Escape2

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Module 6: Connecting to collaborations and communities.

The Module at a glance:

Module title:	**Connecting to collaborations and communities**
Teaching hours:	**25 Hours**
Mode of delivery	Blended (the face-to-face or online synchronous sessions can be also implemented for asynchronous learning, individually)
Learning materials **Planned types, learning activities and teaching methods:**	• Online learning materials • PPT presentation • Case studies • Additional material for the autonomous learning
EQF level:	4
Learning outcomes of the course unit:	The learner will be able to ● Understand the definitions of Tourism Network ● Identify the diferente types of Tourism Networks ● Recognize the influence of tourism on local economic development ● Identify the challenges and opportunities for partnership networks ● Use a Value Chain tailored to tourism activities ● Identify novel methodologies of collaboration ● Apply new collaboration strategies and methods to rural tourism networks
Language of the course:	English
Detailed content for the topic/subject	Module 6 of the Escape2 Course focuses on the development and state of the art of collaborations and communities in the tourism industry. The module aims to, firstly, build a theory basis on the definition and operationalization of "Tourism

	networks", namely the indicators to consider when defining the effectiveness of rural tourism networks and tourism governance. Then, following a sequential and logical order, tailored empower the trainees to think strategically on the goals of networking and collaboration, the role of tourism in regional and local development is explained, focusing on economic development. Moreover, the different types of networks and challenges to policy makers are also analysed. The tourism value chain, divided into a destination logic and a supply chain logic, given the particularities of rural tourism, are presented – the objective is to offer trainees a different way of identifying collaborations and partnership opportunities, namely trough the costumer flow model. Lastly, the new methodologies for collaboration are highlighted: co-creation, coopetition, and collaborative economy.

The units forming the course syllabus:

Topic/Subject	Contents/main points
Defining Rural Tourism Networks	- Sociopolitical context of tourism planning - Critical analysis of collaborative planning - Governance - Types of networks in local tourism governance - Lead organisation-governed networks - Participant-governed networks Rural networks and stakeholders - Local tourism organization (LTO) led industry network - Comparative Parameters of Governance - Integration of locals in tourism governance - Classical Tourism Governance - Emerging Tourism Governance

	● Accessing your crowdfunding potential ● Participation opportunities in tourism governance

The benefits of rural tourism for local development	● The role of tourism in regional development
	● Advantages of Networks in Rural Tourism
	   ○ Integrated Product
	   ○ Complementary
	   ○ Value creation
	● Types of rural networks connected to tourism
	   ○ Informal Networks
	   ○ Formal Networks
	● Case Study "La Rete del Buon Vivere"
	● Main challenges for Policy Makers

Tourism Value Chain: How to involve various actors	● Value Chain definition
	   ○ Destination Logic
	   ○ Supply Chain Logic
	● Exercise: The Tourism Value Chain

New methodologies for collaboration: co-creation, coopetition, and collaborative economy	● Concepts regarding the elements of co-production
	   ○ Participation
	   ○ Co-desing
	   ○ Co-creation
	   ○ Co-production
	
	● Implementation of the co-production process
	   ○ Culture
	   ○ Structure
	   ○ Review
	   ○ Practice
	● Co-creation and Co-production in tourism
	● Coopetition in tourism
	● Collaborative economy and tourism