WP 4.2 TRAINING PATHS FOR CULTURAL TOURISM
PP7 – STEP RI
Training modules/workshops Report

In November and December 2018 STEP RI published news about workshops dedicated to regional tourism operators, organized within the ATLAS project, on the STEP RI website. The workshops were open to all tourism actors for registration. The workshops dealt with the issues of IT skills for tourism, Experience Tourism, Branding and Communication with the aim to strengthen skills of identified stakeholders resulting still insufficient. A questionnaire was conducted in October 2018 in order to assess the target group's needs and the topics were chosen according to the questionnaire's results.

The **first workshop** was held on 11th December 2018 at STEP RI premises. The workshop was held by Miroslav Varga, Google AdWords Certified Trainer and internet specialist for online marketing, statistical analysis and data mining. The workshop lasted from 9:00 to 16:00h and there were 17 participants that attended, 20 people all together along with STEP RI staff and the speaker.

Within the workshop the following topics were tackled:
- What is internet marketing and how to use it in tourism,
- How to Start Your Internet Marketing Story,
- How to define a plan, a budget and estimate the return on investment (ROI) in a short time,
- What free tools are available to explore the desired market in any country, for any kind of tourist offer,
- How to send a message to your customer, i.e. be at the right time in the right place,
- What are the trends of development and how to digitally prepare for the future.

The **second workshop** was held on 12th December 2018 at STEP RI premises. The workshop was held by Klara Trošt Lesić, an internationally certified expert for sustainable tourism and event analysis management expert. The workshop lasted from 10:00 to 15:00h and was attended by 21 participants, 24 people all together along with STEP RI staff and the speaker.

Within the workshop the following topics were tackled:
- Why are experiences in tourism so important?
    - Economy of experience - understanding the progress of economic value
    - Results of the survey - why the tourist experience is an important indicator of success

- o Exercise: Understanding the basic values and uniqueness of the destination
- o Exercise: Identification of ideal visitors

- Storytelling - attracting guests to the destination
  - o Storytelling for destination management
  - o Exercise: Communication of destination uniqueness using storytelling method

- Gamification - designing unique experiences
  - o Gamification in the service of tourism - a method of designing unique experience
  - o Gamification examples in the program of cultural events
  - o Exercise: Creating destination content by gamification method

The **third workshop,** held on 13th of December 2018, was about Branding and Communication in Tourism, organized at the premises of STEP RI and managed by Nela Dunato, brand and visual identity designer and graphic design teacher. The workshop lasted from 09:00 to 17:00h and was attended by 19 participants, 21 people all together along with STEP RI staff and the speaker.

Within the workshop the following topics were tackled:
- Definition and role of branding in business
- Peculiarities of branding for tourism service providers
- Impact of core values on business and perception in the public
- The importance of segmentation and niche in marketing and sales
- Types of niches in tourism
- The role of visual identity in marketing and business communication
- Types of promotional activities (classical marketing, online marketing, PR)

  Every topic was followed by practical exercises, and participants worked on their branding and marketing strategies.

Participants filled out a questionnaire at the end of every workshop - a satisfaction survey about the organization, speakers, the content and the subjects. The overall majority the participants were very satisfied with the content and subjects covered, with the professionalism of speakers and with the overall workshop organisation.
Participants were asked if they would be interested in joining the upcoming living labs and pilot actions, to which the response was very positive.

Participants were representatives of the private sector (tour operators and tour agencies operating in different tourism areas, tour guides, destination managers, camping managers, hotel and accommodation managers, blue industry, tourism app developers), representatives of local and regional administration, representatives managing industrial and cultural heritage of the region, representatives from local higher educational institutions focusing on tourism and regional heritage, as well as civil society representatives (cultural and mountaineering associations).