

Innovation in Rural Tourism in the Carpathians and other mountain areas



Project background – the problem

- Lack of knowledge about valorisation, entrepreneurship, management, promotion of tourism resources, New Media
- Lack of specified vocational educational training (VET) opportunities.



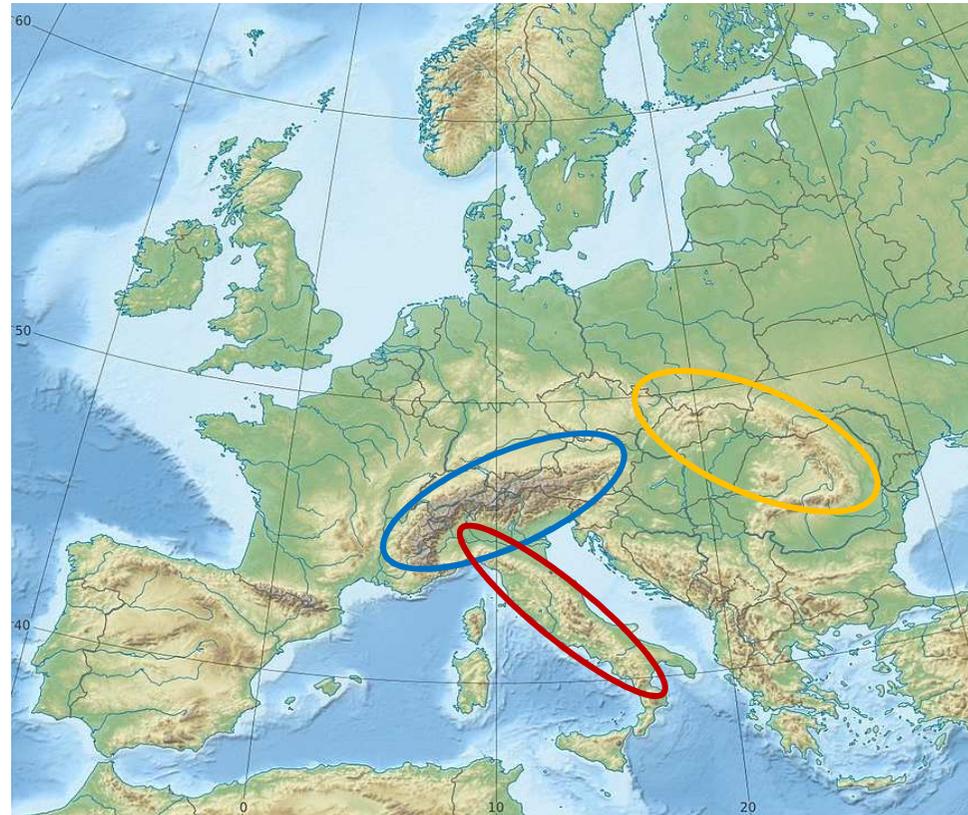
InRuTou

- **Developing and testing a set of tools for community tourism planning**
- **Training of selected opinion leaders to act as **multipliers****



Geographical focus

- the **Alps**
- the **Apennines**
- the **Carpathians**



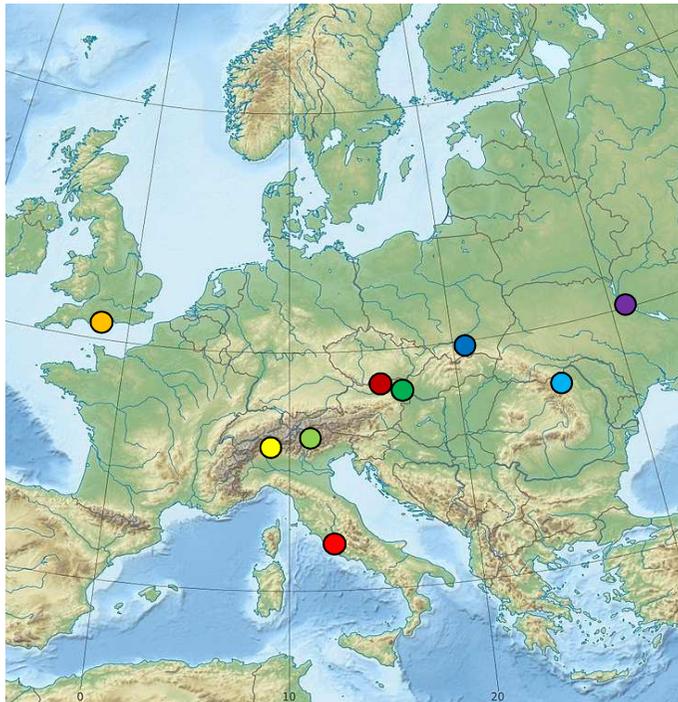
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Pilot Areas

- **AT:** Nationalpark Kalkalpen Region Ennstal & Steyrtal
- **RO:** Dorna country
- **PL:** Beskidy mountain range
- **UA:**
 - Storozhynestky rayon, Chrnivtci oblast
 - Kosiv district
- **IT:** Parco Dell'Aveto, Ligurian Apennines



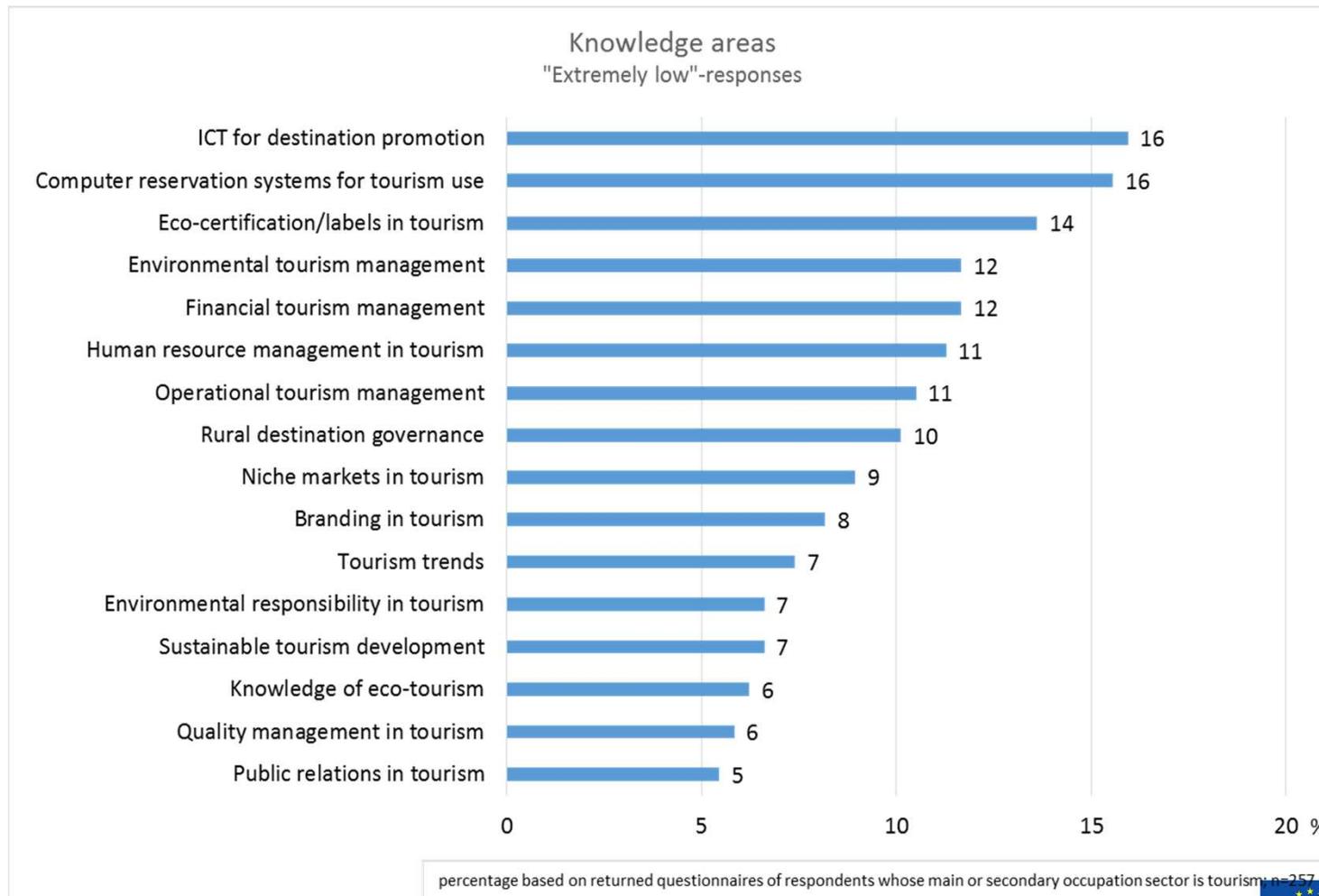
InRuTou Project consortium



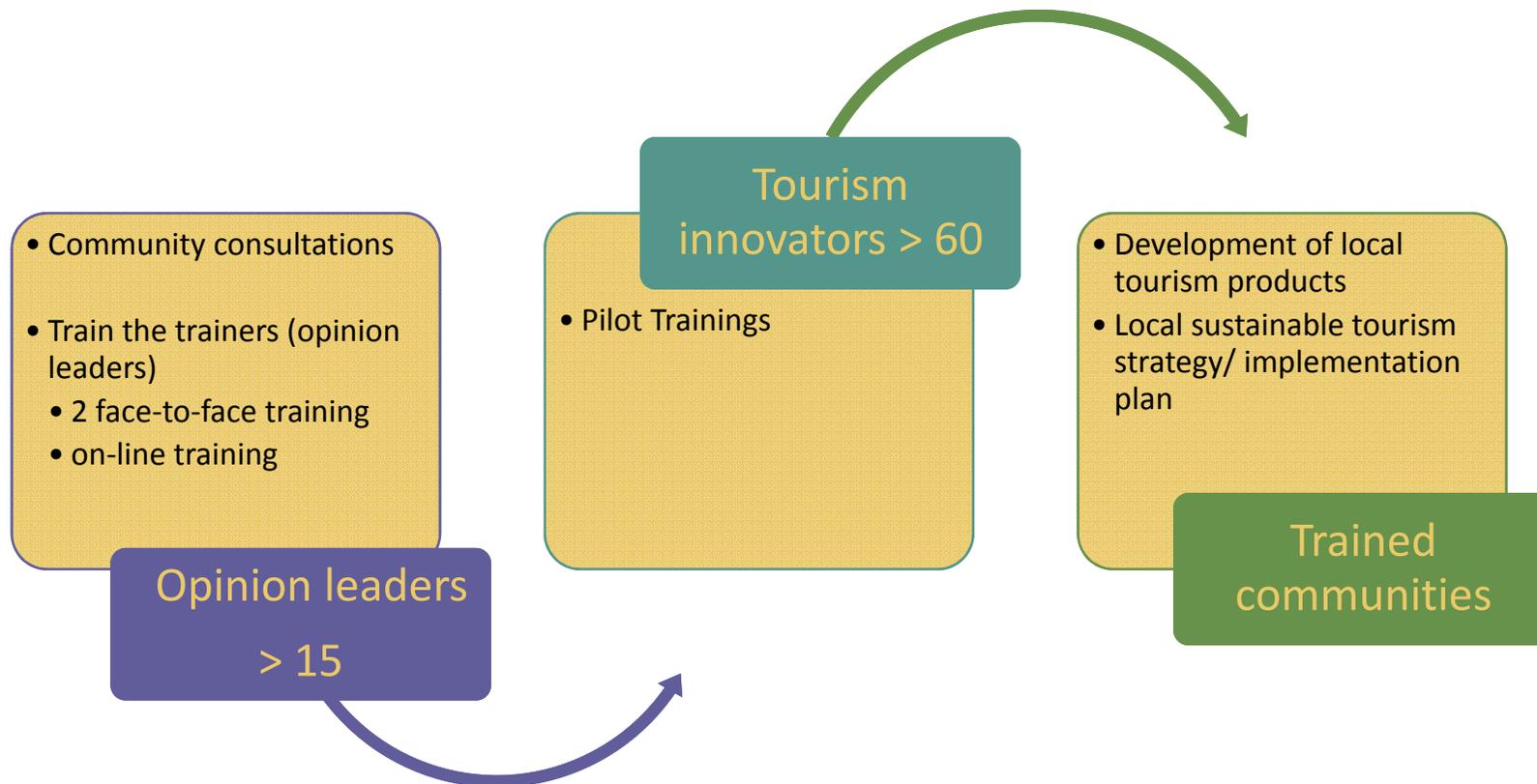
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- IMC University of Applied Sciences Krams (AT)
- SOPHIA Research & Innovation (IT)
- Bournemouth University (GB)
- Associazione Seed (CH)
- EURAC - European Academy of Bolzano (IT)
- UNEP Vienna Interim Secretariat of Carpathian Convention (AT)
- ROMONTANA - National Association for Mountains Rural Development (RO)
- Ecopsychology Society (PL)
- Information Center "Green Dossier" (UA)

Background and context analysis



Involvement of target groups



Learning tools



- Digital tools and learning contents - Open Source
- Pedagogical model for local tourism developers
- mApp

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EP: THE E-LEARNING PLATFORM

This platform aims to test the technology-enhanced innovative vocational educational training, through the technological instruments, and innovative curriculum design, that will promote the rural communities' empowerment by encouraging community consultations and fostering the role of the tourism innovators, already operating within the region, enabling these actors to play the "opinion leader" role within the destination and training them to coach other actors in the destination.

[Aims \(PDF\)](#) / [Learning Objectives \(PDF\)](#) / [Structure \(PDF\)](#)



Module 1: Entrepreneurship

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it.

Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.



Module 2: Management

The highlights of this module will provide the tourism business managers with the necessary competencies to understand the management concepts and be able to implement it in their rural business – for that reason, the topics are easily understood and were chosen accordingly.



Module 3: Information and Communication Technologies

This module provides an introduction to the Information and Communication Technologies (ICT) basis, from basic principles and terminology to case studies and newspaper articles. The ICT module sheds light on the main ICT concepts that small and medium business managers should be aware of. It will provide a set of pre-defined web technologies to enhance business management, enabling the participants to use the internet as a tool for communication and marketing, accessing websites and use search engine optimization.



Module 4: Engaging Communities

Cooperation, networking and a functioning communication among the stakeholder in a tourism destination is essential to achieve successful and sustainable long-term goals. Especially rural areas provide a plethora of opportunities for the innovation of products and services. This module will provide you with the professional skills to foster communication and stimulate collaboration to recognize and utilise these opportunities in an effective and successful way.



Module 5: Marketing

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it. Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.



Module 6: Sustainability in Tourism

Developing tourism with a minimum impact onto the natural and social environment and at the same time making the tourism economically viable is one of the biggest challenges of modern tourism management. In this module you will learn the principals of sustainable tourism as well as key skills to find the balance between the preservation of traditions and natural merits and economic performance. After all, rural areas depend on an intact nature to attract guests.

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MODULE 5: MARKETING

Module description

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it. Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.

[Aims \(PDF\)](#) / [Learning Objectives \(PDF\)](#)



Case study 1: Marketing Communications

Effective communication is something that does not automatically happen. It needs to be carefully planned. Marketing communications is a complex subject, if only because of the large number of variables, the nature of customer and stakeholder behaviour and the dynamic nature of markets, organizations and information processing.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



Case study 2: Marketing and Branding

Branding is considered as an art and the cornerstone of marketing. Branding strategy is very important in product strategy. Many successful companies have built a huge brand loyal market. However developing brand requires quite a great deal of long term investment. One of most distinctive skills of marketers is their ability to create, maintain and protect brands.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



Case study 3: Tools for marketing and communications

Nowadays there are different tools for marketing and communications, revealing new ways to advertise and spread the word about each business and market place. Being able to advertise the business call on different channels to maximize customers is important for organizations based in rural areas. This case study describes how a specific hotel promote its business, using different types of tools and spread the word among people to advertised is place.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



QUIZ

Take this short quiz to check what you learnt from the case studies. If you have doubts you can discuss with your trainer during the next meeting.



Reflective assignments

The reflective assignments are meant to be a set of open questions you can reflect upon during the online part of the module. The goal is to related what you have learnt in the module 'case studies with your professional practice. When you will next meet with your trainer and colleague you will have the opportunity to discuss this questions all together. You can also start discussing about them in the [sharing platform](#), with your national and international colleagues!

- + Explain the process of carrying out a marketing communications plan and discuss the importance of developing this plan for your business. Why? What should my plan have?
- + Based on the above case study, explain what brand strategies you should adopt in marketing your products/business.
- + Based on the case study, explain which PR plan you should create for your business, implementing a direct marketing online or offline promotion.

Sharing Platform



The [sharing platform](#) is meant to be an experience sharing virtual place, where to discuss the the design and development of the touristic products, which are the output of this training course.

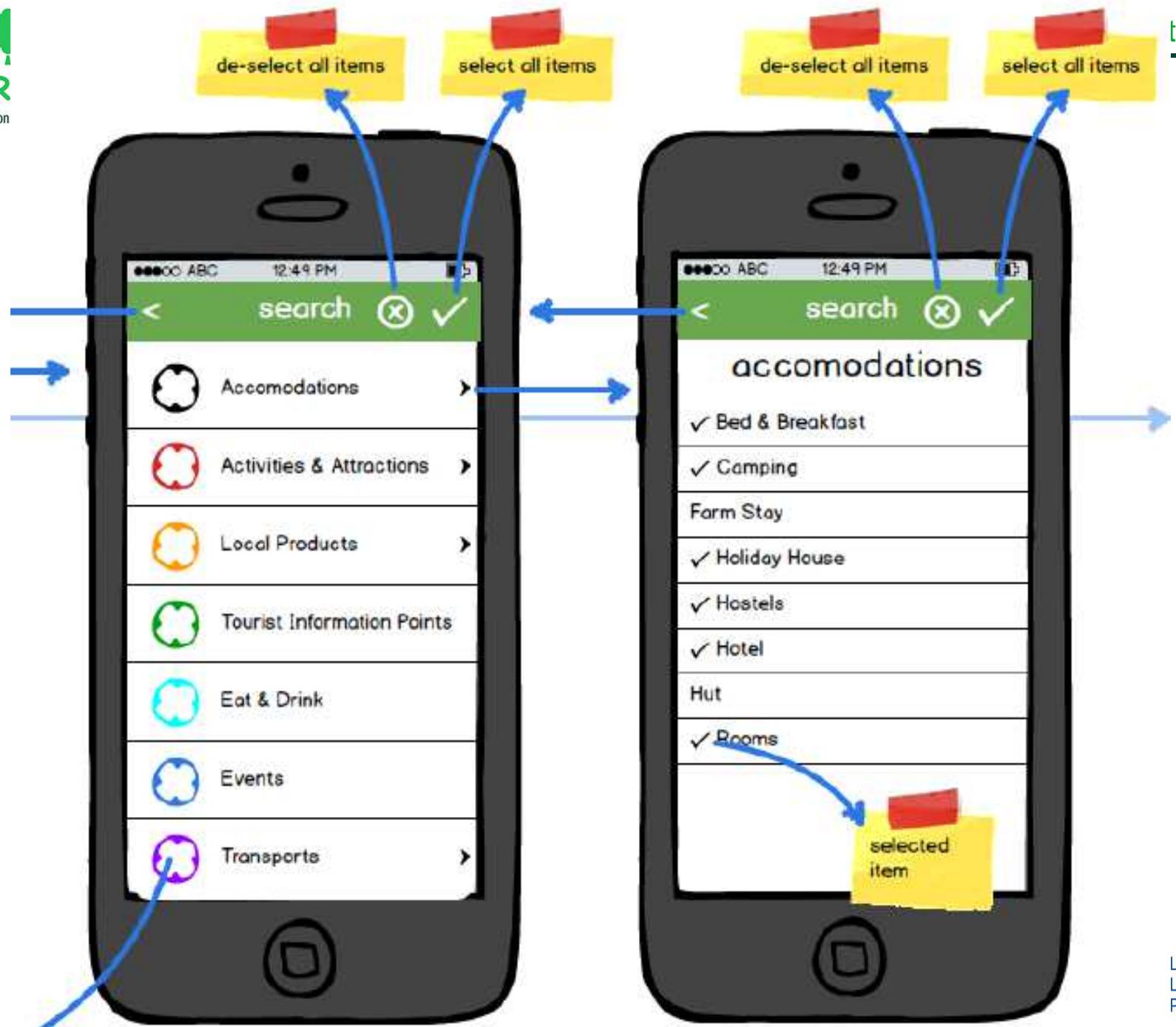
Your trainer will post a summary of the discussion you have in class at the end of each module about how the module supported you in the designing and development of the innovative touristic products. Furthermore, you can join your national colleague and keep in touch with them, during the online part of the module, and you can catch up with what is happening in the other countries involved in the project!

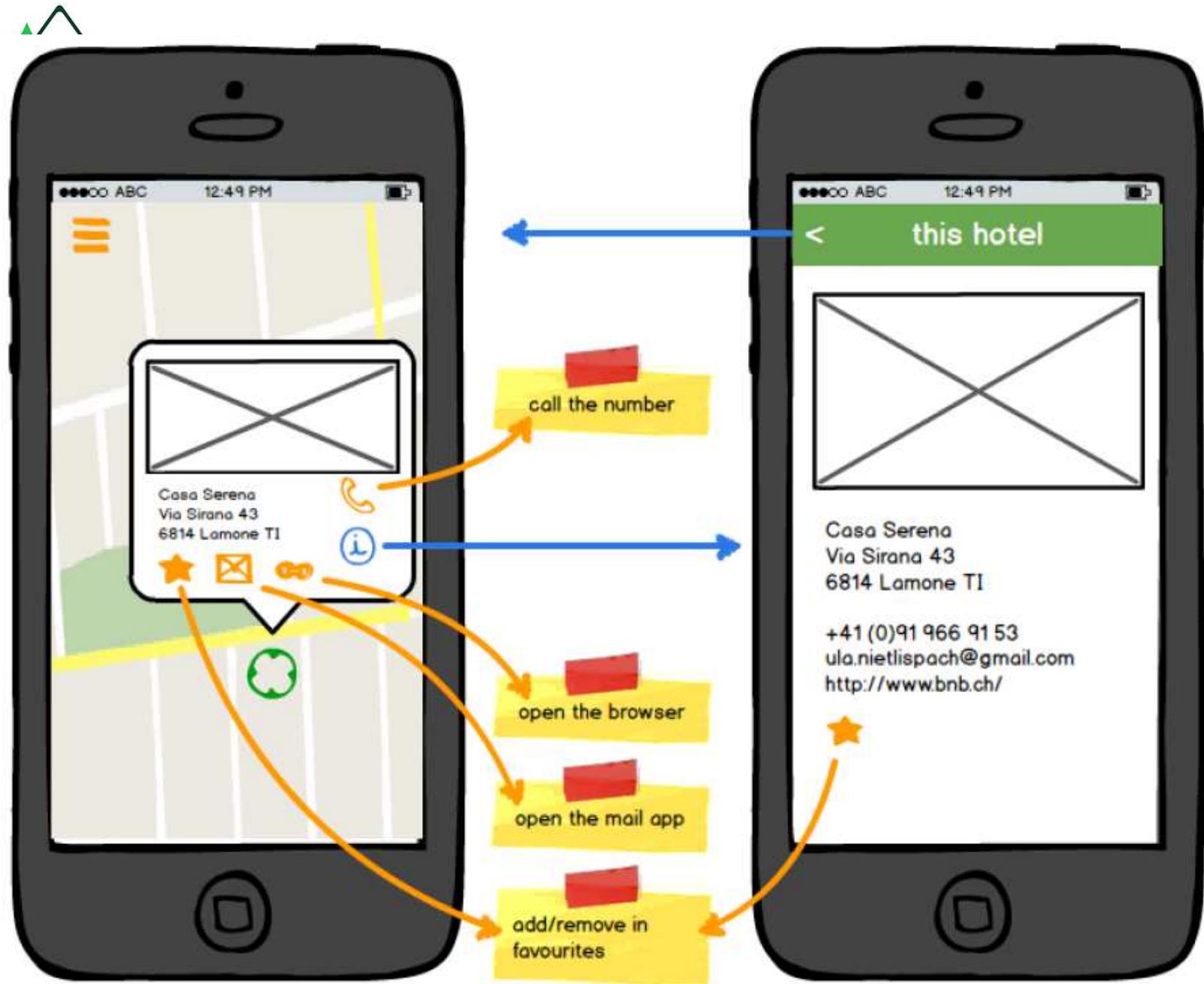


Satisfaction Survey

Now you have completed the module! Congratulations! Help us to improve the learning experience for next modules and future users.

[ShareThis](#)





Map view when ONLINE

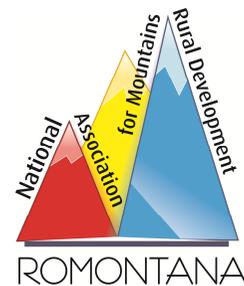
Next Steps & Cooperation

- Finalization of the pilot testing
- Transferability Manual produced
- **Networking conference**
Vienna, Austria, 15 July 2015
- **Final Conference in Poland**
– October 2015



Follow-up

- **Transfer of the InRuTou training to all Carpathian countries**
 - **Other regions of Poland, Romania, Ukraine**
 - **Czech Republic, Hungary, Serbia, Slovak Republic**



Follow-up ...

- **Involve**
 - Protected areas (CNPA, WWF)
 - Cultural Heritage
 - Youth involvement and participation
 - Education and training
 - Research (S4C)
- **Build on other projects:**



