their whole stay - the purpose is to assist them at preventing their disabilities to become obstacles at enjoyment of their stay. The products that the hosts would promote on the platform have to be integral products (including stay, food and experience).

3.4. Basic pilot version of the web platform

The expert should set up a basic pilot version of the web platform using the method of “minimal viable product” and include the platform in the survey. Idea creators should assist and help the expert, giving him all their suggestions, ideas and needs for the platform.

4. Timeline of testing

Phase/Month	July	August	September
Business plan			
Financial plan and idea profitability			
Stakeholder survey			
Basic pilot version of the web platform			

5. Metrics of success

In order to evaluate the testing as successful, these are the established parameters:

1. Business plan should be prepared on time in must include all the following factors: human resources needs, legal aspect, marketing strategy, development strategy, term plan, risk evaluation and a competition benchmark analysis.
2. Financial plan and idea profitability should give concrete answers on how the idea could be financed and an evaluation of the profitability of the idea should be included
3. The survey should collect the answers of at least:
 - 15 potential travellers
 - 10 potential hosts
4. In the web platform all the basic elements that allow to test the platform and to give potential users basic information should be included