

**TRAINING #4
PROVIDERS TRAINING**

Basic information

<i>Type of training</i>	Informal education
<i>Duration</i>	2 days
<i>Level of difficulty</i>	Advanced
<i>Mentor</i>	Miroslav Ivanović, PhD in Tourism
<i>Topics</i>	Animation and storytelling in tourism - traditional recipes, drinks and presentation Information and Equipment - quality & availability F&B comprehensiveness - customization Examples, experiences and innovations in presentation (digitalisation)
<i>Main goals</i>	Improving communication with guests and animation by creating special stories tailored to target groups interests Raising service providers awareness about the necessity of information and equipment availability & quality Improving the range of services in the F&B sector through menu diversification
<i>Expected results</i>	Improved and adopted theoretical knowledge, practical experiences and tools to increase the competitiveness of services in the guiding services, F&B services and availability of information and equipment for outdoor activities.

Training Content and Methodology

<i>Content & Training Flow Description</i>	Theoretical content - Animation as a process of active participation of tourists and a tool for bringing tourists and locals closer and makes local values more understandable to foreign tourists. Animation as a local cultural heritage, folklore and gastronomic characteristics promoter. Presentation of the necessity of availability of information and special equipment - transport, accommodation, food, animation, outdoor activities etc. Customisation of the F&B sector in line with sophisticated needs of individual market niches (vegetarian, vegan, halal and kosher food, diet, gluten free). Practical work - designing and presenting special animation programs and / or storytelling related to a specific tourist tour, facility or traditional food or drink tasting.
<i>Methodology</i>	Ex Cathedra, presentation, case study analysis, discussion, group work, group presentation and simulation.

Logistics

<i>No. of participants (max 10)</i>	5 - 10 (service providers - tour operators, guides, F&B service representatives, accommodation providers, outdoor activities service providers...)
<i>Location</i>	- indoor or covered space with tables and chairs
<i>Necessary tools and equipment</i>	- a projector and projection screen - flipchart with paper - markers (different colors) - laptop computer - working paper - internet connection