



AGENDA

DAY 1 - March 20, 2019

19.30	Arrival of the participants and accommodation in the hotel
20.00	DINNER

DAY 2 – March 21, 2019

08.00 – 09.00	BREAKFAST
09.00 – 10.00	Official opening of the training
	Presentation of the participants and expectations from the training
10.00 – 11.30	Understanding tourism, Concept and possibilities for local tourism growth Promotion of interesting local tourist routes with promotion of local tradition, localities, food...
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
11.30 – 12.00	KOFFE BREAK
12.00 – 13.30	Standards and tricks for local tourist routes scanning
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
13.30 – 14.30	LANCH
14.30 – 15.30	Development of local tourist product
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
14.45 – 15.00	KOFFE BREAK
15.00 – 16.30	Group task: Exercise preparing a local tourist product
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
16.30 – 17.00	Evaluation of the day
19.30	DINNER





DAY 3 – March 22, 2019	
08.00 – 09.00	BREAKFAST
09.00 – 09.30	Reflection on the previous working day
09.30 – 10.15	Opportunities and innovations
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
10.15 – 11.30	Presentation of products and peer review
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
11.30 – 12.00	KOFFE BREAK
12.00 – 13.30	Communicating with tourists
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
13.30 – 14.30	LUNCH
14.30 – 15.30	Group task: orientation in sales and promotion (video exercise and social media promotion)
	<ul style="list-style-type: none"> • Presentation • Questions and answers • Reflection and Conclusions
15.30	KOFFE BREAK
15.30 – 16.30	Conclusions from the training
	Evaluation of the training
	Official closing of the training

