

**TRAINING #3
TOURISM VALUE CHAIN**

Basic information

<i>Type of training</i>	Informal education
<i>Duration</i>	2 days; 4-hours a day
<i>Level of difficulty</i>	Advanced
<i>Mentor</i>	Miroslav Ivanović, PhD in Tourism
<i>Topics</i>	<p>The concept of value chain and its application in the improvement of cooperation in tourism sector</p> <p>The regional tourism tour value chain - the idea, scope, partners/associates, quality of services, networking</p> <p>Examples, experiences and inovations: product development, product branding models, events and cooperation</p> <p>Mapping of good and bad links in the chain, suggestions for improvement and overcoming the risks</p>
<i>Main goals</i>	Development of value chains in tourism - an instrument for strengthening the competitiveness of regional tourism tours and positioning in the international tourism market
<i>Expected results</i>	Improved and adopted theoretical knowledge, practical experiences and tools to increase the competitiveness of regional tourism tours and positioning in the international tourism market
<i>Reference</i>	Scorecard Analysis & Meetings with applicants

Training Content and Metodology

<i>Content & Training Flow Description</i>	<p>Theoretical content - Presentation and understanding the concept of value chain in tourism that create superior tourism market value. Primary (packaging, promotion and delivery experience) and secondary activities (infrastructure, planning, human resource development, technology and related activities) in the regional tourism tour value chain. Presentation of successful stories.</p> <p>Practical work - The regional tourism tour value chain assessment; identification of all good and bad links in the chain; assessment of activities performed by the tourist in pre pre-trip, on-site and post-trip stage; identification of positive and negative aspects; group conclusions and recommendations for improvement the tour value chain.</p>
<i>Metodology</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, accomodation providers, outdoor activities service providers...)
<i>Location</i>	- indoor or covered space with tables and chairs
<i>Necessary tools and equipment</i>	<ul style="list-style-type: none"> - a projector and projection screen - flipchart with paper - markers (different colors) - laptop computer - working paper - internet connection

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Agenda

Day 1 (starting at 9:00)	
Activity	Time
<p>Registration and introduction.</p> <p><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></p>	30'
<p>Part 1 – The concept of value chain in tourism</p> <p><i>Goal: Understanding the importance of the value chain and all its elements in designing a quality and market competitive regional tourism product (tour)</i></p>	90'
Break	30'
<p>Part 2 – Examples, experiences and inovations: product development, product branding models, events and cooperation</p> <p><i>Goal: Introduction and adoption of tourism regional tour best practices as a tool for increase the competitiveness and positioning in the international tourism market</i></p>	60'
Lunch break	60'
Final discussion, preparation for day 2, Q&A	60'

Day 2	
Activity	Time
Registration	30'
<p>Part 1 – Group work. The regional tourism tour value chain assessment</p> <p><i>Goal: Identification of all good and bad links in the tour value chain; Assessment of activities performed by the tourist in pre pre-trip, on-site and post-trip stage</i></p>	90'
Break	30'
<p>Part 2 – Group presentations. The regional tourism tour value chain assessment</p> <p><i>Goal: Presentation and discussion on identficated positive and negative aspects; group conclusions and recommendations for improvement the tour value chain</i></p>	60'
Lunch break	60'
Discussion, evaluation and finale	60'