

PROGRAM

round table on "Innovation and extraversion in the restaurant industry"

organized within the project: "Initiative to capitalize on the prospects of tourism in the region"
 with the acronym CapTour.

Aim of the event: Strengthening business opportunities in the restaurant sector in the cross-border region.

Date of the event - June 14, 2022. (Tuesday);		
Venue of the event: Conference hall in SPA hotel Spartak		
Time	Subject	Presenter
10.00 - 10.30	Guest registration, Welcome coffee.	
10.30 - 10.45	Opening of the event. Presentation of the project, goals of the event. Introducing the guests.	Project team Consulting team
10.45 -12:00	Digitalization in the restaurant industry - cloud systems for restaurant management.	Expert digital management systems in the restaurant business
12:00– 12:15	Objectives, priorities, model of cooperation between municipal authorities, business and NGOs in two neighboring municipalities.	Representative of the Municipality of Strumyani
12:15 - 13:00	Open discussion	Moderator
13:00 - 14:00	Catering (Lunch)	
14:00 – 14:40	Partnership with municipal authorities, business and NGOs - initiatives, communication, the most common difficulties.	Chairman of AHRT Sandanski
14:40 - 15:30	Good sustainable practices in the relationship between public authorities, the NGO sector and business.	LAG Sandanski

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15:30 - 16:00	Coffee break	
16.00 - 16.45	Open discussion	Moderator
16:45	Concluding remarks	Moderator

Brief presentation of the project:

The project "Initiative for capitalisation of the prospects of tourism in the region" with the acronym CapTour, consists of a set of actions that will be implemented over a period of 2 years, with the ultimate goal to strengthen the key factors influencing entrepreneurial success in the tourism industry of the cross-border area. It focuses on small and medium-sized enterprises (SMEs) in this sector, as their place and role in the tourism and hospitality industry have a major impact on the socio-economic development of the cross-border area. In this regard, the growth of tourism entrepreneurship is seen as a dynamic factor in the development of local communities.

The following key activities are included in the implementation of the project:

Implementation of network activities - round tables, business forums, thematic seminars and a platform for partnership opportunities,
 Develop a mapping study, gathering best practices across the EU on financial instruments in tourism development, finance, sustainable tourism and growth models.
 Development of supporting training material for training purposes; Implementation of trainings for raising the skills in the Tourism sector;
 Implementing short sessions to build skills in the Tourism sector;
 Conducting thematic seminars, including study visits;
 Development of a tourism support scheme, including the provision of consulting, personalized support services and mentoring services to entrepreneurs

Expected results from the project implementation:

The project will lead to an improved entrepreneurial climate, which will facilitate the development of new business and also support newly created SMEs in the tourism sector by:
 Skills and capacity building through training, short skills building sessions, counseling services, personalized support and mentoring services;
 Improved business networks and cross-border business opportunities through roundtables, business forums and thematic seminars, including study visits.
 The electronic platform for partnership opportunities that will remain up-to-date and accessible to the public.

Project Beneficiaries:

LB1 Federation of Hoteliers in Greece,
 PB2 University of Macedonia / Research Committee / Department of Accounting and Finance - Greece,
 PB3 Association of Hoteliers, Restaurants and Tour Operators - Sandanski - Bulgaria, and
 PB4 Union of Rhodope hoteliers and restaurateurs - Bulgaria

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