The Greek Tourism within the RIS3 perspective

State of play / key findings
GSRT RIS3 innovation platform for tourism

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New Programming Period (2014 – 2020)

• Establishment of a National Strategic Framework for Research and Innovation
  
  – Development of Innovation Platforms to identify priorities at sectoral level *(which will better deliver through R&I)* - main focus: boosting competitiveness, through an entrepreneurial discovery process
  
  – Opting for better, effective coordination of initiatives taken at the national and regional level
  
  – Formulation of a National Roadmap for Research Infrastructures

• Identification and support of broader links to Social Challenges – other Ministries’ priorities

Public consultation completed in June 2014
The Priority Pillars of the National Strategic Framework for Research and Innovation 2014 - 2020

Smart growth based on knowledge and specialization

Support of Research and Innovation investment in the private sector, in priority areas

New Frontiers

Research and innovation Infrastructures related to RIS3

Excellence in Research and development of Human Potential in Research

Societal Challenges (innovation linked to the policies of other ministries with emphasis in health, environment, security, etc.)

European Structural and Investment Funds 2014-2020

Other funding sources (indic. Horizon 2020, national / international funds)
For the next programming period 2014-2020, GSRT has formed Innovation Platforms on key priority areas.
Diversification of actions according to the proper level of intervention

Smart Specialization Strategy

National level

Regional level
Towards a tourism model adapted to specific elements of Region 1

Towards a tourism model adapted to specific elements of Region 2

Towards a tourism model adapted to specific elements of Region X

RIS3 at the national level (GSRT)
- Focus on areas of national competitive advantage
- Takes into consideration regional RIS3 and guarantees synergies and interactions
  - Completes research and innovation gaps
  - Promotes synergies with other sectoral policies
- Promotes synergy with the European policy for R&I and HORIZON 2020
- Designs a strategy for Research Infrastructures
- Supports basic research and R&I human potential education and training

RIS3
Regional level 1

RIS3
Regional level 2

RIS3
Regional level X
Initial indications after the platform meeting (Feb. 2014) & the follow-up questionnaire

- Quite low R&I demand from the private sector
- Significant offer for tourism product & services differentiation practices through current and perspective activities of Research Centres and academic institutions
  - e.g. RCs addressed specific proposals for the support of thematic tourism
- Significant input from platform stakeholders – also from priorities emerging at the regional level – which bring up (at the national level) the importance of coordinated actions to support:
  - The creation of added value in tourism activities, in correlation with cultural, agrofood and environmental interventions
  - The enhancement of national or cross-regional capacity in R&I for tourism
  - The transformation of existing SME / cluster models towards tourism products and services diversification
Tourism Innovation platform: emerging priorities

• Differentiation of tourism product and services, based on the development of “tourism experience”
  – *New knowledge & capacity building in tourism ➔* the complexes “tourism – culture”, “tourism – agrofood” and “tourism – environment” should be primarily reinforced at the national level
  – *New services and experience-related activities, widening the value-chain of tourism ➔* need for cross-regional cooperation / regional clusters and open, living labs fostering knowledge exchange and the transformation of the traditional tourism entrepreneurship (e.g. innovation through medical tourism)

• Competitiveness and quality improvement of tourism services, through ICT exploitation
  – *Development of ICT applications for the enrichment of experience/ emergence & accessibility of tourist sites*
  – *Innovative ICT use to improve tourism sector productivity*

• Exploration of expansion perspectives in new markets and creation of a sustainable, integrated framework for the tourism assets of the country
The ecosystem of tourism through the prism of RIS3
“It is imperative to support a policy mix and processes for entrepreneurial discovery which will allow SMEs of the tourism sector to identify significant opportunities for innovation through the enlargement of tourism value chain, via synergies with the ICT, agro-food, transport & environment sector. This will allow for a multiplying effect of the tourism sector in the Greek economy and will guarantee competitive and sustainable tourism products and services”

All information related to **GSRT innovation platform on tourism** is available at:

http://www.gsrt.gr/central.aspx?sId=120I466I1249I646I494779&olID=824&neID=824&neTa=73&ncID=0&neHC=0&tbid=0&lrID=2&oldUIID=aI824I0I120I466I1249I0I2&actionID=load&JScript=1
Indicative activities

- Innovation & New Knowledge hubs for the enhancement of the «tourism-culture”- “tourism-agrobiofood” and “tourism-environment” complexes (tourism as a “living lab”, cross-regional / cross-thematic clusters related to tourism)

- Support of innovative ICT products and services linking the various assets and stakeholders of the tourism - experience value chain and promoting digital entrepreneurship in the tourism sector

- Support of innovative, pilot S&T infrastructures for sustainable tourism, aiming to highlight new tourism products, brands and services that will help expand the traditional time period for tourism in Greece
Case study: Greek Cultural Heritage

In the framework of the ongoing drafting of the National Roadmap for Research Infrastructures, proposals have been submitted in the field of social sciences & humanities.

*These are also linked to the ESFRI roadmap.*

The possibility of a combined RI in the field of Greek Cultural Heritage is envisaged.
**Cultural assets:** an “open resource” for tourism and ICT

- Cultural heritage and the integrated exposure of our cultural assets provide a challenging framework for focused interventions of the Research & Innovation Strategy.

- The excellent performance of the Greek research ecosystem in the EU framework programmes & a very competent ICT-related human potential provide a **competitive advantage** that can be derived from ICT exploitation for tourism (*e.g.* access, **smart use of the content of digital repositories, emphasis on personalised services, geodata etc.*)

- „Tourism – ICT“ synergies support **exponentially** the differentiation of the tourism products (*esp. by bringing cultural assets closer to the customer, by facilitating their access and by providing a broader added-value in usual tourism projects*)
Significant data from the current programming period 2007-2013

**NSRF - Distribution of funding per thematic priority**
Source: GSRT - Reference date 11/3/2014 - Public expenditure

- **ICT** 22%
- Health 19%
- Agrobiofood 14%
- Advanced Materials, Nanoelectronics 11%
- Environment 9%
- Energy 9%
- High added value traditional products 3%
- Space & Security 3%
- Transport 3%
- Other sector 2%
- Cultural heritage 3%
- Social & economic aspect of development

**Emphasis on ICT & Cultural Heritage in the current programming period (more than 25% of t.f.)**
Correlation of ICT platform proposed technologies with major economic sectors

Source: General Secretariat for Research & Technology, Reference date: 17/4/2014
GSRT priorities in ICT / Tourism

ICT Innovation platform

- Enhancement of research–driven digital entrepreneurship in top sectors of the Greek economy
- State of the art technologies or upgrade of existing technologies for the delivery of innovative products and services in the ICT sector
- Coordinated support of regional capacities in planning, management and implementation of ICT related activities
- Active participation of Greece in Future and Emerging Technologies related to ICT

Tourism Innovation platform

- Differentiation of the tourism product, based on the development of the tourism experience
- New knowledge & capacity building in tourism especially in the complex “tourism – culture”
- Competitiveness and quality improvement of tourism services, through ICT exploitation
- Development of ICT applications for the enrichment of experience/ emergence of tourist sites
- Innovative ICT use to improve tourism sector productivity
- Exploration of expansion perspectives in new markets and creation of a sustainability framework for the tourism assets of the country

Strong interconnections have emerged
Cross-sectoral interconnections examined in depth

**Example**

- **Health**
  - Use Big Data analytics to provide Personalized Medicine Applications to Users

- **ICT**
  - Use Big Data analytics to create User (Tourist) Profile based on past user preferences
  - Provide Personalized Information based on User Profile

- **Tourism**
  - Provide Personalized Information based on User Profile

- **Transport**
  - Use Mobile Services for Intelligent Transport and Location Based Services to reach places of interest

Identified sector priority in red colored font
Further actions envisaged – the role of GSRT

- **GSRT Innovation platforms** will continue their central role in entrepreneurial discovery and RIS3 elaboration – *a dynamic mechanism for stakeholders’ interaction*
  
  - Much more than a simple “match making” of a supply – demand in R&I for tourism through a market-driven analysis prism
  
  - Sum of Regional RIS3 ≠ National RIS3

- Actions / funding schemes will be scheduled according to RIS3 priorities emerged per platform and in a cross-platform mode including

- GSRT identifies the right activity mix and toolkit for the facilitation – *through service innovation strategies* – of new, innovative and sustainable products & services in tourism
  
  - **GSRT main role:** To facilitate cooperation among the “knowledge triangle” partners, identifying different opportunities per case – e.g. CH testbed - SBIR for cultural tourism / ICT, regional clusters for agro-tourism – spin-offs / RIs / science parks for sustainable tourism

- GSRT will support regions in certain stages of scheduled actions lifecycle (e.g. guidelines, electronic submission system, registry of application reviewers, securing interoperability in R&I / RIS3 monitoring systems and programmes indicators), following assessment of the economic value of tourism in regions
Thank you for your attention!

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