

WORK PLAN WP 5 - Rural tourism development

Task 1:

Development of joint rural tourism platform to introduce local destinations and products

Activities

1.1. Mapping the assets of partners and partner's areas (tourism aspect)

- Preparing the guidelines for partners and the questionnaire with the aim to gather the data about the assets, opportunities and challenges in tourism from the regions involved. Regions are considered as the areas in the circle 50-100 km around the secondary airports. Guidelines and questionnaires prepared by the lead partner of WP 5. January-February 2020.
- Partners gathering the data about tourist assets, capacities and trends in their regions. Filling the questionnaires with assistance from the tourist boards/agencies in particular regions. March-April 2020.
- Gathering the data and drafting the report, analysis of the potentials for development of rural tourism in the partnership around the TNC project. May 2020

1.2. Design of the platform of the European rural tourism network (e.g. www.visitruraleurope.com)

- Lead partner of WP 5 launches the call for provider of the research/study about the existing rural tourism platforms, networks and businesses in Europe (outsourcing). April 2020.
- Carrying out the research/study by the selected company (outsourced). May-June 2020.
- Coordinations of discussion about the findings from the research/study (lead partner of the WP 5), all partners involved and responding. Decision about the appropriate model or platform, applicable for the partnership in TNC project. July-August 2020.

1.3. Design of the concept for branding of the European rural tourism network

- Designing the draft concept for branding. Lead partner of the WP 5 drafting the concept and partners commenting and contributing to the final outcome. August-September 2020.
- Conceptualizing the visual identity/corporate design (outsourced). August-September 2020.

1.4. Monitoring and evaluation of the progress of the WP 5 (horizontal activities linked to other WPs).

1.5. Running negotiations with Chinese partners and building linkages (horizontal activities linked to other WPs).

1.6. Exploring the available funds and financing possibilities in Europe and China for further development of the project (horizontal activities linked to other WPs).

Task 2:

Creating the pilot products and promotion tools

Activities

2.1. Design of the pilot products of the network

- Based on the findings from the mapping of the assets (1.1.) designing of the few pilot tourist products, synchronized between involved partner's regions (regional ITP). June 2020.

- Based on the findings from the research/study (1.2.) designing of the few pilot tourist products, synchronized between involved partner's regions (transnational ITP). October 2020.
- Selection of the tourist agencies, performing the trading of the ITPs and booking strategy. November 2020.
- Agreement between the TNC project partners and tourist agencies. December 2020.

2.2. Promotion tools (Website, FB profile, Instagram profile, Draft catalogue).

- Design of the contents for the promotion tools (all partners, coordination by the lead partner of the WP 5). November 2020.
- Development and implementation of the promotion tools (outsourced). December 2020.

Task 3:

Finding possibilities for flight and train connections inside the rural tourism network

Activities

3.1. Testing of the platform and of the pilot products (in tourism), launch of the first routes

- Internal study visit of each destination to check the feasibility of ITPs. January- April 2021.
- Promotion and trading of ITPs. February-December 2021.

3.2. Action plan for follow up activities and projects.

- Designing of the action plan for the period after the conclusion of the TNC project. October-November 2021.
- Applying for the follow up projects. September-December 2021.

Estimated expenses:

- Management costs of the WP, expert fees, travel costs, hosting costs of meetings in Europe and in China, outsourced services.

Estimated working days for the management of the WP:

- 2,5 working days per month throughout the half project period 10 months, altogether 30 working days.

Estimated working days for the implementation of the WP (valid for the lead partner LAG Prlekija only):

- 10 working days per month throughout the project period 20 months, altogether 200 working days.