

TAKING
COOPERATION
FORWARD

 Study Visit 03, Nova Gorica, 1 October 2019

 **Design Thinking workshops - Tourism**

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- **Municipality of Nova Gorica**
- **Public Institution for Tourism Vipava Valley**
- **Onnose Adventures d.o.o. sport adventures**
- **Ultra Trail Vipava Valley mountain running trails**
- **Svitar history programmes at Rihemberk castle**



Local environment



Quality Staff



Rapid changes / Virtual jobs



Climate Change



INFLUENCE OF CONTEXTS ON USERS, PARTNERS, OTHER STAKEHOLDERS



- Green & boutique tourism
- All year round adventures
- Integration of local tourism SMEs and other stakeholders
- Creation of innovative & responsible products



WHAT DO WE LACK MOST?



Users



Products /
Services



**Business
Processes**



Organisational
Culture

- Cooperative / Consortium of tourism SMEs
- Training
- Network of promoters
- Strong institutional support



What activities have to
be made to improve
business processes ?



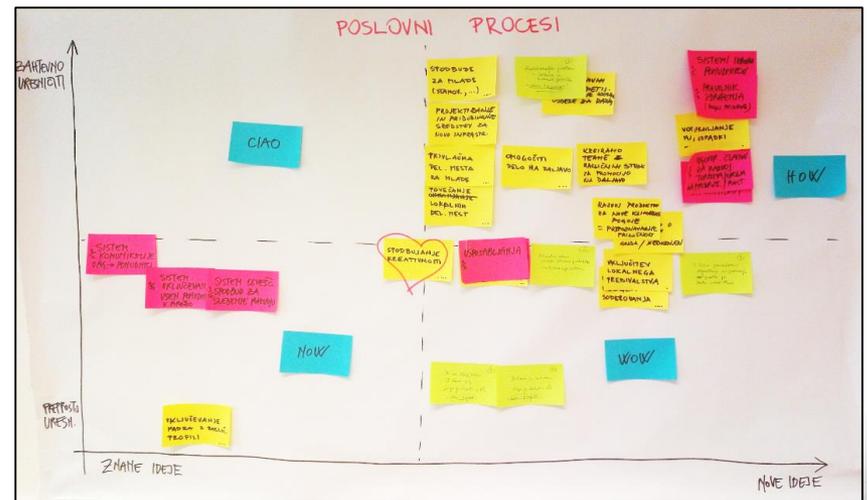
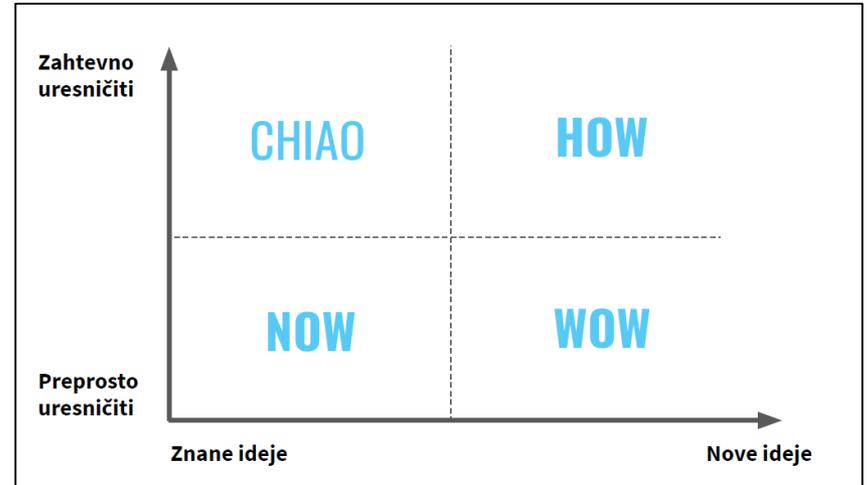
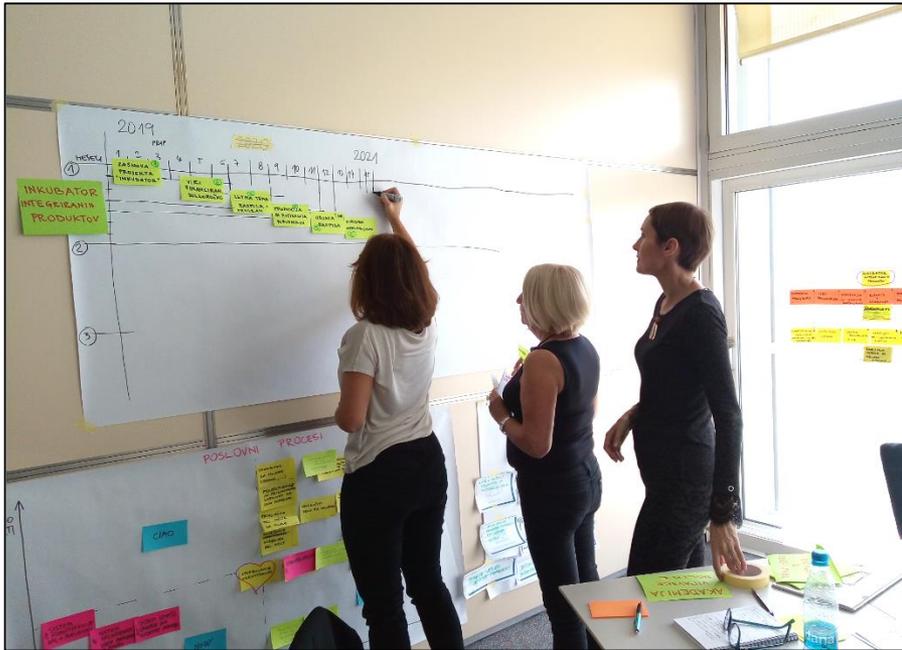
COMPLEX / SIMPLE

EXSISTING / NEW

1. Tourism products incubator
2. Academy for Vipava Valley promoters
3. White paper on local environment protection



3 NEW PROJECTS IDENTIFIED



WHAT DID WE GAIN?

- Creative techniques for instant innovative solutions
- Team building exercise
- Enthusiasm for future collaboration among tourism stakeholders of Vipava Valley

