

TRAINING	
TRAVEL BUSINESS DEVELOPMENT TRAINING	
Basic information	
<i>Type of training</i>	Informal education
<i>Duration</i>	2 days; 4-hours a day
<i>Level of difficulty</i>	Intermediate to Advanced
<i>Mentor</i>	Andjela Djokic, Spec Sci in Tourism Management
<i>Topics</i>	<ol style="list-style-type: none"> 1. Travel businesses on the modern market 2. People, Structure, Tools & Processes 3. Open data & data-driven approach to tourism
<i>Main goals</i>	<ul style="list-style-type: none"> • To learn about trends and modern market approach when it comes to the global digital market. • To analyse all the segments of their business development. • To learn about open data and useful tools to promote and develop their business.
<i>Expected results</i>	To improve participants' businesses development and introduce modern market techniques and tools.
<i>Reference</i>	Scorecards and Online meetings with applicants
Training Content and Methodology	
<i>Content & Training Flow Description</i>	<p>Theoretical approach & presentation Learning about good examples from the global travel market and analysing the current situation in the post-pandemic travel industry. Analysing people, structure, tools and processes in the current situation and discussing further possibilities. SWOT analysis of global travel businesses. Show-cases from the market.</p> <p>Practical work SWOT analysis of their businesses. Business development strategy in the post-pandemic market.</p>
<i>Methodology</i>	Lecture with a presentation of successful show-cases; Groupwork – active participation (exercise, discussion, demonstration); Immediate practising with the mentor
Logistics	
<i>No. of participants (max 10)</i>	<i>5 - 10 service providers/SMEs on the project (tour operators, guides, F&B service representatives, accommodation providers, outdoor activities service providers...)</i>
<i>Location</i>	<i>- indoor or covered space with tables and chairs</i>
<i>Necessary tools and equipment</i>	<ul style="list-style-type: none"> - a projector and a projection screen - laptop computer(s) - internet connection - whiteboard and markers

<i>Features included</i>	<ul style="list-style-type: none"> - refreshments (coffee, tea, water) - group lunch - transportation and accommodation (mentors & participants)
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Training TRAVEL BUSINESS DEVELOPMENT TRAINING
Agenda

Day 1 28 September	
Activity	Time
Registration and introduction. <i>Presentation of the project Support to the Inbound Tourism Development in the Western Balkans Cross-Border Rural Areas implemented by the Regional Rural Development Standing Working Group in SEE (SWG) and co-financed by the USAID Economic Development, Governance and Enterprise Growth Project and SWG</i>	09:00-09:30
Part 1 – Travel businesses on the modern market Goal To learn about trends and modern business approach when it comes to the global digital market.	09:30-11:00
Break	11:00-11:30
Part 2 – People, Structure, Tools & Processes Goal To analyse all the segments of their business development and create a SWOT.	11:30-13:00
Lunch break	13:00-14:00
Final discussion, preparation for day 2, Q&A	14:00-15:00

Day 2 29 September	
Activity	Time
Registration	09:00-09:30
Part 1 – Open Data & Data-Driven Business Approach (Group work) Goal To learn about open data and useful tools to promote and develop their business.	09:30-11:00
Break	11:00-11:30
Part 2 – SWOT analysis (Group work) Goal Business development strategy in the post-pandemic market.	11:30-13:00
Lunch break	13:00-14:00
Discussion, evaluation and finale	14:00-15:00