

Innowacje w turystyce wiejskiej na terenach górskich

Projekt InRuTou - Innovation in Rural Tourism



Ustrzyki Górne | 22 stycznia 2015 r.

Projekt dofinansowany ze środków Unii Europejskiej

Tło projektu – problem

- Społeczności lokalne na terenach wiejskich:
 - poza głównym nurtem procesów rozwojowych
 - mało powszechna wiedza i umiejętności z zakresu waloryzacji, przedsiębiorczości, zarządzania, promocji zasobów turystycznych, zastosowaniach nowych mediów
 - utrudniony dostęp do specjalistycznego szkolnictwa zawodowego

Turystyka wiejska

- Każda forma turystyki odbywająca się w środowisku wiejskim i wykorzystująca jego walory
- Wspomaga rozwój terenów wiejskich
- Pozytywnie wpływa pod względem ekonomicznym, społecznym i środowiskowym na społeczności lokalne zamieszkujące obszary górskie – często o unikalnym dziedzictwie przyrodniczym i kulturowym



Nowe media

- Ważne dla zapewnienia dostępu i operowania na rynkach turystycznych
- Pomagają rozwijać strategie turystyczne
- ... i promować atrakcje
- Wspomagają wymianę informacji z klientami i partnerami



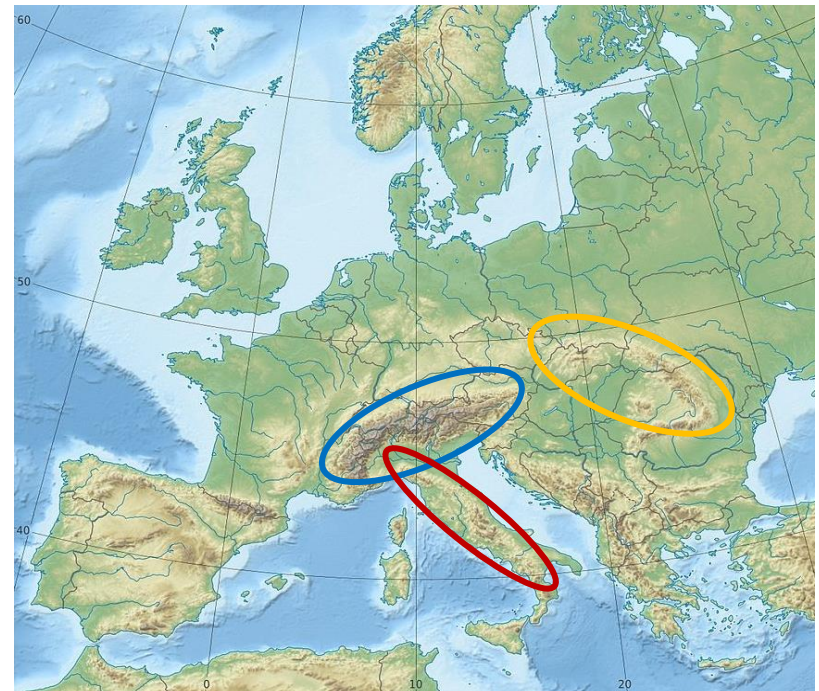
Edukacja i szkolenia

- Ważne dla zapewnienia mieszkańcom terenów wiejskich odpowiednich kwalifikacji
- Podnoszą konkurencyjność lokalnych przedsiębiorstw turystycznych w skali regionalnej, krajowej, ...



Projekt – testuje możliwe rozwiązania

- **Turystyka wiejska:**
istotny czynnik rozwoju terenów wiejskich
- **Badany obszar:**
Alpy, **Apeniny** i **Karpaty**

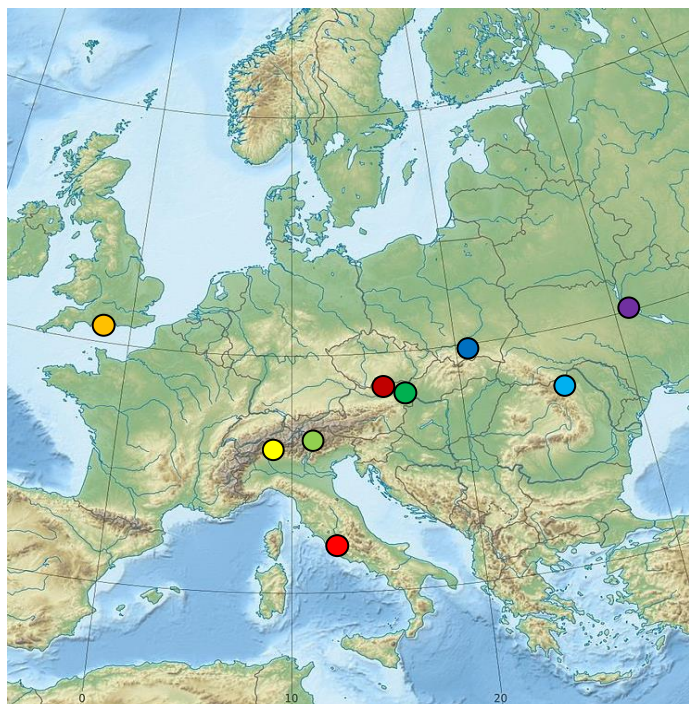


http://commons.wikimedia.org/wiki/File:Europe_relief_laea_location_map.jpg

Cele

- Opracowanie i przetestowanie zestawu narzędzi wspomagających rozwój zrównoważonej turystyki na położonych w górach terenach wiejskich
- Wyszukanie grupy liderów, którzy zachęcą mieszkańców do opracowania lokalnych planów rozwoju turystyki

Partnerzy projektu

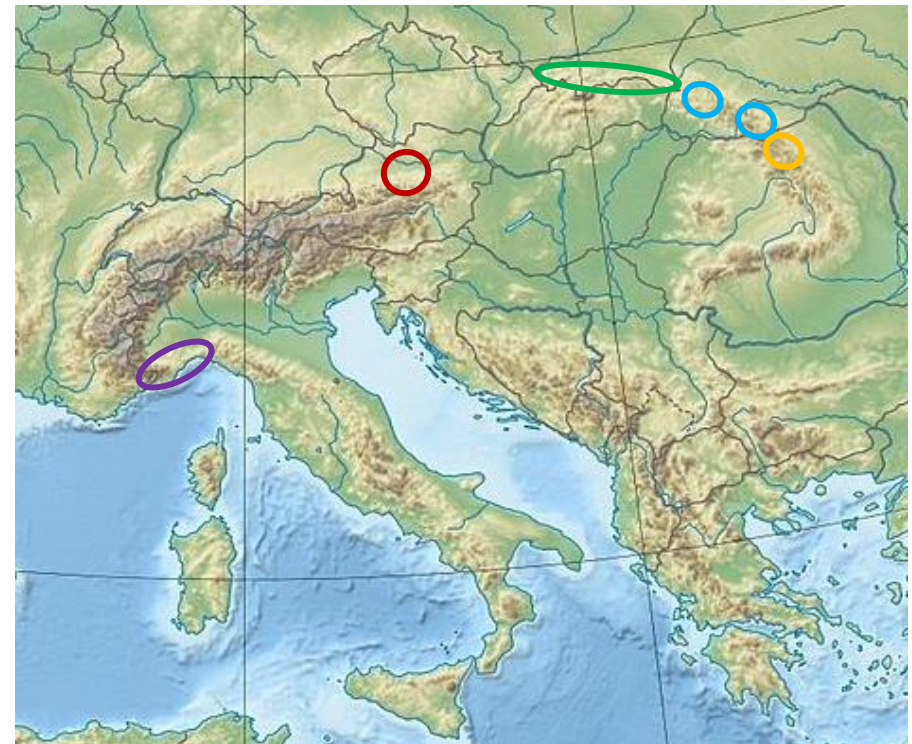


http://commons.wikimedia.org/wiki/File:Europe_relief_laea_location_map.jpg

- Uniwersytet Nauk Stosowanych IMC w Krems (AT)
- Stowarzyszenie SOPHIA Badania i Rozwój (IT)
- Uniwersytet Bournemouth (GB)
- Stowarzyszenie seed (CH)
- EURAC - Akademia Europejska w Bolzano (IT)
- UNEP Vienna - Tymczasowy Sekretariat Konwencji Karpackiej w Wiedniu (AT)
- ROMONTANA - Krajowe Stowarzyszenie na rzecz Rozwoju Górskich Obszarów Wiejskich (RO)
- Stowarzyszenie Ekopsychologia (PL)
- Centrum Informacyjne "Green Dossier" (UA)

Obszary pilotażowe

- AT: Park Narodowy Kalkalpen, Górna Austria
- RO: okolice Vatry Dornei, Bukowina
- PL: Beskidy
- UA:
 - okolice Czerniowiec, północna Bukowina
 - okolice Kosowa, Huculszczyzna
- IT: Park Narodowy Aveto, Apeniny Liguryjskie



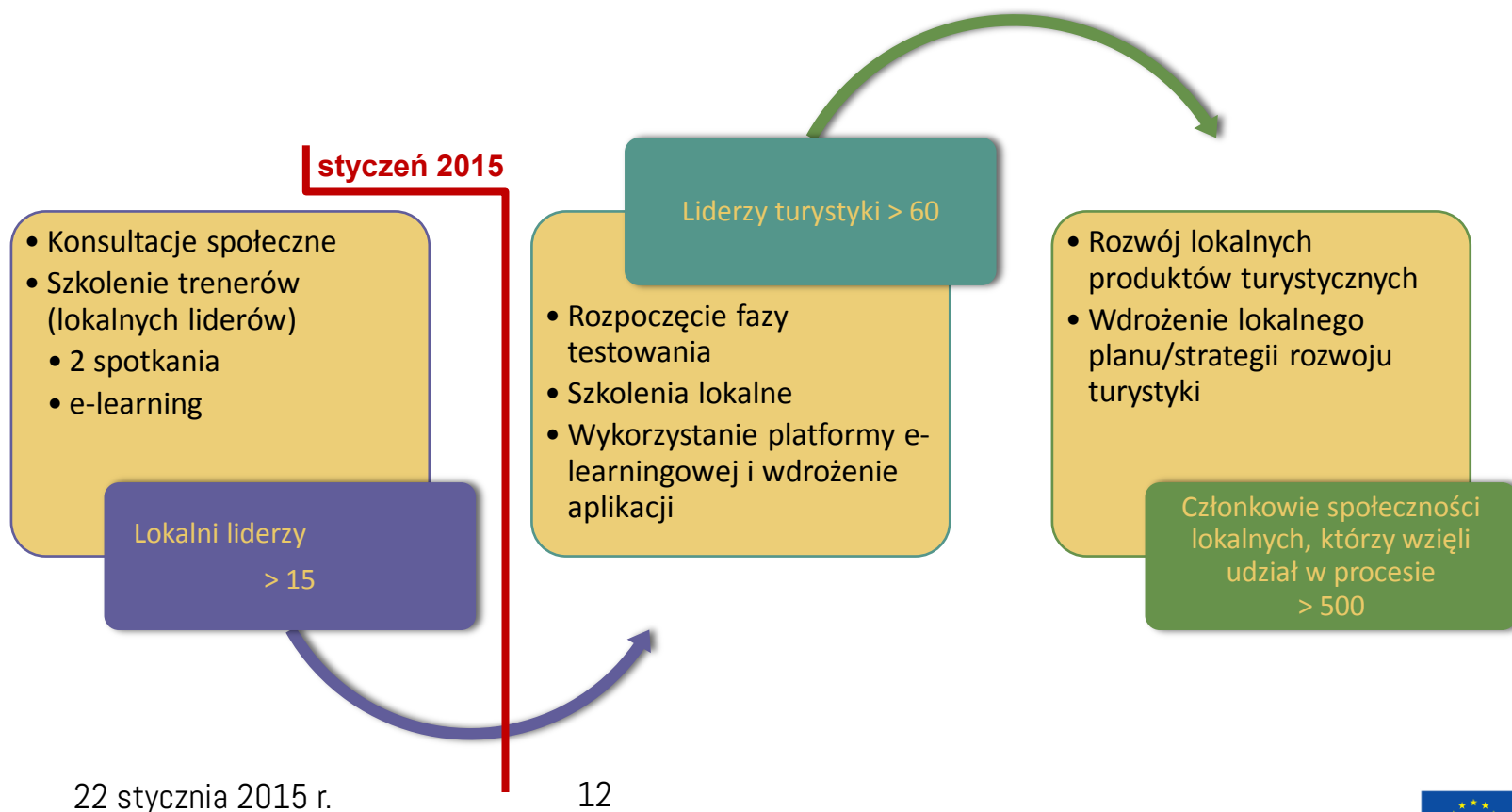
Część przygotowawcza projektu - badania

- Analiza potrzeb i uwarunkowań
- Badanie dopasowania popytu i podaży lokalnych usług turystycznych
- Konsultacje społeczne na obszarach pilotażowych
- Określenie czynników sukcesu, wyzwań i możliwości

Część praktyczna projektu – pilotaż

- Opracowanie zestawu e-narzędzi i pakietu szkoleniowego oraz udostępnienie ich jako otwartych zasobów edukacyjnych i otwartego oprogramowania
- Pakiet szkoleniowy dla osób prowadzących lokalne przedsięwzięcia turystyczne (e-learning i platforma wymiany doświadczeń)
- Aplikacja internetowa i na telefony komórkowe do promocji lokalnych atrakcji i infrastruktury turystycznej

Fazy realizacji części pilotażowej projektu





InRuTou

Innovation in Rural Tourism

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EP: THE E-LEARNING PLATFORM

This platform aims to test the technology-enhanced innovative vocational educational training, through the technological instruments, and innovative curriculum design, that will promote the rural communities' empowerment by encouraging community consultations and fostering the role of the tourism innovators, already operating within the region, enabling these actors to play the "opinion leader" role within the destination and training them to coach other actors in the destination.

[Aims \(PDF\)](#) / [Learning Objectives \(PDF\)](#) / [Structure \(PDF\)](#)



Module 1: Entrepreneurship

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it. Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.



Module 2: Management

The highlights of this module will provide the tourism business managers with the necessary competencies to understand the management concepts and be able to implement it in their rural business – for that reason, the topics are easily understand and were chosen accordingly.



Module 3: Information and Communication Technologies

This module provides an introduction to the Information and Communication Technologies (ICT) basis, from basic principles and terminology to case studies and newspaper articles. The ICT module shed lights on the main ICT concepts that small and medium business managers should be aware of. It will provide a set of pre-define web technologies to enhance business management, enabling the participants to use the internet as a tool for communication and marketing, accessing websites and use search engine optimization.



Module 4: Engaging Communities

Cooperation, networking and a functioning communication among the stakeholder is a tourism destination is essential to achieve successful and sustainable long-term goals. Especially rural areas provide a plethora of opportunities for the innovation of products and services. This module will provide you with the professional skills to foster communication and stimulate collaboration to recognize and utilise these opportunities in an effective and successful way.



Module 5: Marketing

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it. Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.



Module 6: Sustainability in Tourism

Developing tourism with a minimum impact onto the natural and social environment and at the same time making the tourism economically viable is one of the biggest challenges of modern tourism management. In this module you will learn the principals of sustainable tourisms as well as key skills to find the balance between the preservation of traditions and natural merits and economic performance. After all, rural areas depend on an intact nature to attract guests.

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1. Przedsiębiorczość
2. Zarządzanie
3. Technologie informacyjne i komunikacyjne
4. Angażowanie społeczności lokalnych
5. Marketing
6. Zrównoważona turystyka

MODULE 5: MARKETING

Module description

This module provides an introduction to Marketing, from basic principles and terminology to case studies and newspaper articles. Nowadays, marketing term is widely used by everyday people, without getting to notice it. Taking into account the generality of the topics related to marketing – communication, innovation, selling, branding, distribution, public relations, advertising, promotion, market research, and so on – this module will highlight the main concepts considered to be important.

[Aims \(PDF\)](#) / [Learning Objectives \(PDF\)](#)



Case study 1: Marketing Communications



Effective communication is something that does not automatically happen. It needs to be carefully planned. Marketing communications is a complex subject, if only because of the large number of variables, the nature of customer and stakeholder behaviour and the dynamic nature of markets, organizations and information processing.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



Case study 2: Marketing and Branding

Branding is considered as an art and the cornerstone of marketing. Branding strategy is very important in product strategy. Many successful companies have built a huge brand loyal market. However developing brand requires quite a great deal of long term investment. One of most distinctive skills of marketers is their ability to create, maintain and protect brands.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



Case study 3: Tools for marketing and communications

Nowadays there are different tools for marketing and communications, revealing new ways to advertise and spread the word about each business and market place. Being able to advertise the business call on different channels to maximize customers is important for organizations based in rural areas. This case study describes how a specific hotel promote is business, using different types of tools and spread the word among people to advertised is place.

[Main reading](#) / [Call for actions](#) / [Additional Resources](#)



QUIZ

Take this short quiz to check what you learnt from the case studies. If you have doubts you can discuss with your trainer during the next meeting.



Reflective assignments

The reflective assignments are meant to be a set of open questions you can reflect upon during the online part of the module. The goal is to related what you have learnt in the module 'case studies with your professional practice. When you will next meet with your trainer and colleague you will have the opportunity to discuss this questions all together. You can also start discussing about them in the [sharing platform](#), with your national and international colleagues!

- + Explain the process of carrying out a marketing communications plan and discuss the importance of developing this plan for your business. Why? What should my plan have?
- + Based on the above case study, explain what brand strategies you should adopt in marketing your products/business.
- + Based on the case study, explain which PR plan you should create for your business, implementing a direct marketing online or offline promotion.

Sharing Platform



The [sharing platform](#) is meant to be an experience sharing virtual place, where to discuss the the design and development of the touristic products, which are the output of this training course.

Your trainer will post a summary of the discussion you have in class at the end of each module about how the module supported you in the designing and development of the innovative touristic products. Furthermore, you can join your national colleague and keep in touch with them, during the online part of the module, and you can catch up with what is happening in the other countries involved in the project!



Satisfaction Survey

Now you have completed the module! Congratulations! Help us to improve the learning experience for next modules and future users.

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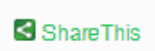
WELCOME TO THE INRUTOU SHARING PLATFORM!

This **social media platform** is dedicated to the sharing of experiences among participants to the **InRuTou project pilot training in Austria, Romania, Italy, Poland and Ukraine**. The aim of the platform is to document about country progresses towards the design and development of innovative rural touristic products and to inspire colleagues in other European countries.

In this platform you'll find:

- **blogposts related to pilot areas progresses** during and beyond the learning experience leading to the design and production of **touristic rural products, in English**. This area is dedicated to **cross-national online sharing**.
- **Pilot areas' groups** devoted to community discussion among participants of a given pilot area, **in national languages**.
- **A dedicated area** (blogposts + a group) **for trainers**, where they can share their experiences first as learners and then as trainers during the InRuTou project.

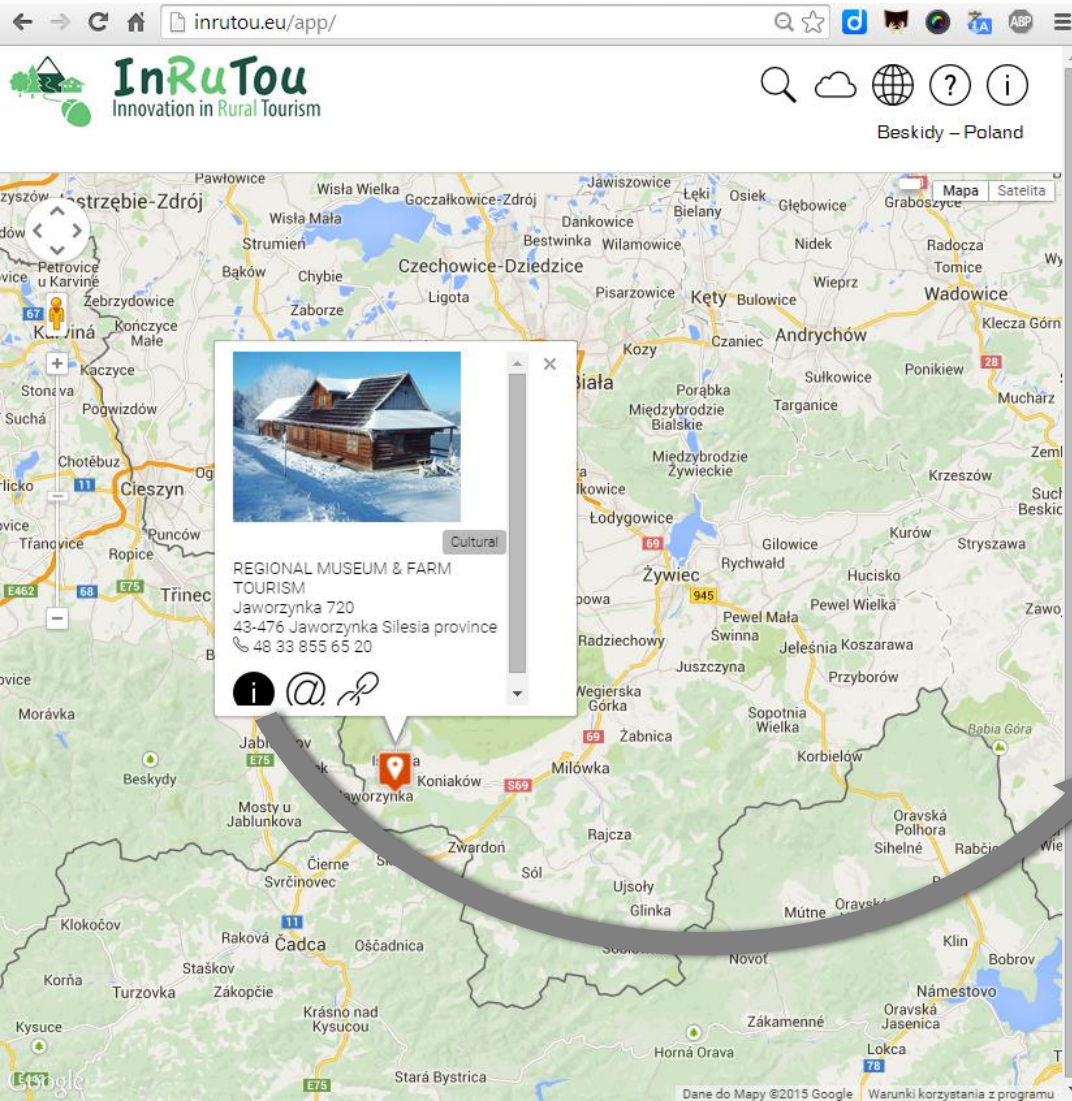
Join and share the **InRuTou community!**



GROUPS

[Newest](#) | [Active](#) | [Popular](#)

- Trainers**
active 1 day, 7 hours ago
- Pilot Area Parco dell'Aveto – Italy**
active 1 day, 7 hours ago
- Pilot Area Kosiv district – Ukraine**
active 8 months, 2 weeks ago
- Pilot Area Storozhynestky rayon, Chrnivtci obl. – Ukraine**
active 8 months, 2 weeks ago
- Pilot Area Beskidy – Poland**
active 6 months ago
- Pilot Area Țara Dornelor – Romania**
active 6 months ago
- Pilot Area National Park Kalkalpen – Austria**
active 6 months ago



inrutou.eu/app/

InRuTou
Innovation in Rural Tourism

Beskidy – Poland

Mapa Satelita

strzębie-Zdrój

Wisła Wielka Goczałkowice-Zdrój Jawiszowice Leki Bielany Osiek Głębowice Graboszyce

Wisła Mała Strumień Dankowice Bestwinka Wilamowice Nidek Radocza Tomice Wadowice

Czechowice-Dziedzice Pisarzowice Kęty Bulowice Wieprz Klecza Górna

Łigota Zaborze Ligota Czaniec Andrychów

Kozy Porąbka Sulkowice Ponikiew Mucharz

Międzybrodzie Bialskie Targanice Krzeszów Zemi

Międzybrodzie Żywieckie Lodygowice Żywiec Rychwał Hucisko Zawo

Gilowice Kurów Stryszawa

Radziechowy Jeleśnia Koszarawa

Negierska Góra Sopotnia Wielka Korbielów Babia Góra

Milówka Koniaków 809

Rajcza Oravska Polhora Rabice

Ujsoly Glinka Mútne Oravska Polhora

Sól Novot Klin Bobrov

Novot Oravska Polhora

Námestovo Oravska Jasenica

Zákamenné Lokca 78

Horná Orava

Klakočov Raková Cadca Oščadnica

Stáškov Zákopčie Krásno nad Kysucou

Korňa Turzovka Zákopčie

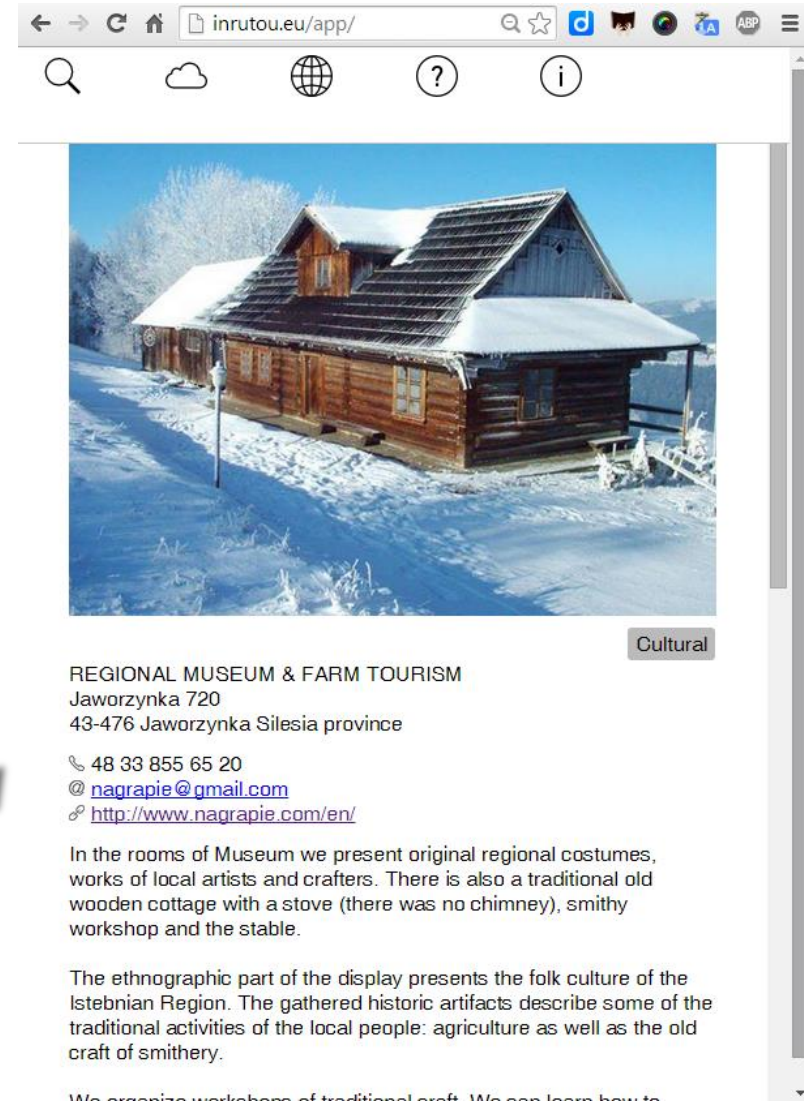
Kysuce

Stará Bystrica

Dane do Mapy ©2015 Google Warunki korzystania z programu

REGIONAL MUSEUM & FARM TOURISM
Jaworzynka 720
43-476 Jaworzynka Silesia province
48 33 855 65 20

Cultural



inrutou.eu/app/

Beskidy – Poland

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48 33 855 65 20
@ nagrapie@gmail.com
<http://www.nagrapie.com/en/>

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<http://www.nagrapie.com/en/>

In the rooms of Museum we present original regional costumes, works of local artists and crafters. There is also a traditional old wooden cottage with a stove (there was no chimney), smithy workshop and the stable.

The ethnographic part of the display presents the folk culture of the Istebnian Region. The gathered historic artifacts describe some of the traditional activities of the local people: agriculture as well as the old craft of smithery.

We organize workshops of traditional craft. We can learn how to

Zapraszamy do udziału w projekcie!

1. Cykl szkoleń dla lokalnych liderów rozwoju turystyki:
 - wiosna 2015
2. Opracowywanie lokalnych planów rozwoju turystyki/produktów turystycznych
 - wsparcie w prowadzeniu spotkań z lokalnymi społecznościami
 - i wykorzystaniu aplikacji internetowej/mobilnej do tworzenia mapy miejsc i atrakcji
 - wiosna/lato 2015
3. Międzynarodowa konferencja „Turystyka wiejska na obszarach górskich”:
 - spotkanie z partnerami projektu i mieszkańcami pozostałych obszarów pilotażowych
 - promocja regionu i lokalnych inicjatyw
 - 15-17 października 2015



Dziękuję za uwagę!