# Innovation and challenges in the use of ICT for local community and company clustering

## Dr Roger Evans

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# Innovation and challenges in the use of ICT for local community and company clustering

## ICTs – Information and Communication Technologies

- internet-based community portals and enterprise clusters

- ICTs can be used to bring communities together and support micro and small enterprise through facilitating:

  - supply chains; promotion, marketing and raising visibility; sales and human resource development.

- challenges associated with developing and managing these virtual resources

- ways in which these can be addressed

# Bringing communities and companies together

The internet has long been seen as a tool for bringing communities and companies together for a range of reasons and in many instances to overcome the disadvantage of distance.

There are broadly three types of online community:

- Virtual communities of interest
- Organisational communities
- Local communities

(David Wilcox  Partnerships Online September 2003).

# Bringing communities and companies together

Virtual communities of interest:

These are groups of people - tens, hundreds or thousands - who may never have met but who have some interest or concern they wish to share using the Internet.

This may be a business, hobby, politics or religion... it may be to trade or exchange experience, a rare illness, some aspect of computing or the Internet itself.

The main tools for virtual communities are social media, mailing lists, Web conferencing and newsgroups.

# Bringing communities and companies together

## Organisational communities

- Increasingly organisations both large and small are setting up internal communication systems - often called intranets - which use the same technology as the Internet to enable staff to work together more effectively.

- Those using the systems may be sitting at adjacent desks - or communicating across the world. While they may be diverse in their personal backgrounds and interests, their exchanges will be focussed on organisational business, and (officially at least) conducted within the culture of the organisation.

# Bringing communities and companies together

## Local communities

Many neighbourhoods, villages, towns and cities now have their own online presence... Web pages, portals and discussions that mirror in part the 'real world' of residents, shops, businesses and civic institutions.

There are several types of portal including:

- *Vertical Portal: focused on one specific industry, domain or vertical*
- *Horizontal Portal: focused on a wide array of interests and topics*
- *Marketplace portals: which exist to support the business-to-business and business-to-customer e-commerce*
- *Search portals: which aggregate results from several search engines into one page*

# Portals

1. *A web portal is most often one specially-designed Web page at a website which brings information together from diverse sources in a uniform way.*

2. *Types of Portals:*

   1. *Vertical Portal: focus only on one specific industry, domain or vertical.*

   2. *Horizontal Portal: focussing on a wide array of interests and topics, to general audiences and try to present something for everybody- news, stock quotes*

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   4. *Search portal: aggregate results from search engines into one page-Google, Yahoo, Bing, Ask.com, Baidu*

   5. *Access Portal: e.g. Internet Service Provider – AOL, Yahoo, Neti.ee*

   6. *Geographical Portal: e.g. regional service listings - countyweb.co.uk*

# Examples of ITCs in community and business networking/clustering

Virtual Marketplaces:

- Borders Food Network: https://www.bordersfoodnetwork.co.uk/food-trails/south-borders-food-trail/

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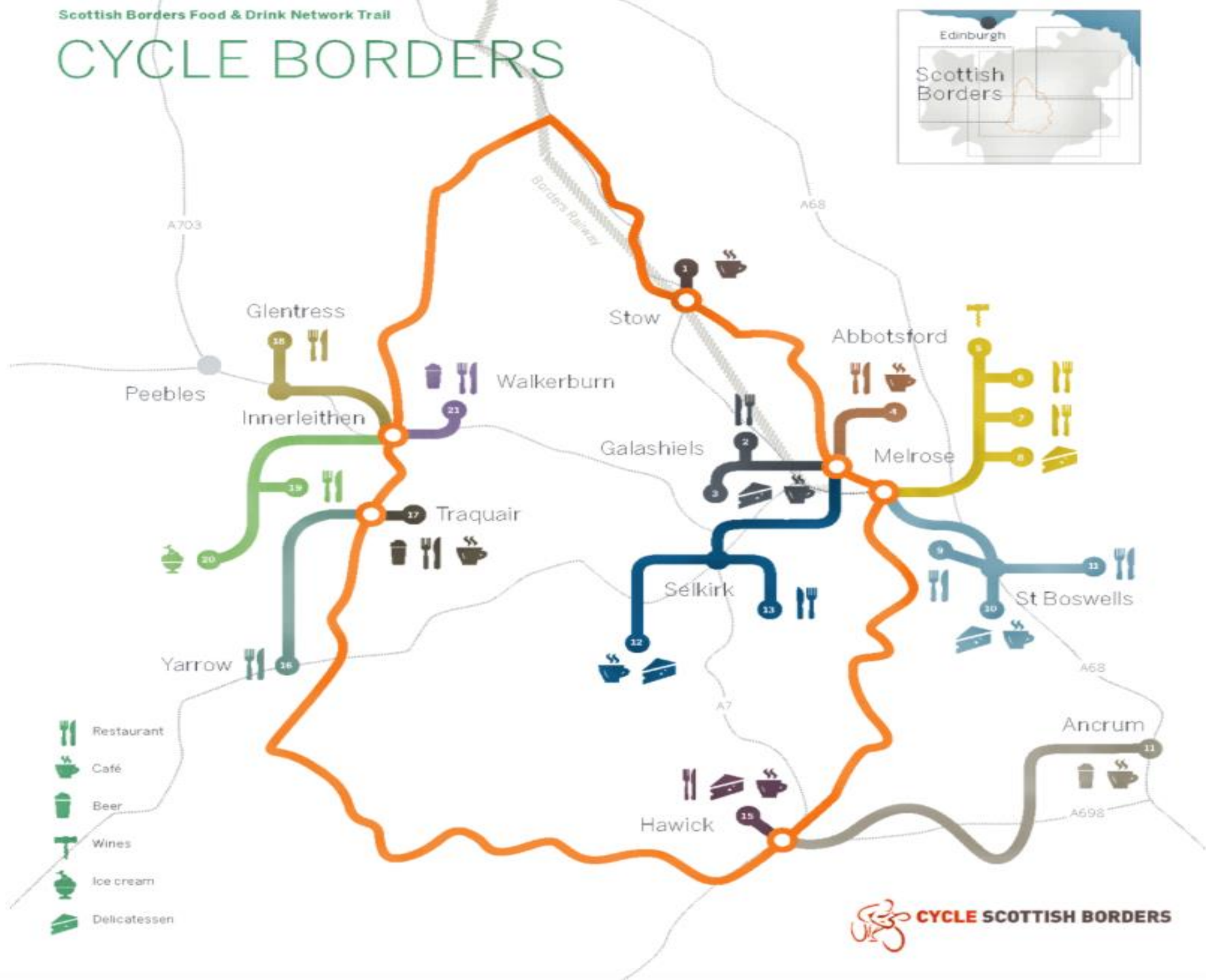- Destinet online learning: https://destinet.eu/resources;

## CYCLE THE SCOTTISH BORDERS FOOD TRAIL

The Scottish Borders offers some of the best on and off road cycling in Scotland, from easy rides along river valleys, to more challenging sprints over remote hills with spectacular views from the top. There is something for everyone. There are plenty of smaller circuits and detours taking in historic abbey towns and picturesque villages, with a wealth of teashops, pubs and visitor attractions for refreshments and added interest along the way – whether it's a family day out or a competitive trail with a bunch of friends.

To plan your trip, we recommend visiting cycle scottish borders a great website giving details of a whole range of route options, including the classic Borders Abbey Way. There is also information about accommodation and bike friendly establishments. As a taster, we suggest this 79 mile circuit known as Borderloop 4. It has variety, possibilities for side visits or can be simply tackled in shorter loops. You can start anywhere, but the Borders Railway stops at Stow, Galashiels and Tweedbank are all good points to jump off the train and onto your bike.
Cyclists in the Tweed Valley – Photo by Stephen Whitehorne

# CYCLE BORDERS

Scottish Borders Food & Drink Network Trail

Edinburgh

Scottish Borders

Glentress

Peebles

Innerleithen

Walkerburn

Stow

Abbotsford

Galashiels

Melrose

Traquair

Selkirk

St Boswells

Yarrow

Ancrum

Hawick

Restaurant

Café

Beer

Wines

Ice cream

Delicatessen

CYCLE SCOTTISH BORDERS

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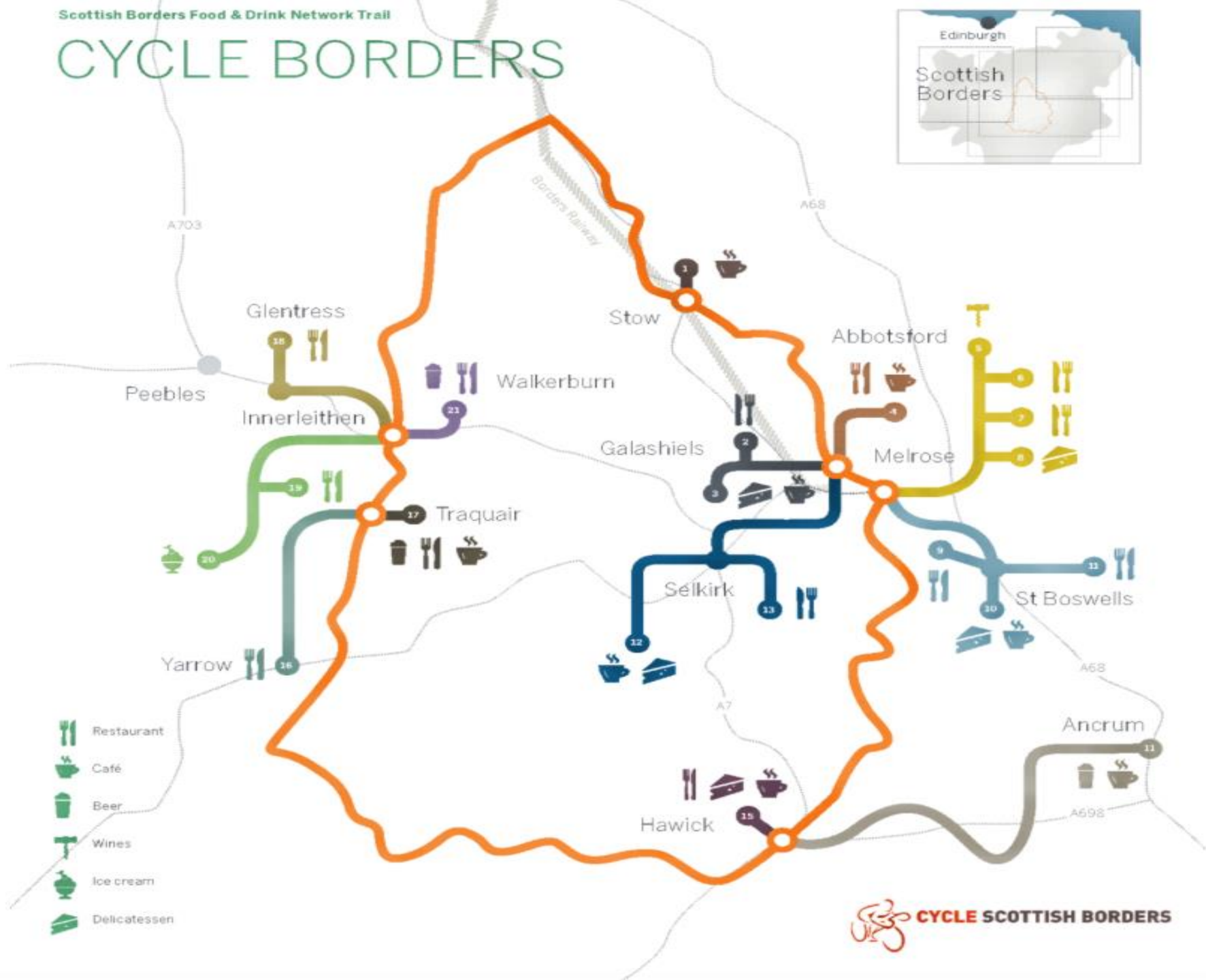
# Scottish Borders Food Trails

## CYCLE THE SCOTTISH BORDERS FOOD TRAIL

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Cyclists in the Tweed Valley – Photo by Stephen Whitehorne

# CYCLE BORDERS

Scottish Borders Food & Drink Network Trail

Edinburgh

Scottish Borders

Legend:
- Restaurant
- Café
- Beer
- Wines
- Ice cream
- Delicatessen

CYCLE SCOTTISH BORDERS

Locations: Glentress, Peebles, Innerleithen, Walkerburn, Stow, Abbotsford, Galashiels, Melrose, Traquair, Selkirk, St Boswells, Yarrow, Hawick, Ancrum

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# Reverse Lavka

- The goal of the social enterprise Reverse Lavka is to provide Estonian farmers and small producers a food shop for Estonian people, a preferred and accessible option. We want to make our Estonian eating habits more environmentally friendly and supportive of the (local) rural economy.

- In order to achieve the goal, Reverse Lavka purchases small-scale products and sells them to urban people in Tallinn through e-shop sales and at theaters and festivals. We also distribute information on the benefits of local nutrition to the public and among company subscribers.

- By focusing on the environmental friendliness of the food, we constantly strive to find possibilities for smarter consumption - we will recycle a large part of the packaging, we will prefer organically grown if possible and locally produced products, we prefer biodegradable packaging.

## Tagurpidi Lavka 200km ja kuue tunnine ring mööda Eestit

**Kristiine keskuse väiketaluniku lett** — šašlõkk

**START/FINIŠ** — Tagurpidi Lavka

**Mustamäe kalapood** — kala

**Oru küla** — KOSE VALD — lehtsalat

**Laagri hulgiladu** — kurk, tomat

**Ääsmäe** — piimatooted, kabatšokid

**Hageri küla** — KOHILA VALD — munad

**Pahkla küla** — KOHILA VALD — piimatooted

**Kiilaspere küla II talu** — RAPLAMAA — kartul, tomat, maitsetaimed, munad, piimatooted

**Märjamaa lihatööstus** — lihatooted

**Kiilaspere küla I talu** — RAPLAMAA — peet, maitsetaimed piimatooted

The collection of commodities takes place twice a week. Lavka travels with a carrot car around 200 kilometres, collecting tons of goods from farms and producers.

In addition to Lavka's own collection, many farmers and small producers also bring their goods to Tallinn, selling it in markets, eco-shops and sometimes in larger stores in addition to Lavka.

Lavka's 200 Km and 6 hour round trip collecting farmer's produce

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**Tourism 2030**
DestiNet Services

Knowledge Networking Portal for Sustainable & Responsible Tourism

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TRIANGLE Knowledge Alliance

Next Generation
Learning Experiences

Funded by the
Erasmus+ Programme
of the European Union

# CERTIFIED TOURISM QUICKFINDER [Limited access]

Worldwide more than 200 environmental and sustainability certification programmes are helping tourism businesses, destinations and tour operators to become more green. **Tourism2030 provides transparency** on this growing market and offers the certification programmes to show their certified tourism on **TRAVEL GREEN EUROPE**. As additional service for certification bodies Tourism2030 is intergrating their certified tourism into Green Travel Maps for destinations and forwarding to tour operators and booking services to bring the green offer closer to the consumers.

You are managing a **certification** scheme want to promote your programme and your certified tourism?
You are a **tour operator** or offer a **booking** service and want to bring the green tourism offer closer to the consumer?
Please contact@tourism2030.eu

**25**

# Certified Tourism Quickfinder

See the growing map of certified tourism in your country of interest: each business, destination, tour operator or other tourism service linked with its certificate or label as green proof - transparently presented on Tourism2030 with its profile.

If you are interested in certificates: use the Global Certification Quickfinder!

| Filter by country | Filter by categories | Filter by Certificate | Filter by landscape type |
|---|---|---|---|
| Estonia | × Tour operators, Travel agents, Intermediaries<br>× Travel Packages<br>× Transport & Mobility Services<br>× Accommodation Providers  × Camping<br>× Restaurants & Catering Services<br>× Attractions  × Activities  × Shopping<br>× Destinations | All | All |

Displaying **19** location(s).

**Tourism 2030**
DestiNet Services

Home » COURSES & RESOURCES

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## COURSES & RESOURCES

Continuously improving a tourism business, managing and marketing a destination, making policy decisions, working for environmental and social sustainability, travelling responsibly - all these activities require knowledge and access to tools and resources appropriate to the task. There are hundreds of useful publications, online tools, courses, certificates and labels, awards and funding opportunities ... .. that will help you in understanding your options to reduce negative impacts and to raise economic, socio-cultural and environmental benefits of your tourism activity.

TOOLS        CERTIFICATES        COURSES        PUBLICATIONS        FOR YOU

# Examples of ITCs in community and business networking/clustering

Community tourism:

Seto Külavüü (Seto Village Belt):www.visitsetomaa.ee/seto-kylavyy-route

Clusters:

- CAITO digital map: http://caito.emu.ee/?page_id=621

- Bokun (tourism reselling platform): http://bokun.io

5 websites for sharing things with your neighbours:

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# Examples of ITCs in community and business networking/clustering

5 websites for sharing things with your neighbours:

- KRRB: A form of online flea market, Krrb works as a hyperlocal classified forum for neighbours to sell locally sourced items

- PEERBY: Peerby is the solution for last minute, super urgent needs: You post a request for a specific item, and Peerby instantly notifies 100 users who live closest to you. Forms instant connections between close neighbours.

- RUMGR: Putting a modern twist on the classic garage sale, the Rumgr app lets people quickly sell their unwanted belongings locally. After taking a few snapshots along with a description and price, the items are instantly available for other users in the area to buy.

- NEIGHBORGOODS: Neighbours connect through an online platform to share household items such as lawnmowers or drills that spend a lot of time sitting in storage unused.

- NEIGHBORS CAN HELP: Once enough people on a street sign up, a special site goes live in the area to create a community forum for neighbours online.

Map labels: Treski, Orava, Matsuri, Obinitsa, PETSERI, Saatse
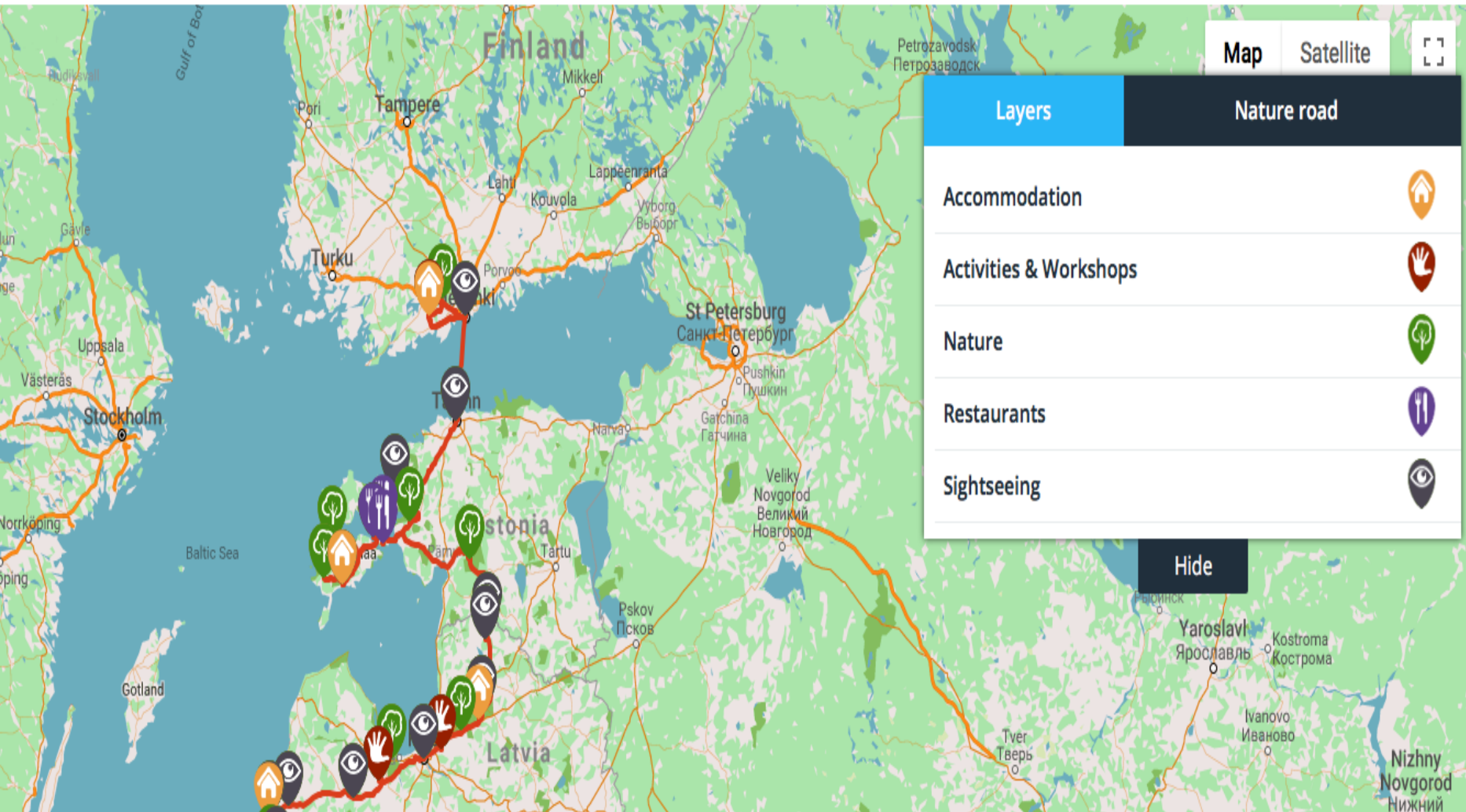
🏠 ‹ Seto Külävüü Route or Seto Village Belt

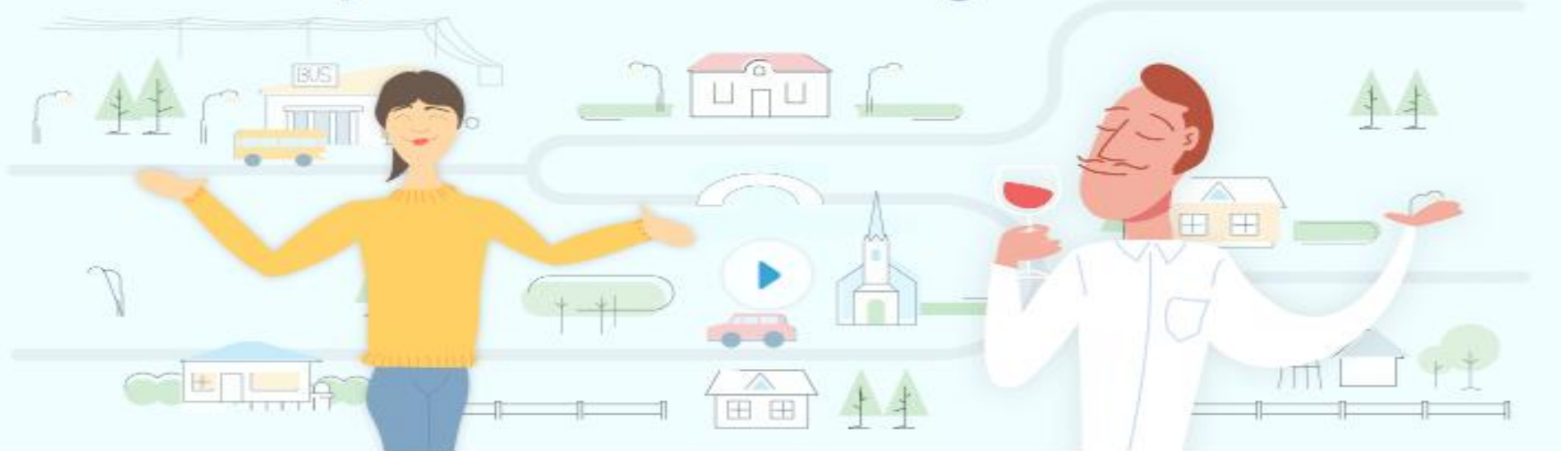# » LET'S UNWIND THE SETO KÜLÄVÜÜ OR SETO VILLAGE BELT!

The country roads between Setomaa's villages meander like the pattern on folk costume, from hill to vale and from forest to open meadow. We invite you to discover some of the region's most attractive places and villages – take a wander down Seto Külävüü! Or, in the Seto language: Läämi Setomaalõ müüdä Külävüüd!

1 VÕÕPSU VILLAGE CHAPEL

2 LAOSSINA VILLAGE CHAPEL

3 MIKITAMÄE VILLAGE CHAPEL

4 VÄRSKA SANATORIUM

5 VÄRSKA CHURCH

6 SETO TEAHOUSE IN VÄRSKA

Map    Satellite

Layers    Nature road

Accommodation

Activities & Workshops

Nature

Restaurants

Sightseeing

Hide

# Join the Tourism Reselling Platform

## Product highlights

**Booking Solution**

Sell online with real-time availability. Our responsive widgets work on all websites. No technical knowledge required.

**Bokun Marketplace**

Create commission contracts and cross sell services through partnerships in the Marketplace. No middle man commission or fees.

**Online Payments**

Accept payments on your own website through a secure payment gateway, easily manage refunds and cancellations.

**Channel Management**

Distribute your products to global OTA's, provide agents with a self-service log-in or sell your services directly on any website.

**Packaging & Add-ons**

Package your services with partners for a more enhanced product offering. Sell add-ons and extras with any product.

**Price Management**

Sell your products in multiple currencies, manage complex price catalogs and seasonal prices across all channels.

# Challenges of creating and running online community portals

Issues include:

- Managing entries from product/service providers e.g. updating entries with new or deleting old data
- Protecting entries from accidental or malicious changes
- Categorising entries into customer useful groupings e.g. accommodation, attractions
- How to become financially sustainable e.g. after the setup grant runs out?

- **Solution: need for a portal manager?**

# Challenges of creating and running online community portals

I undertook a small survey on RT websites in 2013 and discovered very varied quality of information in micro RT business websites

Common issues included:

- Out of date prices which differed between native and foreign language versions
- Quantity of information provided created big differences in the desire to buy, scores ranged from 1 -5 as follows:

1 lack of information

2 only basic factual information

3 information also includes activities possible at the site

4 information also includes activities possible in the surrounding area

5 information includes activities possible in the surrounding area including possible itineraries suited to differing user groups

- Perhaps it is unrealistic to expect them to maintain their entry in a portal

# Challenges of creating and running online community portals

Payment modes are available on the site:

- no information: 45%
- cash only: 3%
- bank transfers: 7%
- credit / debit cards: 5.5%
- PayPal: 4%

## Comments

- No info on methods of payment or how to book for families or individuals
- Varied level of detail between language versions
- while the site offers discounts provided a deposit has been paid there is no information about how payment should be made.
- On-line reservation was on the site but did not seem to work in languages
- Payment arrangements cash only but how to pay the 50% in advance is not explained - what cash transfer methods will they accept?

# Mobile Location-Based Games

Tools for raising local community engagement & awareness of the: natural and cultural heritage, stories and legends of their area using mobile location based gaming.

GeoAdventures: https://mygeoadventure.com/about/

## APPRECIATE THE OUTDOORS, ENJOY ACTIVITIES THEN YOU WILL LOVE MYGEOADVENTURES

The myGeoAdventure platform has been created to let anyone enjoy and experience the outdoors letting you design and create fun journeys, create the adventures and challenge with others where ever you are.  Anyone anywhere can create a myGEO trails for others to download and play.  You can charge for a download and generate income or share your adventures for anyone to download.

# Thank you