

Interreg Greece-Bulgaria CapTour

European Regional Development Fund



СДРУЖЕНИЕ НА ХОТЕЛИЕРИТЕ, РЕТОРАНТЬОРИТЕ И
ТУРОПЕРАТОРИТЕ - САНДАНСКИ



PROGRAM

round table on "Innovation and extraversion in tour operator and agency activities"

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

Aim of the event: Strengthening the business opportunities in the sector "Tour operator and agency activities" in the cross-border region.

Date of the event - June 15, 2022. (Wednesday);		
Venue of the event: Conference hall in SPA hotel Spartak Sandanski		
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 - 11.15	Digitalization in the tour operator activity - digital marketing (sales channels).	Expert digital systems
11.15 – 11.30	Opportunities for cooperation between different tour operators and travel agents. Process automation.	Representative of a tour operator
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 - 14.15	Outsourcing of tourism services. Opportunities for creating public-private partnerships. Legal aspects.	Legal adviser
15.30 - 16.00	Coffee break	
16.00 - 16.45	Open discussion	Moderator
16:45	Concluding remarks	Moderator

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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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