Output Factsheet

Output title: Output 3.2: Regional Stakeholder Empowering Workshops of Donautal-Aktiv

Summary of the output (max. 2500 characters)

According to the definition of the Oxford Dictionary for the verb "to empower" (*Give (someone) the authority or power to do something)*, we conducted the workshop with the aim to bring the participants closer to the basis of our pilot action, digitisation in the field of nature tourism. They should learn to deal with the new tools and apply them in their daily work.

The pilot action that is currently being implemented serves to advance digitisation in nature tourism and to make tourism marketing in this area fit for the future with digital innovations. The Empowering Workshop in the Swabian Danube Valley was also dedicated to this topic. The topic of nature tourism has been dealt with in the region since 2002. Together with the regional actors, a large number of offers in the areas of cycling, hiking or water experiences were created. The task now is to professionalise digital marketing. We have therefore decided to focus our pilot action on optimising and improving the website www.donautal-touren.de and the digital offerings in the field of nature tourism. In leisure planning, digital preparation for excursions, sightseeing or outdoor activities is becoming increasingly important both for the local population and for guests in the region.

It is therefore essential that the players in the region and those responsible in the tourism sector have a very good knowledge of the digital tools available in order to provide guests in the region with the best possible advice and information.

For this reason, the Empowering Workshop was designed in such a way that our stakeholders can understand and internalise both the technical background and the handling of the new media.

At the Empowering Workshop, a strategy for the marketing and online presentation of new and existing tourism products was jointly developed under the leadership of the thematic expert. A common objective was worked out, the target groups were defined and it was clarified how they can be reached. The objective was divided into:
- Short-term operational goals
- Medium-term tactical objectives
- Long-term strategic goals

A catalogue of measures was then drawn up to enable the objectives to be achieved.

On the second day of the workshop, a joint online marketing strategy was created using the optimised website www.donautal-touren.de as an example.

In practical exercises, the participants were able to test the acquired knowledge on their own tourist websites. Thus, the empowering workshop has a far-reaching, sustainable effect in the region, even beyond the pilot action.

Contribution to the project and Programme objectives (max. 1500 characters)

The workshop makes a major contribution to the project objectives "Establishment of integrated sustainable tourism management systems" and "Promotion of intelligent tourism products in connection with Greenways".
With the promotion of nature tourism, in particular since 2013 with the Masterplan Nature Tourism, the Swabian Danube Valley has set out to make greater use of the natural heritage along the Danube in the area of slow tourism.
With the help of the INSiGHTS project, the transfer of knowledge about the offers in nature tourism will be professionalised on a digital level.
According to the manual on Stakeholder Involvement, empowering workshops are interactive seminars on knowledge building for regional stakeholders and local actors.
The contents of our empowering workshops were aimed at building knowledge for these two target groups and are closely linked to our pilot action. In order to be able to use the project results optimally and sustainably even after the end of the project, the necessary knowledge for digital knowledge transfer and the optimal presentation of regional tourism products was imparted in the two-day seminar. The region is thus well on its way to becoming one of the top nature tourism regions in Germany.

Transnational impact (max. 1500 characters)

Beyond the region, the implementation of the INSiGHTS project and the pilot action can also be used as a good practice example in the field of digital knowledge transfer for other regions in Europe.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

The EUSDR strategy is based on the four pillars "Connecting the regions", "Protecting the environment", "Building Prosperity" and "Strengthening the region".

The INSiGHTS project and the implementation of the pilot actions particularly promote the objective "Promote culture and tourism" within the pillar "Connecting the regions".

The project will strengthen sustainable tourism in the Swabian Danube Valley and thus in the Danube region. The optimisation of digital exchange and digital knowledge transfer will in particular strengthen sustainability and future viability.

Performed testing, if applicable (max. 1000 characters)

Integration and use of the output by the target group (max. 2000 characters)

The Empowering Workshop was designed in such a way that regional stakeholders can internalise and use as much knowledge as possible. The developed online marketing strategy can be implemented by the interest groups in their institutions, municipalities or companies.

The exchange among each other also helps to secure the goals of the project in a sustainable way in the future.

Geographical coverage and transferability (max. 1500 characters)

We currently have geographical coverage of the districts of Dillingen, Günzburg, Neu-Ulm and Heidenheim. Thus the natural area of the Swabian Danube Valley in Bavaria is largely covered. The project area is not bound to administrative borders.

Stakeholders and local actors from the entire area were represented at the Empowering Workshop. The workshop should enable the participants to impart the learned knowledge, to apply it in their organisations and enterprises and to pass it on to third parties.

Durability (max. 1500 characters)

The knowledge gained in the Empowering Workshop was very extensive and can be used for various areas in online marketing as well as in the marketing of tourism products. Of course, online marketing is a fast moving sector and there are often changes or innovations. But the learned basic knowledge can be applied in the long term.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

Digitisation is a very topical and important issue in all areas, including the political environment. Ministers for digitisation have been appointed at both federal and state level. This makes the dimension of this topic clear.

Digitisation is also one of the major issues in tourism and tourism marketing. Before a trip, guests mainly inform themselves via the Internet and book their holidays online. Therefore it is also important for providers of nature tourism offers to present the region online optimally and to draw attention to sustainable offers.