

# Delivery of training modules Workshops Report

(WP 4 – Act. 4.2. – Del. 4.2.1.)

PP5 – Juraj Dobrila University of Pula

PP1 – Istrian Development Agency – IDA LTD.

This report represents summary of workshops organized within WP4 Investing in skills (Activity 4.2. Training paths for cultural tourism, Deliverable 4.2.1. Delivery of training modules). It is based on field analysis of WP3 and identification of the needs for improving skills and masterplan for the training programme of Activity 4.1. in WP4.

Juraj Dobrila University of Pula - Faculty of Economics and Tourism "Dr. Mijo Mirković" (UNIPU FET) and Istrian Development Agency (IDA LTD) have organized three training workshops, with objective to improve strategic skills for cultural tourism operators and competitiveness of the sector, during the months of November and December 2018, with specific topics:

1. **Tourism Experience Design** (23 November, 2018)
2. **Digital Marketing in Tourism** (03 December, 2018)
3. **Branding and Commercialization** (07 December, 2018)

The 1<sup>th</sup> workshop was held on Faculty of Economics and Tourism 'Dr. Mijo Mirković' by certified expert for sustainable tourism and an adviser for organizing sustainable events dr. sc. Klara Trošt Lesić. The first part of the workshop was theoretical, regarding experience economy in tourism and the importance in designing the tourist's experience in the destination. The second part of the workshop was organized dividing the participants into working groups engaged in Communication of destination uniqueness by storytelling method and Creation destination content by gamification method. 34 participants from different sectors actively participated throughout the 5-hour long workshop.

The 2<sup>nd</sup> workshop was held in Istrian Development Agency – IDA LTD by two experts in digital marketing: Branko Mejak and Matija Plastić from Mijena d.o.o. They presented to the participants themes like Fundamentals of digital marketing, Basic of websites and self-advertising, Customer segmentation, Targeting for digital marketing success and many more. 42 participant attended the

workshop that lasted 7 hours. After the theoretical part, participants were actively involved in the practical part of the workshop, named How to set up Digital Marketing Campaign.

The 3<sup>rd</sup> workshop was held on Faculty of Economics and Tourism 'Dr. Mijo Mirković' by brand consultant Stipan Rimac from Fabular agency specialized in branding. The workshop was divided into three parts and lasted 5 hours. In the first part, focus was on defining characteristics of the successful brand and reasons why branding is important for your business. The emphasis in the second part of the workshop was on successful examples of branding. At the end, participants were divided into small groups and they were given the task of branding the tourist product, which was then presented. There was 31 participant from different sectors.

The total number of the participants on the workshops is 107, coming from different sectors. The variety of our stakeholders' profiles represents the leverage point for researching problems in our local community, identifying problems and elaborating topics for the Living Lab.

The participants were representatives of the private sector (SMEs in tourism and culture, tourist agencies, creative agencies, digital enterprises, branding agencies, winery, camp, hotels and hospitality groups, tourism actors). More than 50% of the participants on the workshops were from private sector.

Also, there were 6 officials from the local, regional and national public representatives (tourism board, municipality). From Universities there were 17 representatives and 1 representative from cultural and natural heritage management bodies.

All participants were given participation certificates for attending the workshop(s), as well as training materials (PPTs) via e-mail. Many of them took notice that such educations should be organized more regularly, both on the national and regional level. The workshops fulfilled and exceeded participants' expectations, as well as ours.