



## The QNeST Scenario Workshop

The QNeST Scenario Workshop was planned in order to improve relations among the partners of the project, and to develop policy implications for future co-operation in sustainable tourism. The QNeST project deals with the future expectations of and the perspectives for cooperation between the actor groups, companies, stakeholders, politicians, and citizens, and it concerns the improvement of the dialogue among different regions. The QNeST workshops represent a new intelligent approach in order to better comprehend human needs and to improve companies or organization strategies. They allowed to:

- Exchange and discuss different points of view
- Involve a direct participation of social groups
- discuss doubts and wishes regarding a particular topic
- promote dialogue and involvement on conflicting topics.

In QNeST project it was decided to refer to European Awareness Scenario Workshop method (EASW, 1994) and the World Cafè method (Brown, 2002), which have achieved greater success in order to better share and connect different instances.

### Workshop for Sustainable Tourism

Sustainable tourism has become a significant theme in the last few decades among academics and professionals, on which there now exists an extensive literature dealing with its applications and setting out the need to reduce the negative effects of tourism in accordance with an approach that is publicly and politically acceptable.

Indeed, sustainable tourism means a lot more than providing development and its attendant economic and social benefits on an inter-generational level. It entails reducing and/or mitigating all undesired impacts on the natural, historic, cultural and social environment. In order to minimise its impact on the local environment and culture therefore, it is necessary to balance the needs of the tourists with those of the destination community.

Promoting environmentally sustainable tourism is an essential task, especially in regions where tourist pressure is acute and in those where the effects of climate change are most evident and rapid, with all that this implies in terms loss of biodiversity.

For this reason, the workshop for sustainable tourism represents a valid instrument for coordination between the various situations that are directly or indirectly linked to the tourism sector, for supporting and facilitate the dialogue between different interest groups.

Moreover, the workshop could be a special opportunity for the exchange and discussion of different points of view, as it allows the direct participation of social groups to discuss doubts and desires on a particular topic and to promote dialogue and involvement on conflicting topics. Dialogue and conversation are a fundamental process to find out interesting elements, imagine our future and create a community of commitment. In other words, the scenario workshop raises awareness of future problems in the community; helps developing a common definition of a desirable development; allows discussions with different social groups about obstacles on the way towards a future worth living; it allows to identify and discuss the differences and similarities of problems and solutions as perceived by the different groups of participants.



### The QNeST Workshop Organization

The QNeST Workshop takes place in two days and involves four groups of participants: 1) the residents, 2) the policy makers, 3) the technology experts and 4) the private sector representatives. In the proposed methodology, according to the World Cafè (Brown, 2002), 6 groups are considered:

1. Politicians/decision makers
2. Citizens
3. Local companies
4. Local Associations
5. Universities/researchers (suggested)
6. Mass Media (suggested)

The QNeST project includes 1 transnational participatory workshop (TPW) and 8 local participation workshops (LPW), coordinated by a local manager for each partner and a transnational manager.

### Local and Transnational Participatory Workshops (LPW)

Local Participatory Workshop represents a local point of view and the first step of the sharing decisional process. It aims at:

- thinking to local strategies to promote, positioning, and implement environment, tourism and brand to new target interested in culture, sustainability, and accessibility;
- thinking to an Action Plan to create new local routes and itinerary related to Cultural & Traditional Heritage, Environmental Sustainability, Mediterranean Diet, Accessibility and Social Well-being.

Transnational Participatory Workshop represents the final step and the conclusion of the participatory process. It aims at:

- point out a Transnational common strategy to implement a sustainable transport system, a sustainable touristic offer, and a new touristic culture;
- suggest common Adriatic Ionian Actions in which each partner of the project could support a part of the itinerary, giving a sense of unity and networking.

### QNeST Workshop Aims

The main goals of the planned workshops (local and transnational) are to establish new local and interregional scenarios, quality routes and sustainable initiatives, in order to involve QNeST members and local stakeholders such as entrepreneurs, citizens, politicians, and associations, using brainstorming, posters, and other useful tools.

The compatibility and sustainability of the routes, as well as the consistency of the measures with respect to the context in which they are applied, is dependent on the horizontal integration of the regional system (environment, landscape, socio-productive systems, etc.) and the collaboration of all the actors involved (institutional and otherwise).

In particular, these are the crucial issues for consideration:

- increase the awareness on a qualitative sustainable tourism
- codesign a common vision
- constitute the basis for a mid and long-term strategy
- share knowledge
- make networking
- search agreed solutions for a better quality in tourism



Table 1 shows the fundamental objectives of the transnational/local workshops, considering both a strategic vision and efficient actions.

Table 1: Main objectives of the transnational/local workshops

	LOCAL STRATEGIES	TRANSNATIONAL STRATEGIES
<b>STRATEGIC VISION</b>	<p>Propose innovative and effective local approaches, initiatives and strategies in order to strengthen the social and cultural dimension of tourism.</p> <p>Local Strategies are important for promoting sustainable tourism and brand to new target for nature, culture, accessibility and local development .</p>	<p>Building a network and a system among regions, companies, thereby facilitating forms of self-organised tourism. It's important a <i>common strategy</i> to implement a sustainable transport system, a sustainable touristic offer and a new touristic culture.</p> <p>The result is an important interaction with the other parts of Adriatic and Ionian regions, that would provide the basis for a more global approach to EUSAIR macro region marketing.</p>
<b>TOURISTIC ACTIONS and PROPOSALS</b>	<p><b>Creation of the 'tourism-cultural products` and the relative promotion and management plan.</b></p> <p>The route/itinerary requires an effective development, management and promotion strategy, taking account of its implications in terms of tourism sector planning and the other economic activities. The potential of the places and regions on the route of the itinerary, the needs of the target clientele, the commitment and the capacity in terms of supply of each partner and the entire tourist product promotion system (circuit, information and promotion, marketing and management) all need to be considered and assessed.</p>	<p>Creation of the <b>Adriatic Ionian Action Plan</b> in which each partner of the project could support a part of the itinerary, giving a sense of unity and networking.</p> <p>This leads to a virtuous circle of awareness, satisfaction and well-being on both sides of the hospitality equation. Well-organised and well-managed, cultural itineraries can activate this circuit, creating a relationship of positive feedback between demand and supply, a condition and a sign of a sustainable regional tourism system, i.e. one that is capable of lasting and evolving positively over time`.</p>