



AMAZON OF EUROPE BIKE TRAIL

Output 5.2 Amazon of
Europe Bike Trail
Academy: capacity
building program for
service providers
Deliverable 5.3.4
Implemented trainings

Project	AoE Bike Trail, DTP2-002-2.2
Work package	WP5 Product development
Activity	A5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers
Output	O5.2 Amazon of Europe Bike Trail Academy: Capacity building program for service providers
Deliverables	D5.3.4 Implemented trainings
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1. INTRODUCTION

The “Amazon of Europe Bike Trail” is an **international long-distance cycling trail** offering a unique opportunity for cycling holidays, following the natural meanders of the rivers Mura, Drava and Danube, for over 1,250 km. The bike trail gives access to the world’s first five country (Austria, Slovenia, Hungary, Croatia and Serbia) **UNESCO Biosphere Reserve**. The “Amazon of Europe Bike Trail” is offered in two different routes, one south and on north route. The in total 27 stages go along forests, rivers and wetlands in protected areas with a length of 1.250 km.

The mission of the “Amazon of Europe Bike Trail” is to open with the new perspectives for sustainable development in the river landscape of the area, by connecting responsible tourism with the preservation of nature:

- combining lifetime cycling experiences with well-defined contributions for nature conservation within the cycle for nature program
- pioneering environmental, economic, and social sustainable development
- involving and empowering local communities to cherish and commit to the preservation of their environment and to partner with them for the sustainable tourism business model
- championing the unique river landscape of the future 5-country UNESCO Biosphere Reserve Mura-Drava-Danube and contributing, on the long-term, to its protection

The Amazon of Europe Bike Trail has its own transnational “Trail Management & Booking Center” which will offer a unique experience to its tourists by linking individual freedom with service, safety and sustainability as well as partnering international travel agencies with sophisticated services as a licensed and local based tour operator.

Furthermore, together with the WWF and the Destination Development Organization “Amazon of Europe Bike Trail”, the “Amazon of Europe Bike Trail” is managing a special impact program for supporting selected nature conservation projects in the UNESCO biosphere reserve.

Within this project of the Danube Transnational Program, 15 regional and topical partners from five countries (AUT, SLO, HUN, CRO, SRB) are involved. For this reason, it is necessary to follow a clear concept to position the “Amazon of Europe Bike Trail” as a future leading long distance bike product in Europe, to open new markets for the transnational destination and to offer perspectives and benefits for the local partners. To guarantee and to promote this development, the following concept and curriculum are implemented to helps the regional partners to support local partners raising coverage and direct impact from the beginning as an important part of the “Amazon of Europe Bike Trail”.

The aim of the AoE BT Academy was to reach a minimum number of in total 55 activities with at least 5 activities and event reports per regional partner. In the following table the number of realized modules per regional partner is listed and it is shown, how we reached the goal of a minimum of 55 realized AoE BT Academy activities and achieved even more.

Table 1 Table of realised activities regarding each module of the AoE BT Academy per regional partner

	Eventreports per regional partner per module				In total per regional partner
	Modul 1	Modul 2 + 3	Modul 4	Modul 5	
Municipality of Velika Polana	4	1	-	-	5
Tourism Association Bad Radkersburg	3	1	1	1	6
Tourism Board Međimurje	4	1	1	-	6
Public institution for nature protection of Virovitica-Podravina County	4	-	1	1	6
Public Institution County Development Agency of Osijek-Baranja County	6	1	1	1	9
Koprivnica Krizevci County	6	1	1	-	8
West-Pannon RDA Ltd.	4	1	1	1	7
Balaton Uplands National Park	6	1	1	-	8
Entrepreneurs Centre of Somogy County Foundation	7	1	1	-	9
City of Sombor	5	1	1	1	8
Municipality of Apatin	3	1	1	1	6
In total per module counted activities	52	10	10	6	78

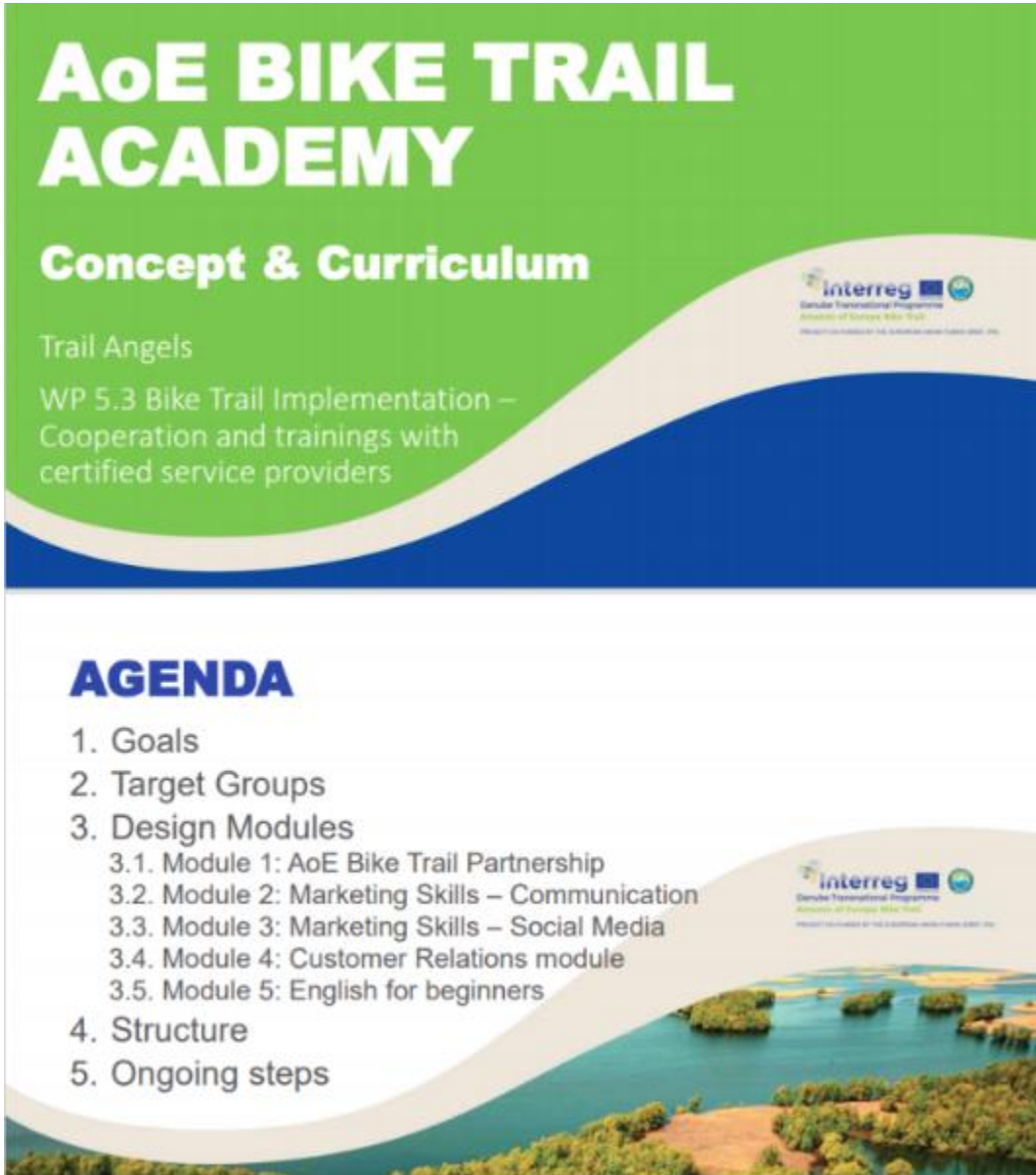
2. PROCESS OF IMPLEMENTATION

During the setup of the AoE BT Academy the following process has been implemented together with the regional partners:

- Creation of the curriculum by the Trail Angels in consultation with work package leaders
- Coordination of the curriculum with work package leaders and regional partners
- SCOM meetings with all participants/stakeholders to present the developed curriculum
- Send out curriculum to all regional partners
- Curriculum as a review tool for best possible implementation of modules by regional partners with service providers

More detailed information about the concept and curriculum can be found in the following slides:

Document 1 PowerPoint presentation AoE Bike Trail Concept & Curriculum



AoE BIKE TRAIL ACADEMY
Concept & Curriculum

Trail Angels
WP 5.3 Bike Trail Implementation –
Cooperation and trainings with
certified service providers

AGENDA

1. Goals
2. Target Groups
3. Design Modules
 - 3.1. Module 1: AoE Bike Trail Partnership
 - 3.2. Module 2: Marketing Skills – Communication
 - 3.3. Module 3: Marketing Skills – Social Media
 - 3.4. Module 4: Customer Relations module
 - 3.5. Module 5: English for beginners
4. Structure
5. Ongoing steps

1. Goals

- (1) To implement an applicable and replicable educational & training curriculum (powered by future DDO) for improving the services of sustainable tourism products such as the AOE-BT
- (2) To utilize this Academy for the ongoing Amazing Amazon project too

2. Target Groups

Phase 1

- B2B service providers included in the AoE BT Booking Center
- Employees in tourism board offices along the trail

Phase 2

- As large a group of local stakeholders as possible

3. Design Modules

Curriculum „Amazon of Europe Bike Trail Academy“:

- Module 1: AoE Bike Trail Partnership model
- Module 2: Marketing Skills – Communication
- Module 3: Marketing Skills – Social Media
- Module 4: Customer Relations module
- Module 5: English for beginners



3.1. AoE Bike Trail Academy Module 1: AoE Bike Trail Partnership model

Duration & takes place:	180 min part of the B2B Meetings (30 min guided tour; 60 min introduction AoE-BT & Partnership model, presented by regional partner; 90 min presentation of the booking center); takes place in the house of the service provider
Speakers:	regional partner & staff booking center (please contact the booking center staff to fix the B2B meetings)
Theme:	AoE Bike Trail Partnership model
Topics covered:	<ul style="list-style-type: none"> • Amazon of Europe Bike Trail - Introduction, Fact File and Vision • Partnership: Benefits and Options to participate • Bike Trail Service of the AoE Trail Management & Booking Center
Materials:	<ul style="list-style-type: none"> • PP presentation (Template powered by Trail Angels)
Learnings:	<ul style="list-style-type: none"> • The several options to participate and to involve the local service providers for raising the skills and quality together • How to work together with the official booking center and what are my benefits • Pricing model for small structured accommodations
External costs:	<ul style="list-style-type: none"> • no external costs
Documentation & Deliverable:	<ul style="list-style-type: none"> • Training need to be reported with: event report, invitation & agenda, attendance list, photos • Deliverables: D5.3.2, Events with service providers (at least 3 per region), D5.3.4, Implemented trainings: biking guides, hospitality, language courses etc. (at least 5 per region)

3.2. AoE Bike Trail Academy Module 2: Marketing Skills – Communication

Duration & takes place:	120 min (60 min presentation; 10 min break, 30 min presentation, 20 min discussion); virtual training – Language: English
Speakers:	Trail Angels
Theme:	Marketing Skills – Communication for local partners
Topics covered:	<ul style="list-style-type: none"> • Communication and inquiry management • Website Branding • Flyers/Leaflets "Proud Partner of AoE-BT"
Materials:	<ul style="list-style-type: none"> • PP presentation
Learnings:	<ul style="list-style-type: none"> • Communication towards the travellers as an integrated part of the transnational signature product „Amazon of Europe Bike Trail“ • How to benefit from the brand
External costs:	<ul style="list-style-type: none"> • no external costs
Documentation & Deliverable:	<ul style="list-style-type: none"> • Training need to be reported with: event report, invitation & agenda, attendance list, photos • D5.3.4, Implemented trainings: biking guides, hospitality, language courses etc. (at least 5 per region)

3.3. AoE Bike Trail Academy Module 3: Marketing Skills – Social Media

Duration & takes place:	120 min (60 min presentation; 10 min break, 30 min presentation, 20 min discussion); virtual training – Language: English
Speakers:	Trail Angels
Theme:	Marketing Skills – Social Media participation for local partners
Topics covered:	<ul style="list-style-type: none"> • Facebook • Instagram • Product related Social Media Activity
Materials:	<ul style="list-style-type: none"> • PP presentation
Learnings:	<ul style="list-style-type: none"> • Social Media Communication towards the travellers as an integrated part of the transnational signature product „Amazon of Europe Bike Trail“ • How to benefit from the brand • How to benefit from the community
External costs:	<ul style="list-style-type: none"> • no external costs
Documentation & Deliverable:	<ul style="list-style-type: none"> • Training need to be reported with: event report, invitation & agenda, attendance list, photos • D5.3.4, Implemented trainings: biking guides, hospitality, language courses etc. (at least 5 per region)

3.4. AoE Bike Trail Academy Module 4: Customer Relations module

Duration & takes place:	<ul style="list-style-type: none"> • 180 min joint presentation; 3x45 min per segment, 20 min for Q&A and discussion • 2 individual meetings (virtual) with selected accommodations
Speakers:	External partner
Theme:	Customer Relations – raising guest satisfaction
Topics covered:	<ul style="list-style-type: none"> • How to make guests feel welcomed and safe • Customer satisfaction and customer success • Constructive feedback, how to receive and use it to your advantage
Materials:	<ul style="list-style-type: none"> • PP presentation • Individual meetings with accommodations (2 per accommodation)
Learnings:	<ul style="list-style-type: none"> - Importance of staff's hospitality - Communicating strategies of safety and health regulations after Covid-19 - Making guest feel special - Enabling best guest experience of the location. - Opening channels of communication with the customer - Learning from feedback and improving your service
External costs:	<ul style="list-style-type: none"> • Costs covered by the regional partners, offers will be provided
Documentation & Deliverable:	<ul style="list-style-type: none"> • Training need to be reported with: event report, invitation & agenda, attendance list, photos • D5.3.4, Implemented trainings: biking guides, hospitality, language courses etc. (at least 5 per region)

3.5. AoE Bike Trail Academy Module 5: English for beginners

Duration & takes place:	240 min up to 3 days language course; planned and organized by regional partner
Speakers:	External partner;
Theme:	Language course; Basic tourism – English for beginners
Topics covered:	<ul style="list-style-type: none"> • At the service providers location – small talk • Dialogues at the reception desk • Amazon of Europe Bike Trail – Good to know • Bike Trail Service of the AoE Trail Management & Booking Center
Materials:	<ul style="list-style-type: none"> • Presentation(s) and Handouts / Worksheets
Learnings:	<ul style="list-style-type: none"> • How to communicate with the travellers • What are the main questions at the reception desk you have to know • Providing information about the Amazon of Europe Bike Trail • What are the services of the AoE Trail Management & Booking Center
External costs:	<ul style="list-style-type: none"> • Costs covered by the regional partners
Documentation & Deliverable:	<ul style="list-style-type: none"> • Training need to be reported with: event report, invitation & agenda, attendance list, photos • D5.3.4, Implemented trainings: biking guides, hospitality, language courses etc. (at least 5 per region)

4. Structure

Target Group -> Modules	Tourism Boards	Accommodations	Mobility Services	Guides	Rental & Equipment
Module 1: AoE Bike Trail Partnership model	X	X	X	X	X
Module 2: Marketing Skills – Communication Kit	X	X	X	X	X
Module 3: Marketing Skills – Social Media	X	X	X	X	X
Module 4: Customer service module	X	X	X	X	X
Module 5: English for beginners	X	X	X	X	X

5. Ongoing steps

- Regional partners have to secure sufficient resources for the steady implementation of the AOE-BT Academy and the five modules per region
- Trainings need to be reported to Trail Angels with: event report, invitation & agenda, attendance list, photos (if no participants, send invitation & agenda and list of invited service providers)
- Regional partners are
 - implementing the yearly qualification program (supported by DDO)
 - taking direct and immediately contact with local service providers based on lacking quality standards

5. Ongoing steps

- AOE-BT Booking Center will provide seasonal customer feedback for the design of quality management through regional partners
- AOE-BT Booking Center is prolonging the contracts with service providers, based on quality management
- AOE-BT Booking Center and regional partners are jointly designing yearly qualification program, based on customer feedback



The curriculum has been used by regional partners to serve their stakeholders and service providers with qualified training sessions as described in the following chapters.

3. MODULE 1: AoE Bike Trail Partnership model

Module 1 (D5.3.4) was implemented together with the events with service providers (D5.3.2). Below you can see the agenda of the joint meetings:

Part 1 (D5.3.4 Implemented trainings):

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2 (D5.3.2 Event with service providers):

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

In the following chapters the content of Module 1 is represented and the reports of all implemented Modules 1 are presented in more details.

3.1 Content

Module 1 was all about the partnership model of the AoE BT and its service providers. It was held in form of a B2B meeting with the goal to introduce the AoE BT and the partnership model. Furthermore, the official AoE BT info & booking center, with all its services and benefits was presented by Iskriva as well. The Module 1 took place locally in the house of service provider or in a conference room nearby. The regional partners, as the first point of contact for all the service providers, were together with different service providers trained about the key facts of the AoE BT and also the partnership model.

The covered topics within this module have been:

- AoE BT partnership model
- AoE BT introduction, fact file and vision
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

The outcome of the module 1 have been, that service providers know their option of how they can participate. So, they will be involved in the whole process of creating this signature product for the region, which is important to raise the skills and also the quality within the AoE BT what is necessary. Furthermore, the service providers learned about the role of the official AoE BT info & booking center and about their benefits of being an official partner. And they were also trained about the pricing model for small structured accommodations.

This module was held one on one and therefore was combined together with the D5.3.2 Events with service providers, but were clearly divided into two parts. The first part of the meeting was about the above described module 1, the second part was about D5.3.2. Since this activity was very extensive and happened on different dates and times with each service provider, each session with a service provider is counted as one successfully achieved activity.

In the following table you find all the regional partners listed with a number of service providers the have informed. This will be the number of accepted activities for module 1:

SLOVENIA	Municipality of Velika Polana	4
AUSTRIA	Tourism Association Bad Radkersburg	3
CROATIA	Tourism Board Međimurje	4
CROATIA	Public institution for nature protection of Virovitica-Podravina County	4
CROATIA	Public Institution County Development Agency of Osijek-Baranja County	6
CROATIA	Koprivnica Krizevci County	6
HUNGARY	West-Pannon RDA Ltd.	4
HUNGARY	Balaton Uplands National Park	6
HUNGARY	Entrepreneurs Centre of Somogy County Foundation	7
SERBIA	City of Sombor	5
SERBIA	Municipality of Apatin	3
Summary		52

Table 2 Contacted service providers per regional partner

3.2 Event report: Municipality of Velika Polana

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 6.9.2021 and 22.9.2021

Location of event: Lovenjakov Dvor, Terme Banovci and Moravske Toplice

Number of participants: Lovenjakov Dvor 1; Banovci 1; Moravske Toplice 1; Marianum, Center DUO 1

3.2.1 Agenda

Part 1:

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2:

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

6.9.2021

	Hotel	Address	Note
Stage N1			
	Lovenjakov Dvor – Hotel Štrk	Polana 40, 9000 Murska Sobota: hotel.strk@siol.net	11:30 AM

22.9.2021

	Hotel	Address	Note
Stage S1			
	Terme Banovci	Banovci 1a, 9241 Veržej: ljerka.vuckovic@belisce.hr	9:30 AM
Stage N1			
	Moravske Toplice – Hotel Livada	Kranjčeva ulica 12, 9226 Moravske Toplice; info.shr@sava.si	11:30 AM

3.2.2 Short summary

All the service providers were informed in detail about the AoE BT project, how they can participate and benefit from it and about the services of the official AoE BT Booking Center. All questions could have been answered.

The main goal of the meetings in Prekmurje and Pomurje was to develop a network of accommodation providers alongside the Slovenian part of the Amazon of Europe Bike Trail.

Meetings with 3 different accommodation providers took place – 3 hotels, of which 2 are thermal spas.

2 of them, namely Hotel Štrk and Terme Banovci are very interested in the cooperation as contractors and will provide allotment rooms, whereas 1, being Hotel Livada is interested in cooperation as a partner.

The meetings were organized by the project partner Velika Polana (Nina Lebar). The meetings were attended by the representatives of Iskriva – Urška Dolinar and Vid Štuhec.

In addition, to the physical meetings, a telephone call with Marianum, Center DUO took place between Iskriva's Vid Štuhec and Marko Štajner, head of pension Mavrica (which is part of Marianum), on the 15.9.2021, where the Modul 1 presentation took place. Mr Štajner showed interest for pension Mavrica to become part of the Amazon of Europe Bike Trail. Because of the momentary busy schedule, it was agreed upon to organize a physical meeting later in November 2021, to discuss all the details regarding the cooperation. In the meanwhile, they are part of the Bike Trail as partners, not contractors.

3.2.3 Targeted groups at the event


TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	4	4	Photos and attendance list
General public			
Local public authorities			

3.2.4 Event materials

Event materials Lovenjakov Dvor – Hotel Strk; attendance list + pictures:



Event materielas Terme Banovci; attendance list + pictures:


 Danube Transnational Programme
 Amazon of Europe Bike Trail

ATTENDANCE LIST			
Topic	Amazon of Europe Bike Trail		
Date of meeting	2017. 06. 14. 10:00 AM - 11:30 AM		
Meeting place	25000, Terme Banovci, SRB		
No.	Name and surname	Organization	Signature
1.	DR. Z. Z. Z.	SRB - SRB	[Signature]
2.	DR. Z. Z. Z.	SRB - SRB	[Signature]
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

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Event materielas Movravske Toplice; attendance list + pictures:


 Danube Transnational Programme
 Amazon of Europe Bike Trail

ATTENDANCE LIST			
Topic	Amazon of Europe Bike Trail		
Date of meeting	2017. 06. 14. 10:00 AM - 11:30 AM		
Meeting place	25000, Terme Banovci, SRB		
No.	Name and surname	Organization	Signature
1.	DR. Z. Z. Z.	SRB - SRB	[Signature]
2.	DR. Z. Z. Z.	SRB - SRB	[Signature]
3.			
4.			
5.			
6.			
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3.3 Event report: Tourism Association Bad Radkersburg

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 31. Mai 2021

Location of event: Pension Troicher, Mureck; Hotel Sporer, Bad Radkersburg; Gasthof zum Lindenhof, Bad Radkersburg

Number of participants: 6

3.3.1 Agenda

- Amazon of Europe Bike Trail
Introduction, Fact File and Vision
- Collaboration: benefits and options for participation
- Bike Trail Service of the AoE Trail
Management & Booking Center
- Information about the partner contract and quality check of the premises

3.3.2 Summary of the event

The main goal of the meetings in Bad Radkersburg was to develop a network of accommodation providers alongside the Austrian part of the Amazon of Europe Bike Trail. There were talks with 3 different accommodation providers: a B&B, a hotel and an inn. All three were very interested in working together and providing rooms for the bookable product.

The meetings were organized by the project partner TVR Bad Radkersburg (Dorli Weberitsch). The Iskriva-Team (Urška Dolinar and Vid Stuhec) were also part of the meetings.

3.3.3 Targeted groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	3	3	Photos and attendance list

Invitation:

INVITATION
Amazon of Europe Bike Trail
Interreg Danube Transnational Programme Project – DTP2-002-2.2

Tourismusverband Region Bad Radkersburg, partner in the Amazon of Europe Bike Trail is pleased to invite:

Ulrika Dolinar – Iakriva Institute
Vid Stuhac – Iakriva Institute
Ksenija Glazar – Municipality of Velika Polana
Mojca Feberk – NAJ TURIA d.o.o.

to participate in

B2B meetings with Accommodation providers in Mureck & Bad Radkersburg,

which will take place in:

- Gasthof Röck, Mauerstraße 40, 8160 Mureck, Austria
- Hotel Sporer der Parktherme Bad Radkersburg, Ermenstraße 11, 8400 Bad Radkersburg, Austria
- Gasthof Zum Unterehof, Lausfeld 22, 8400 Bad Radkersburg, Austria

on the 31st of May 2023, from 8:30 onwards.

Tourismusverband Region Bad Radkersburg is a partner in the project Amazon of Europe Bike Trail. In cooperation with 14 other organisations from Austria, Slovenia, Croatia, Hungary, and Serbia, we are connecting Bike Trails in 12 protected areas and linking 5 countries along 3 rivers into one joint bookable product – the Amazon of Europe Bike Trail with the total length of more than 1250 km of trails.

The main goal of the meetings is to develop a network of accommodation providers in the Austrian part of the Amazon of Europe Bike Trail.

Tourismusverband Region Bad Radkersburg
Christian Conzold, Project Coordinator

(Signature)
Bad Radkersburg, 24.5.2023

Project co-funded by the European Union (ERDF, IPA)

Attendance list:

ATTENDANCE LIST

Project: Amazon of Europe Bike Trail
Event: B2B Meeting with Accommodation Providers in Mureck & Bad Radkersburg

No.	Name of the participant	Organization	Signature
1	Ulrika Dolinar	Iakriva Institute	<i>(Signature)</i>
2	Vid Stuhac	Iakriva Institute	<i>(Signature)</i>
3	Ksenija Glazar	Municipality of Velika Polana	<i>(Signature)</i>
4	Mojca Feberk	NAJ TURIA d.o.o.	<i>(Signature)</i>

ATTENDANCE LIST

Project: Amazon of Europe Bike Trail
Event: B2B Meeting with Accommodation Providers in Mureck & Bad Radkersburg

No.	Name of the participant	Organization	Signature
1	Ulrika Dolinar	Iakriva Institute	<i>(Signature)</i>
2	Vid Stuhac	Iakriva Institute	<i>(Signature)</i>
3	Ksenija Glazar	Municipality of Velika Polana	<i>(Signature)</i>
4	Mojca Feberk	NAJ TURIA d.o.o.	<i>(Signature)</i>

ATTENDANCE LIST

Project: Amazon of Europe Bike Trail
Event: B2B Meeting with Accommodation Providers in Mureck & Bad Radkersburg

No.	Name of the participant	Organization	Signature
1	Ulrika Dolinar	Iakriva Institute	<i>(Signature)</i>
2	Vid Stuhac	Iakriva Institute	<i>(Signature)</i>
3	Ksenija Glazar	Municipality of Velika Polana	<i>(Signature)</i>
4	Mojca Feberk	NAJ TURIA d.o.o.	<i>(Signature)</i>

3.4 Event report: Tourism Board Medimurje

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 7.-8. 6.2021.

Location of event: Medimurje county (Terme Sveti Martin, Hotel Golf, Hotel Kralj, Hotel Panorama)

Number of participants: 13 participants

3.4.1 Agenda

Part 1:

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2:

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

	Hotel	Address	Note
Stage S2			
7.6.2021	Terme Sveti Martin		9:00 AM
Stage S3			
7.6.2021	Hotel Panorama		12:30 - 14:00 PM
Stage S4			
7.6.2021	Hotel Golf		14:00-16:00 PM
8.6.2021.	Hotel Kralj		9:30 AM

3.4.2 Summary of Event

TZMZ organized meetings with the 4 service providers in Međimurje county. Meetings are organized at intervals of 2 days, more precisely from 7-8.June. The first meeting was held at Terme Sveti Martin with the director and employees of the booking department. The next meeting was organized at the Hotel Panorama in Prelog with the hotel director and associate in the sports department. After Panorama Hotel was followed by meetings were organized with the representatives of the Golf Hotel in Donji Vidovac and the Kralj Hotel in Donji Kraljevec. All service providers supported the project and decided to get involved. The meeting focused on giving the 4 service providers detailed information about the AoE BT.

3.4.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	12	4	Photos and attendance list
General public			
Local public authorities			

3.4.4 Event materials

1. Attendance list and pictures Terme Sveti Martin



The image shows a handwritten attendance list for a meeting at Terme Sveti Martin. The form includes the project name 'Amazon of Europe Bike Trail', the date '7.6.2019', and a table with columns for 'No.', 'NAME AND SURNAME', 'ORGANIZATION', and 'SIGNATURE'. Seven entries are present, including names like VED STUJIC, MARIJA DOLICAR, and GORAN CUKROVIC, with their respective organizations and signatures.

2. Attendance list and pictures Hotel Panorama

3.5 Event report: Public institution for nature protection of Virovitica-Podravina County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 30 June 2021

Location of event: Virovitica-Podravina County

Number of participants: 7

3.5.1 Agenda

09:00 11:00	Meeting 1 / Sastanak 1 <ul style="list-style-type: none"> Meeting with service providers in Kapela Dvor / Sastanak s pružateljima usluga u Kapela Dvoru Tour to premises of Kurija Janković Heritage Hotel / Obilazak prostorija Kurije Janković hotela baštine
11:00 13:00	Meeting 2 / Sastanak 2 <ul style="list-style-type: none"> Meeting with service providers in Križnica / Sastanak s pružateljima usluga u Križnici Tour to premises of Dravska iža / Obilazak prostorija Dravske iže
13:00 14:00	Lunch / Ručak
14:00 15:30	Meeting 3 / Sastanak 3 <ul style="list-style-type: none"> Meeting with service providers in Suhopolje / Sastanak s pružateljima usluga u Suhopolju Tour to premises of Janković Castle / Obilazak prostorija Dvorca Janković
15:30 17:00	Meeting 4 / Sastanak 4 <ul style="list-style-type: none"> Meeting with service providers in Noskovci / Sastanak s pružateljima usluga u Noskovcima Tour to premises of The Drava Story Visitor Centre / Obilazak prostorija Posjetiteljskog centra Dravska priča

3.5.2 Summary of Event

On Wednesday, June 30th 2021 as part of Amazon of Europe Bike Trail project implementation, Public institution for the management of protected parts of nature and ecological network of Virovitica-Podravina County, organised B2B meetings with service providers (D5.3.2.) and AoE Bike Trail Academy for service providers (D5.3.4.). Meeting were conducted by Urška Dolinar (ISKRIVA), Vid Štuhec (Amazon of Europe Bike Trail Booking Centre) and Sanja Janković (PIVPC). They visited accomodation service providers on stages S9 and S10 in Virovitica-Podravina County: Kurija Janković (Kapela Dvor 22), Dravska iža Križnica (OPG Ruža Fabčić, Križnica 27), Dvorac Janković (Vukovarska 4, Suhopolje) and The Drava story Visitor center (Noskovci 2/a, 33523 Čađavica). After the presentation about the project, bike tour and terms and conditions of becoming the contracted service provider (D5.3.2) on the AoE Bike Trail, all four proposed accomodations agreed about the technical conditions and three of them straightaway signed the contract.

3.5.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Interest groups including NGOs	1	1. ISKRIVA (2)	Agenda, Attendance list, photos
SMEs	3	1. Kurija Janković (1) 2. Dravska iža (OPG Ruža Fabčić) (2) 3. Dvorac Janković (1)	Agenda, Attendance list, photos
Local public authorities	1	1. Public institution for the management of protected parts of nature and ecological network of Virovitica-Podravina County (1)	Agenda, Attendance list, photos

3.5.4 Event materials

Attendance list:

#	Name and surname	Organization	Signature
1	Marko Janković	ISKRIVA	[Signature]
2	Dravska iža	OPG Ruža Fabčić	[Signature]
3	Dvorac Janković	[Signature]	[Signature]
4	Public institution for the management of protected parts of nature and ecological network of Virovitica-Podravina County	[Signature]	[Signature]
5			
6			
7			
8			
9			
10			

Pictures:



Invitation:

Amazon of Europe Bike Trail – B2B meetings with service providers
Amazon of Europe Bike Trail – B2B susreće pružatelja usluga

05.03. Dvorište s servisnim pružateljima / Susret s pružateljima usluga
 05.04. Amazon of Europe Bike Trail susreće pružatelje / Amazon of Europe Bike Trail susreće pružatelje usluga

Public institution for the management of protected parts of nature and ecological network of Virovitica-Podravina County
Javna ustanova za upravljanje zaštićenim dijelovima prirode i ekološkom mrežom Virovitica-podravinske županije

Župan Ivan Jurić, Županica Marija Šušteršič

Agenda / Dnevni red	
09:00 10:00	Meeting 1 / Susret 1 <ul style="list-style-type: none"> Meeting with service providers in Kupača Drava / Susret s pružateljima usluga u Kupača Dravi Tour to premises of Kupača Drava Heritage Hotel / Obilazak prostorija Kupača Drava Heritage Hotel
11:00 12:00	Meeting 2 / Susret 2 <ul style="list-style-type: none"> Meeting with service providers in Križevci / Susret s pružateljima usluga u Križevcima Tour to premises of Drenovača / Obilazak prostorija Drenovače
13:00 14:00	Lunch / Ručak
14:00 15:30	Meeting 3 / Susret 3 <ul style="list-style-type: none"> Meeting with service providers in Selvačje / Susret s pružateljima usluga u Selvačju Tour to premises of Anđelović Čadar / Obilazak prostorija Dvorca Anđelović
15:30 17:00	Meeting 4 / Susret 4 <ul style="list-style-type: none"> Meeting with service providers in Nedašnica / Susret s pružateljima usluga u Nedašnici Tour to premises of The Dava Story Visitor Center / Obilazak prostorija Posjetničkog centra Dava Story

Meetings will be held according to the agenda days mentioned regarding COVID-19 pandemic, no participants are required for attendance in case of a sudden decrease in attendance.
 Susreće će se održati prema dnevnom redu prema danima navedenim u slučaju smanjenja broja sudionika.

Project co-funded by European Union funds (ERDF, IPA)

3.6 Event report: Public Institution County Development Agency of Osijek-Baranja County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 24.05. and 09.08.2021.

Location of event: Belišće, Bizovac, Osijek, Aljmaš and Erdut. With the service providers on the stage N10 Suza-Mohacs) all information about AoE Bike Trail product was introduced via phone.

Number of participants: Belišće - 12
 Aljmaš – 5
 Bizovačke toplice – 7
 Osijek – 6
 Erdut – 6
 Via phone - 3

3.6.1 Agenda

Part 1:

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2:

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

	Hotel	Address	Note
Stage S12			
	Hostel Belišće	Dravska obala 1a, 31551 Belišće: ljerka.vuckovic@belisce.hr	11:00 AM
	Hotel Termia (Bizovacke Toplice)	Suncana 39 Bizovac, Osijek 31222 Croatia; jelena.brandeker@bluesunhotels.com	12:30 - 13:00 PM
Stage S12 / N9			

	Boutique hotel Tvrđa	Franjevačka 7, 31000 Osijek; viktor@hoteltvrđa.hr	15:00 PM
	Sobe Merlon	Ulica Franje Markovića 3 31000 Osijek; pivnica.merlon@gmail.com	15:00 PM
Stage S13			
	Susis Cakes Aljmas	Mladena Palinkaša 20,HR-31205 Aljmaš; sinisa.petrijevcanin@gmail.com	17:00-18:00 PM
	Etno kuća Stari Dud	Ul. Ivana Bakića 53, 31206 Erdut; zlatica.blagojevic@gmail.com	iza 18:00 PM

3.6.2 Summary of Event

The event was split in two parts. The first part of the event was about explaining the AoE BT with all its facts, benefits, opportunities and services to the service providers (D 5.3.4). Afterwards we went into detail about becoming an official partner (D5.3.2).

Firstly, we visited “Hostel Belišće” with project partners from Slovenia. Team from “Hostel Belišće” were very interested in participation in AoE Bike Trail project after our presentation, so they agreed on all terms and signed contract for use of accommodation. Later on, we visited “Hotel Termia” in Bizovačke toplice, they had complicated situation because Hotel was in process of change of ownership, and only available accommodation was for rehabilitation for people with disabilities. So, they could not sign the contract.

Third stop was at “Hotel Tvrđa”. They weren’t interested in participation because of small number of rooms and they are booked for most of the year. Later on, we went in “Sobe Merlon”, their team supported our project and agreed to sign a contract.

5th location we visited was “Susis Cakes” in Aljmaš. Elderly couple in charge were very pleasant and they also agreed to sign after the general presentation of the AoE BT. Last visit of the day was in Erdut, “Etno kuća Stari Dud”. They also welcomed our project, also wanted to participate and signed our contract.

On the stage N10 we spoke with the owners of two accommodation via phone. Accommodation Piroš čizma is not interested in the project or to be a partner at all, but the owner of the accommodation Baranjski dvori is very interested and it is the high chance for signing of contract.

3.6.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	36	8	Photos and attendance list
General public			
Local public authorities			

Pictures:



Attendance lists:

ATTENDANCE LIST		
Project: Amazon of Europe Bike Trail		
Type of meeting: 1st meeting of the working group - 1st meeting of the working group - 1st meeting of the working group		
Place and date: 1st meeting of the working group - 1st meeting of the working group - 1st meeting of the working group		
No.	Name and surname	Signature
1.	ANDREA AMADIO	[Signature]
2.	ANDREA AMADIO	[Signature]
3.	ANDREA AMADIO	[Signature]
4.	ANDREA AMADIO	[Signature]
5.	ANDREA AMADIO	[Signature]
6.	ANDREA AMADIO	[Signature]
7.	ANDREA AMADIO	[Signature]
8.	ANDREA AMADIO	[Signature]
9.	ANDREA AMADIO	[Signature]
10.	ANDREA AMADIO	[Signature]
11.	ANDREA AMADIO	[Signature]

ATTENDANCE LIST		
Project: Amazon of Europe Bike Trail		
Type of meeting: 1st meeting of the working group - 1st meeting of the working group - 1st meeting of the working group		
Place and date: 1st meeting of the working group - 1st meeting of the working group - 1st meeting of the working group		
No.	Name and surname	Signature
1.	ANDREA AMADIO	[Signature]
2.	ANDREA AMADIO	[Signature]
3.	ANDREA AMADIO	[Signature]
4.	ANDREA AMADIO	[Signature]
5.	ANDREA AMADIO	[Signature]
6.	ANDREA AMADIO	[Signature]
7.	ANDREA AMADIO	[Signature]
8.	ANDREA AMADIO	[Signature]
9.	ANDREA AMADIO	[Signature]
10.	ANDREA AMADIO	[Signature]
11.	ANDREA AMADIO	[Signature]

interreg
Danube Transnational Programme
Amazon of Europe Bike Trail

Project: Amazon of Europe Bike Trail
Type of meeting: 1st meeting of the steering committee
Name and date: 2023.04.27, 10:00 AM, 11:00 AM, 12:00 PM

No.	Name and organization	Address	Signature
1	AKA JAZZ	AKA JAZZ	[Signature]
2	AKA JAZZ	AKA JAZZ	[Signature]
3	AKA JAZZ	AKA JAZZ	[Signature]
4	AKA JAZZ	AKA JAZZ	[Signature]
5	AKA JAZZ	AKA JAZZ	[Signature]
6	AKA JAZZ	AKA JAZZ	[Signature]
7	AKA JAZZ	AKA JAZZ	[Signature]
8			
9			
10			

Information on data processing (in accordance with Art. 17, para. 1 and para. 2 GDPR)
The data will only be used for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject. The data will be deleted at the end of the project. The data will be kept for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject.

Project co-funded by European Union funds (ERDF, IPA)

interreg
Danube Transnational Programme
Amazon of Europe Bike Trail

Project: Amazon of Europe Bike Trail
Type of meeting: 1st meeting of the steering committee
Name and date: 2023.04.27, 10:00 AM, 11:00 AM, 12:00 PM

No.	Name and organization	Address	Signature
1	AKA JAZZ	AKA JAZZ	[Signature]
2	AKA JAZZ	AKA JAZZ	[Signature]
3	AKA JAZZ	AKA JAZZ	[Signature]
4	AKA JAZZ	AKA JAZZ	[Signature]
5	AKA JAZZ	AKA JAZZ	[Signature]
6	AKA JAZZ	AKA JAZZ	[Signature]
7	AKA JAZZ	AKA JAZZ	[Signature]
8			
9			
10			

Information on data processing (in accordance with Art. 17, para. 1 and para. 2 GDPR)
The data will only be used for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject. The data will be deleted at the end of the project. The data will be kept for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject.

Project co-funded by European Union funds (ERDF, IPA)

interreg
Danube Transnational Programme
Amazon of Europe Bike Trail

Project: Amazon of Europe Bike Trail
Type of meeting: 1st meeting of the steering committee
Name and date: 2023.04.27, 10:00 AM, 11:00 AM, 12:00 PM

No.	Name and organization	Address	Signature
1	AKA JAZZ	AKA JAZZ	[Signature]
2	AKA JAZZ	AKA JAZZ	[Signature]
3	AKA JAZZ	AKA JAZZ	[Signature]
4	AKA JAZZ	AKA JAZZ	[Signature]
5	AKA JAZZ	AKA JAZZ	[Signature]
6	AKA JAZZ	AKA JAZZ	[Signature]
7	AKA JAZZ	AKA JAZZ	[Signature]
8			
9			
10			

Information on data processing (in accordance with Art. 17, para. 1 and para. 2 GDPR)
The data will only be used for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject. The data will be deleted at the end of the project. The data will be kept for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject.

Project co-funded by European Union funds (ERDF, IPA)

interreg
Danube Transnational Programme
Amazon of Europe Bike Trail

Project: Amazon of Europe Bike Trail
Type of meeting: 1st meeting of the steering committee
Name and date: 2023.04.27, 10:00 AM, 11:00 AM, 12:00 PM

No.	Name and organization	Address	Signature
1	AKA JAZZ	AKA JAZZ	[Signature]
2	AKA JAZZ	AKA JAZZ	[Signature]
3	AKA JAZZ	AKA JAZZ	[Signature]
4	AKA JAZZ	AKA JAZZ	[Signature]
5	AKA JAZZ	AKA JAZZ	[Signature]
6	AKA JAZZ	AKA JAZZ	[Signature]
7	AKA JAZZ	AKA JAZZ	[Signature]
8			
9			
10			

Information on data processing (in accordance with Art. 17, para. 1 and para. 2 GDPR)
The data will only be used for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject. The data will be deleted at the end of the project. The data will be kept for the purposes of the project and will not be shared with third parties without the explicit consent of the data subject.

Project co-funded by European Union funds (ERDF, IPA)

3.7 Event report: Koprivnica Krizevci County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: June 29, 2021

Location of event: Koprivnica Križevci County, Koprivnica (Stage S7)

Number of participants: 7, 9, 6 → in total 22

3.7.1 Agenda

09:30 11:00	<p>Meeting 1 / Sastanak 1</p> <ul style="list-style-type: none"> Meeting with service providers (D5.3.2.) and presentation of the AoE Bike Trail Booking Center (D5.3.4.) in Koprivnica / Sastanak s pružateljima usluga u Koprivnici Tour to premises of Hotel Podravina and Hotel Zlatan / Obilazak prostorija Hotela Podravina i Hotela Zlatan (D5.3.2.)
11:30 13:00	<p>Meeting 2 / Sastanak 2</p> <ul style="list-style-type: none"> Meeting with service providers (D5.3.2.) and presentation of the AoE Bike Trail Booking Center (D5.3.4.) in Hlebine / Sastanak s pružateljima usluga u Hlebinama Tour to premises of Studio apartment Kristina in Hlebine and Country home Ivančan in Molve / Obilazak prostorija Studio apartmana Kristina u Hlebinama i Seljačkog domaćinstva Ivančan u Molvama (D5.3.2.)
13:00 14:00	<p>Lunch / Ručak</p>
14:00 15:30	<p>Meeting 3 / Sastanak 3</p> <ul style="list-style-type: none"> Meeting with service providers (D5.3.2.) and presentation of the AoE Bike Trail Booking Center (D5.3.4.) in Đurđevac / Sastanak s pružateljima usluga u Đurđevcu Tour to premises of Hotel Picok in Đurđevac and Apartment Wine Tale in Mičetinac / Obilazak prostorija Hotela Picok u Đurđevcu i Apartmana Wine Tale u Mičetincu (D5.3.2.)

3.7.2 Summary of Event

On Tuesday, 29th of June 2021, a B2B meeting with service providers (D5.3.2.) and AOE Bike Trail Academy (D5.3.4.) were held. Meeting was organized in cooperation with Institute for Development of Local Potentials Iskriva, Hotel Podravina and Hotel Zlatan, accommodation providers from Koprivnica Krizevci County.

On Tuesday, 29th of June 2021, a B2B meeting with service providers (D5.3.2.) and AOE Bike Trail Academy (D5.3.4.) were held. Meeting was organized in cooperation with Institute for Development of Local Potentials Iskriva. Regarding the activity D5.3.2., two representatives of Hotel Zlatan welcomed the project partners of AoE Bike Trail at 09,30 and gave a tour of Hotel premises. At 09,50 the representative of of Hotel Podravina welcomed project partners of AoE Bike Trail and gave a tour of Hotel premises. For activity D5.3.4, at 10,00 the meeting was held with all participants in Hotel Podravina where Urška Dolinar and Vid Štuhec from Institute Iskriva went through all the details about Booking center „Amazon of Europe” and the Contract provisions.

The meeting ended at 11 AM. The representatives of Hotel Podravina and Hotel Zlatan signed the Contract (D5.3.2.).

Participants were adherent to epidemiology measures and recommendations issued by Civil Protection Headquarters regarding to COVID 19 pandemic.

Koprivnica Krizevci County has prepared promotional gifts with project visibility for participants - bicycle backpacks and gloves, promotional brochures about AoE Bike Trail project and AOE Bike Trail maps

Later on, on Tuesday, 29th of June 2021, again a B2B meeting with service providers (D5.3.2.) and AOE Bike Trail Academy (D5.3.4.) were held with Stari zanati (Apartment Kristina) and Country House Ivančan, accommodation providers from Koprivnica Krizevci County.

Regarding the activity D5.3.2., the owner of Apartment Kristina welcomed the project partners of AoE Bike Trail at 11,30 and gave a tour of accommodation premises in Hlebine. For activity D5.3.4, at 12,00 the meeting was held with all participants in Grofova hiža in Gabajeva Greda where Urška Dolinar and Vid Štuhec from Institute Iskriva went through all the details about Booking center „Amazon of Europe” and the Contract provisions.

At 13,00 in Grofova hiža was organized lunch for all the participants of the event. Then was completed the activity D5.3.2. at 13,40 when the owner of Country House Ivančan welcomed project partners of AoE Bike Trail and gave a tour of accommodation premises in Molve.

The owners of Apartment Kristina and Country House Ivančan signed the Contract (D5.3.2.).

Participants were adherent to epidemiology measures and recommendations issued by Civil Protection Headquarters regarding to COVID 19 pandemic.

Koprivnica Krizevci County has prepared promotional gifts with project visibility for participants - bicycle backpacks and gloves, promotional brochures about AoE Bike Trail project and AOE Bike

In a third session B2B meetings were held with Hotel Picok and Wine Tale, accommodation providers from Koprivnica Krizevci County.

Regarding the activity D5.3.2., the representative of Hotel Picok welcomed the project partners of AoE Bike Trail at 14,00 and gave a tour of Hotel premises in Đurđevac. For activity D5.3.4, at 14,15 the meeting was held with all participants in Hotel Picok where Urška Dolinar and Vid Štuhec from Institute Iskriva went through all the details about Booking center „Amazon of Europe” and the Contrat provisions. Then was completed the activity D5.3.2. at 15,20 the when owner of Wine Tale welcomed the project partners of AoE Bike Trail and gave a tour of accommodation premises in Mičetinac.

The representatives of Hotel Picok and Wine Tale signed the Contract (D5.3.2.).

Participants were adherent to epidemiology measures and recommendations issued by Civil Protection Headquarters regarding to COVID 19 pandemic.

Koprivnica Krizevci County has prepared promotional gifts with project visibility for participants - bicycle backpacks and gloves, promotional brochures about AoE Bike Trail project and AOE Bike Trail maps.

3.7.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	5	Hotel Zlatan, Hotel Podravina, Apartment Kristina, Country House Ivančan, Grofova hiža, Wine Tale, Hotel Picok, Institute Iskriva	Attendance list
Local public authorities	2	Koprivnica Krizevci County	Attendance list

3.7.4 Event materials

Attendance list:

No. št.	Name and surname (name / surname)	Organization/Organization	Signature/Print
1.	Urška Dolinar	ISKRIVA	[Signature]
2.	Vid Štuhec	ISKRIVA	[Signature]
3.	Urška Dolinar	ISKRIVA	[Signature]
4.	Vid Štuhec	ISKRIVA	[Signature]
5.	Marija Čučević	ISKRIVA	[Signature]
6.	Marija Čučević	ISKRIVA	[Signature]
7.	Marija Čučević	ISKRIVA	[Signature]
8.			
9.			
10.			

No. št.	Name and surname (name / surname)	Organization/Organization	Signature/Print
1.	Urška Dolinar	ISKRIVA	[Signature]
2.	Vid Štuhec	ISKRIVA	[Signature]
3.	Vid Štuhec	ISKRIVA	[Signature]
4.	Urška Dolinar	ISKRIVA	[Signature]
5.	Marija Čučević	ISKRIVA	[Signature]
6.	Marija Čučević	ISKRIVA	[Signature]
7.	Marija Čučević	ISKRIVA	[Signature]
8.			
9.			
10.			

ATTENDANCE LIST / POPIŠ PRISUŠNIH			
Project/Projekt: Amazon of Europe Bike Trail			
Type of meeting/ Vrsta sastanka: 1.5.2. Event with various providers - Statistička prezentacija podataka			
1.5.4. AME Bike Trail Network for meeting providers - AME Bike Trail dionici oporuka i predložak projekta			
Planning/Planiranje: 2			
Place and/or address / Mjesto i/ili adresa: Brijuni, 20.6.2023.			
No. Broj	Name of representative / Ime predstavnika	Organization / Organizacija	Signature / Potpis
1.	DANILO JAKOPIĆ	HOTEL RIVNE	[Signature]
2.	ZORAN ĐOKIĆ	AMERIKANSKI VINO TRG	[Signature]
3.	UD STARE	SARAJEVO	[Signature]
4.	URSKA KUKIĆ	SARAJEVO	[Signature]
5.	ANASTASIA KUKIĆ	UDS	[Signature]
6.	OLGA ŠARIĆ	UDS	[Signature]
7.			
8.			
9.			
10.			

Pictures:



3.8 Event report: West-Pannon RDA Ltd.

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21st of June 2021 – 22nd of June 2021

Location of event: 4 locations:

- Pearl of Gosztola Spa and Wellness Hotel, Fő u. 16, 8978 Gosztola – Hungary
- Thermal Hotel Balance Lenti, Táncsics u. 8, 8960 Lenti – Hungary
- M7 Galéria Pansion, Bajcsy-Zsilinszky u. 36, 8868 Letenye – Hungary
- Radics Pansion, Rákóczi Ferenc u. 98, 8868 Letenye – Hungary

Number of participants: total 24 participants on 4 venues, but this number includes the “regular” participants who were present on every venue.

- Pearl of Gosztola Spa and Wellness Hotel: 6
- Thermal Hotel Balance Lenti: 6
- M7 Galéria Pansion: 7
- Radics Pansion: 5

3.8.1 Agenda

1. helyszín	2. helyszín	3. helyszín	4. helyszín	Előadó	Téma/cím
10:00-10:10	13:00-13:10	16:00-16:10	11:00-11:10	Polgár Tibor – Nyugat-Pannon Nonprofit Kft.	Köszöntő és a résztvevők bemutatása
10:10- 10:50	13:10-13:50	16:10-16:50	11:10-11:50	Urška Dolinar – ISKRIVA (Szlovénia)	Az AoE Bike Trail partnerségi modellje

3.8.2 Summary of event

In frame of the AoE Bike Trail Academy – module 1, total 4 accommodation service providers were reached in Zala County, Hungary. Two of them are located in Letenye, while the two others are in Lenti, or very close to it (Gosztola). This was actually a series of events on 4 different venues in 2 days.

The schedule of the series of events was the following:

- 21st of June 2021; 10:00 – Pearl of Gosztola Spa and Wellness Hotel, Gosztola
- 21st of June 2021; 13:00 – Thermal Hotel Balance Lenti, Lenti
- 21st of June 2021; 16:00 – M7 Galéria Pansion, Letenye

- 22nd of June 2021; 11:00 – Radics Pansion, Letenye

Additionally, these trainings (D5.3.4) were held together with B2B meetings for contracting purposes (D5.3.2). The structure of each event was the same: it was divided in two main parts. The first part was about the first module of the AoE Bike Trail Academy, while the topic of the second part was the contracting with the AoE Bike Trail Booking Center.

Participants of the meetings were:

- Representative(s) of the respective service provider
- Representatives of Westpannon, as regional coordinator: Tibor Polgár, Ádám Bolyós (were present on all the 4 venues)
- Representative of the lead partner: Urška Dolinar (was present on all the 4 venues)
- Representative of the AoE Booking Center: Vid Štuhec (was present on all the 4 venues)
- Representative of Helian NaTour Travel Travel Agency: Gábor Benovics (was present on 3 out of 4 venues)

On each venue, after the short introduction from the representatives of Westpannon, Urška Dolinar presented the AoE Bike Trail and also the partnership model, with specific regard to the different level of partnership - details (benefits). After that Vid Štuhec talked about the structure and operational issues of the AoE Bike Trail Booking Center, then the Hungarian participants, as regional coordinator added some related information. It was followed by an open discussion about every relevant issues, including questions and answers, which provided the opportunity to clarify the unclear topics regarding the partnership model, booking center operation, and the booking process itself.

As the last phase of the meeting, the compliance of the hotels' facilities and rooms with the worked out quality criteria system was checked in person.

3.8.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	4	Pearl of Gosztola Spa and Wellness Hotel; Thermal Hotel Balance Lenti; M7 Galéria Pansion, Letenye Radics Pansion, Letenye	attendance list, photos

Invitation:



MEGHÍVÓ

Tisztelt Előgyaz/Amazonyosa Úrnak!

A Nyugat-Pannónia Nonprofit Kft. nevében szeretettel meghívjuk Önt az Interreg Danube Transnational Programme Együttműködési Programja keretében megvalósuló "Amazon of Europe Bike Trail" című projekt kapcsán a következő eseményre: "Aof Bike Trail Academy - 1. modul: Aof Bike Trail Partnerégi modellje"

2021. június 21-én, illetve 22-én összesen 4 helyszínen és időpontban kerül lebonyolításra az alábbiak szerint:

- 1. helyszín: 2021. június 21., 10:00 – Górnok Győzege Spa és Filmkönyvtár, 8978 Górnok, 76 u. 10.
- 2. helyszín: 2021. június 21., 13:00 – Thermal Hotel Balance Lenti, 8960 Lenti, Táncsics u. 8.
- 3. helyszín: 2021. június 21., 16:00 – M7 Galéria Párizs, 8868 Letye, Letye Bajcsy-Zsilinszky u. 36.
- 4. helyszín: 2021. június 22; 13:00 – Radics Párizs, 8888 Letye, Rákóczi Ferenc u. 9B.

A fenti helyszínek bármelyikén szeretettel várjuk az érdeklődőket!

Az eseményeken a partnerégi modell mellett a foglalkozást kezelő AoE Foglalkozási Központ (Booking Center) is bemutatásra kerül, és érdeklődés esetében szerződésükre, vagy a szerződésükbe módosításokra is van lehetőség.

Az események(ek) az alábbi program szerint zajlanak majd:

1. helyszín	2. helyszín	3. helyszín	4. helyszín	Előadó	Téma/cím
10:00-10:10	13:00-13:10	16:00-16:10	11:00-11:10	Fréjgy Tibor - Nyugat-Pannónia Nonprofit Kft.	Közreműködő és a részvevők bemutatása
10:10-10:50	13:10-13:50	16:10-16:50	11:10-11:50	Urška Dolinar - ERONA (Slovénia)	Az AoE Bike Trail partnerégi modellje

Project co-funded by European Union funds (ERDF, IPA)



10:50-11:20	13:50-14:20	16:50-17:20	11:50-12:20	Vid Stuhec - AoE Bike Trail Foglalkozási Központ (Slovénia)	Az AoE Bike Trail projekt előző eseményének és partnerégi modelljének bemutatása, csatlakozási lehetőségek, előnyök bemutatása.
11:20-12:00	14:20-15:00	17:20-18:00	12:20-13:00		Az AoE Bike Trail Foglalkozási Központ bemutatása
					A központ működése, a foglalkozás menete, előnyök a szolgáltatás milyenség, szerződés feltételei
					Kérdések és válaszok

Megjelentetés feltételei számláink

Indítást

Dr. Karasz Andrea (karasz.andrea@toronyturksoft.com, +3630 613 58 98)

Attendance list and pictures:



ATTENDANCE LIST			
Projekt	Amazon of Europe Bike Trail (OTP2-002-2.2)		
Rendezővállalkozás	WPS - Bike Trail Academy 1. modul		
Helyszín és dátum	Thermal Hotel Balance Lenti (8960 Lenti, Táncsics Mihály utca 8.) 2021. június 21. 13:00		
No.	Név / Name	Szervezet / Organization	Aláírás / Signature
1	BOLYAS ADAM	WEST PANNON	[Signature]
2	BONDYCS GABOR	Hélian VolTour kft	[Signature]
3	FRÉJGY TIBOR	Nyugat-Pannónia	[Signature]
4	URSKA DOLINAR	ISKEVA	[Signature]
5	GAJK LEBAR	THERMAL HOTEL BALANCE CENT	[Signature]
6	VID STUHEC	ISGRIVA	[Signature]
7			
8			
9			
10			

*Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):
Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.

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ATTENDANCE LIST	
Projekt	Amazon of Europe Bike Trail (DTP2-002-2.2)
Rendezvény elnevezése	WPS – Bike Trail Academy 1. modul
Helyszín és dátum	Gosztola Gyógyke Spa és Éléményhotel (8978 Gosztola, Fő út 16.) 2021. június 21. 10:00

No.	Név / Name	Szervezet / Organisation	Aláírás / Signature
1	VID STUHEC	ISKRIVA	[Signature]
2	URSKA BOLJAK	ISKRIVA	[Signature]
3	BOLYÁS ADAM	WESTPAUNON	[Signature]
4	BENOVICS GABOR	Helion Nextour	[Signature]
5	PAJLAJ ERŐS	WESTPAUNON	[Signature]
6	PAJLAJ ERŐS	WESTPAUNON	[Signature]
7			
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***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.

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ATTENDANCE LIST	
Projekt	Amazon of Europe Bike Trail (DTP2-002-2.2)
Rendezvény elnevezése	WPS – Bike Trail Academy 1. modul
Helyszín és dátum	M7 Galéria Pannó (8868 Letenye, Bajcsy-Zsilinszky u. 36) 2021. június 21. 16:00

No.	Név / Name	Szervezet / Organisation	Aláírás / Signature
1	VID STUHEC	ISKRIVA	[Signature]
2	URSKA BOLJAK	ISKRIVA	[Signature]
3	PAJLAJ ERŐS	WESTPAUNON Ltd	[Signature]
4	BOLYÁS ADAM	WESTPAUNON	[Signature]
5	BENOVICS GABOR	Helion Nextour	[Signature]
6	PAJLAJ ERŐS	M7 GALÉRIA PANNÓ	[Signature]
7	WZAROS ABELGA	M7 GALÉRIA PANNÓ	[Signature]
8			
9			
10			

***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.

1
Project co-funded by European Union funds (ERDF, IPA)



ATTENDANCE LIST	
Projekt	Amazon of Europe Bike Trail (DTP2-002-2.2)
Rendezvény elnevezése	WPS – Bike Trail Academy 1. modul
Helyszín és dátum	Rádics Pannó Étterem és Pihenő Központ (8868 Letenye, Rákóczi Ferenc u. 98.) 2021. június 22. 11:00

No.	Név / Name	Szervezet / Organisation	Aláírás / Signature
1	VID STUHEC	ISKRIVA	[Signature]
2	URSKA BOLJAK	ISKRIVA	[Signature]
3	BOLYÁS ADAM	WESTPAUNON Ltd	[Signature]
4	RADICS GABOR	RADICS PANNÓ	[Signature]
5			
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***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.

1
Project co-funded by European Union funds (ERDF, IPA)



3.9 Event report: Balaton Uplands National Park

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

The regional partner, Balaton Uplands National Park, combined the two modules, module 1 and module 4 and held 3 different appointments on different dates and times. Therefore, the summary of the three reports will be shown in point 3.9 Event report: Balaton Uplands National Park and 5.9 Event report: Balaton Uplands National Park.

Date of events: 13 July – 14 July 2021

Location of event:

- Event 1 in Szaporca
- Event 2 in Villány
- Event 3 in Mohács

Number of participants: Event 1: 4 participants; 2; 2

- Event 1: 3 participants
- Event 2: 4 participants
- Event 3: 4 participants

3.9.1 Agenda and summary of event

Summary of Event 1:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.
Participants:

- Fanni Juszti (manager of guest house, Szaporca)
- Szilvia Wodtke (head of tourism, Danube-Drava National Park Directorate)
- Vera Maros (law department, Danube-Drava National Park Directorate)

Summary of Event 2:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 11.

Participants:

- Fényházi Helga (Crocus Gere Bor Hotel)
- Blum Beáta (Blum Pension – did not sign the list of participants).

Summary of Event 3:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.

Participants:

- Kovács Éva (manager of Kovács Pension, Mohács)

- Boli Dalma (manager of Centrum Pension, Mohács)
- Gódi Gábor (manager of Pannon Hotel, Mohács)
- Gódiné Újvári Andrea (Pannon Hotel, Mohács)

3.9.2 Target groups at the event

Event 1:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs			
General public			
Local public authorities	1	Danube-Drava National Park Directorate	list of participants

Event 2:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Crocus Gere Bor Hotel, Blum Pension	list of participants (2 nd participant did not sign)
General public			
Local public authorities			

Event3:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	3	Kovács Pension and Restaurant, Centrum Pension, Pannon Hotel - Mohács	list of participants
General public			
Local public authorities			

3.9.3 Event materials

Invitation:



Amazon of Europe Bike Trail

Európai Amazonas Kenékpáros Túrázóvonal SZAKMAI KONZULTÁCIÓ ES TRÉNING

A Logframe Tanácsadó Iroda Kft. a Balaton-felvidéki Nemzeti Park Igazgatósága megbízásából az Európai Amazonas Kenékpáros Túrázóvonal projektben részt vevő kiváló turisztikai szolgáltatók számára személyes konzultációt és tréninget szervez, melynek célja az (újonnan működő szolgáltatók) közötti valószínűleg ismeretlen kapcsolatok felállításának, a partnerség kialakításának megkönnyítése. További cél a vendéglátóipari ismeretek bővítése a vállalkozások számára a turizmuságazat, működésének bemutatása.

A konzultációkon részt vesz az online-foglalkozás rendszerét működtető Iroda képviselője, valamint a kenékpáros útvonal magyarországi szakaszának szolgáltatóit koordináló magyar utazásiroda képviselője is.

Az útvonal Baranya megyei szakaszán a személyes találkozókra az alábbi időpontokban kerül sor:

- Szapora: 2021. július 13.
- Vihány: 2021. július 14. délután
- Mohács: 2021. július 14. délután

Témák:

- Európai Amazonas kenékpáros túrázóvonal partnerségi modell bemutatása (1. modul)
- Vendéglátóipari ismeretek (4. modul)

Az Európai Amazonas Kenékpáros Túrázóvonal célja a Mura-Duna-Duna folyók mentén, öt országban (Ausztrián, Szlovénian, Horvátországban, Magyarországon és Szerbián) **újvonalú kenékpáros turisztikai hálózat kialakítása**.



A projekt keretében felkérésre kerülnek a rendezési és kutyafutó, valamint a turisztikai szolgáltatások látása. Az előzetes program weboldala. Hasonlóan működik fog a logikai rendszer, melynek eredményeként a látogatók turisztikai útvonal szolgáltatói részéről várható egy online foglalási rendszerrel támogatott, öt országj párhuzamos közvetlen, egyenes vonalú szolgáltatói hálózat.

A rendezésen való részvételhez vegyék fel a következő telefonszámra a regisztrációjukat: +36 30 5516712

A találkozókra kapcsolódóan az alábbi telefonszámokon szívesen állunk rendelkezésünkre:

Benevics Gábor: +36 30 5516712, benevics@logframe.hu

Márton György: +36 30 4916660, marton@logframe.hu

Számunkra várunk egytől egyig.

Márton György
Organizátor

Logframe Tanácsadó Iroda Kft.

LOGFRAME KFT.
1025 Párizs utca 15.
Budapest 1025 Párizs utca 15.
Cég azonosító: 11794022-1
Bejegyzés: 11794022-1

Kelt: Pécs, 2021. július 7.

<https://www.interreg-danube.eu/en/program/activities/amazon-of-europe-bike-trail>

Project co-funded by European Union funds (ERDF, IPA)

<https://www.interreg-danube.eu/en/program/activities/amazon-of-europe-bike-trail>

Project co-funded by European Union funds (ERDF, IPA)

Event material event 1:

Minutes:



MINUTES

Amazon Academy for service providers
Szapora, Kókolán Hostel, 13 July 2021

Participants:

- Márton György – Logframe Kft. (organiser);
- Páncs Zoltán – Logframe Kft. (organiser);
- Benevics Gábor – Logframe Kft. (organiser);
- Wodtke Salliba – DDNP (education and environmental education support);
- Juszti Fanni – DDNP (Kókolán Hostel manager);
- Maros Vera – DDNP (headquarter);
- Urška Dolina – Iskriva (LP, Slovenia);
- Vid Šušterc – Iskriva (LP, Slovenia)

See list of participants and presentation attached

Outline of discussion:

Wodtke Salliba (DDNP) mentions that the hostel currently can't provide breakfast. There are kitchens on each floor with fridge that may be used by the guests. They try to find solution for the breakfast, hopefully next year it may be possible.

Benevics Gábor (Logframe Kft.) adds that in the village there are two possible service providers that may offer breakfast but they should be separately organised. Shop is in the village of Kemsa, which is 3 km away.

Juszti Fanni (DDNP) says the house operates without a permanent reception, therefore guests should be informed in advance until when they should arrive. She works until 10:00, but someone arrives later, getting the key may be a problem.

Márton György (Logframe Kft.) says there should be a timeframe, e.g. 18:00-20:00 when the guest should arrive the latest. And they should inform the hostel in advance when they are expected. With this information DDNP should organise that the key would be available for the guests. This can't be the responsibility of the hostel organised for emergency cases.

Vid Šušterc (Iskriva) says the booking system may inform the guests in advance about this circumstance. Guest should also know when they can make a phonecall, as signal is often weak along the route.



Wodtke Salliba: the smallest room in the facility is for four people. The guest should also inform them in advance, which type of room they would prefer. They would provide standard room for the settlement, but have apartments as well.

Vid Šušterc adds that the booking system may provide an option to choose separate rooms or shared rooms.

Maros Vera (DDNP): the management may have further questions before signature of the contract.

Done in Szapora, 13 July 2021

Attendance list:

ATTENDANCE LIST						
Name		Organization		Address		
1	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
2	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
3	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
4	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
5	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
6	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
7	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
8	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
9	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
10	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)

Pictures:



Event materials event 2:

Minutes:

MINUTES

Amazon Academy for service providers
Vilány, Crocus Gere Bor Hotel, 14 July 2021

hotel like Gere Crocus where the language skills are not an issue, but in smaller service provider along the way it is a challenge.

Done in Vilány, 14 July 2021

Participants:

- Miklós György – Logframe Kft. (organiser)
- Benkovic Gabor – Logframe Kft. (organiser)
- László Holmér – Interim (P. Szarvas)
- Vid Sturanc – Interim (P. Szarvas)
- Fellegyházi Helga – Crocus Gere Bor Hotel
- Blum Beata – Blum pension (not signed the list of participants)

See list of participants and presentations attached.

Outline of discussion:

Vid Sturanc (Interim) introduces the requirements and the advantages plus the operation of the booking system. He emphasizes that the system is very flexible and if the service provider can offer at least one room all-year it could be a full right member of this very promising project which hopefully will bring more and more tourists to the region from the DMCI market.

Blum Beata (Blum Winery) says that their pension is rather small and, on the weekends, they have usually full houses so they have to book rooms mostly for the weekdays and it has to be booked well in advance. The situation is pretty much the same in the whole Vilány area. They have festivals when it is impossible to get a room in Vilány at all.

Fellegyházi Helga (Crocus Gere Bor Hotel) the situation is pretty much the same by them as well they have a passenger rate over 80% from the individual guests and their problem is rather connected with the lack of experienced staff and they struggling to find well trained workers in their hotel. They are open for the cooperation but they cannot promise in advance about the conditions, and their management has to satisfy the continued. Strongly they are really happy to show the hotel and their services but at the moment they cannot promise how can they cooperate and on the weekends they are mostly full.

Benkovic Gabor (Logframe Kft.) mentions the cancellation conditions and emphasizes that the system is really flexible for the guests and as well as for the service providers. Their company will be the connection between the service providers and the booking system in Slovakia. He notes that this doesn't seem to be a problem for a

Attendance list:

ATTENDANCE LIST						
Name		Organization		Address		
1	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
2	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
3	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
4	Vid Sturanc	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)
5	Benkovic Gabor	Logframe Kft.	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)	Logframe Kft. (Logframe Kft.)

Picture:



Minutes:



MINUTES
Amazon Academy for service providers
Mohács, Pannon Hotel, 14 July 2021

Participants:

- Márton György – Logframe Kft. (organiser)
- Benovics Gábor – Logframe Kft. (organiser)
- Ildikó Holnag – Iktova (IT, Slovakia)
- Vid Stuhac – Iktova (IT, Slovakia)
- Kovács Éva – Kovács Pension and Restaurant
- Ball Dáima – Centrum Pension
- Gódi Gábor – Pannon Hotel
- Godné Újvári Andrea – Pannon Hotel

See list of participants and presentation attached.

Outline of discussion:

Godné Újvári Andrea (Pannon Hotel): mentions that they have some concerns regarding the allotment as they have already had many rooms which is suitable for a group arriving by a big bus. When they receive a booking from a group/travel agent they have to answer immediately and they cannot wait with the answer till the booking system confirms that they would like to get their rooms out of the system.

Vid Stuhac (Iktova) says the booking system is really flexible and they should provide only one room for the allotment just to get the right to be member of the booking system and enjoy the advances of marketing opportunities.

Gódi Gábor (Pannon Hotel): says that if the contract could be modified according to their expectations, they are eager to sign it and be part of the project as service providers.

Kovács Éva (Kovács Pension and Restaurant): says that they have experiences with bikers as they had previously guests from that target group. They could cooperate and be service provider although they have usually relatively high passenger rate. She felt a bit cautious towards this project as she have already seen similar projects hopes and failures.

Márton György (Logframe Kft.) mentioned that this project has a follow-up project as well and the Austrian partners have enough experiences and competences in the field



of travel business and their booking system on the Alps-Adria trail proves that it can operate well this kind of project.

Ball Dáima (Centrum Hotel): Asked for some patience as this time is extremely busy for them with a lot of parties and weddings so they prefer the autumn and spring time just to deal with the contract and to provide all sorts of thing (photos and prices etc.) she needs a bit more time. On the other hand, they are really experienced in this field as they receive the most bikers on the Danube 5 and previously they even provided luggage transport on at least they helped to organise it for the bikers.

Benovics Gábor (Logframe Kft): says that probably the booking system would start at the beginning of August, but the system would work with full force only in the next year from April of 2022.

Done in Mohács, 14 July 2021

Attendance list:

ATTENDANCE LIST					
No.	Name	Organization	Phone	E-mail	Signature
1.	Márton György	Logframe Kft.	36-30-91-9070	gyorgy@logframe.hu	[Signature]
2.	Vid Stuhac	Iktova	36-30-363-473	vid@iktova.sk	[Signature]
3.	Kovács Éva	Kovács Pension and Restaurant	36-30-29-471	eva@kovacs.hu	[Signature]
4.	Gódi Gábor	Pannon Hotel	36-30-21-4363	godi@pannon.hu	[Signature]
5.	Godné Újvári Andrea	Pannon Hotel	36-30-21-4363	godne@pannon.hu	[Signature]
6.	Benovics Gábor	Logframe Kft.	36-30-91-9070	gab@logframe.hu	[Signature]
7.	Ildikó Holnag	Iktova	36-30-363-473	ildiko@iktova.sk	[Signature]
8.	Dáima Ball	Centrum Pension	36-30-29-471	daima@centrum.hu	[Signature]

Pictures:



3.10 Event report: Entrepreneurs Centre of Somogy County Foundation

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Centre of Somogy County Foundation combined the two modules, module 1 and module 4 and held 3 different appointments on different dates and times. Therefore, the summary of the three reports will be shown in point 3.10 Event report: Entrepreneurs Centre of Somogy County Foundation and 5.10 Event report: Entrepreneurs Centre of Somogy County Foundation.

Date of events: 12 July 2021 – 13 July 2021

Location of event:

Event 1 in Gyékényes;

Event 2 in Barcs-Drávatamási;

Event 3 in Nagyatád

Number of participants: Event 1: 4 participants; 2; 2

Event 1: 4 participants

Event 2: 2 participants

Event 3: 2 participants

3.10.1 Agenda and summary of event

Summary of Event 1:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 5.

Participants:

- Lóránt Dömtörfi (accommodation service provider in Gyékényes)
- Csilla Dömötörfiné Nagy (accommodation service provider in Gyékényes)
- KrisztiánTálos (accommodation service provider in Gyékényes)
- Karina Németh (accommodation service provider in Zákány).

Summary of Event 2:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.

Participants:

- Arszlán Horváth (accommodation service provider in Barcs)
- Alexandra Sabacz (accommodation service provider in Drávatamási)

Summary of Event 3:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Also, the contracting of the service providers was a separate part of this event. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 6.

Participants:

- Andrea Maróti (accommodation service provider in Nagyatád)
- Andrea Huszárné Nagy (accommodation service provider in Nagyatád)

3.10.2 Target groups at the event

Event 1:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	3	Lóránt Dömötörfi, Csilla Dömötörfiné Nagy - Kéktó camping Krisztián Tólos – Poseidon pension, Karina Németh – Németh Winery	attendance list
General public			
Local public authorities			

Event 2:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Arszlán Horváth – Belvárosi guesthouse Alexandra Sabacz – Alexandra guesthouse Drávatamási	attendance list
General public			
Local public authorities			

Event3:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Andrea Maróti – Park Hotel Andrea Huszárné Nagy – Hotel Solar	attendance list
General public			
Local public authorities			

3.10.3 Event materials

Invitation:

The image shows two versions of an invitation document for the 'Amazon of Europe Bike Trail' event. The left version is in Hungarian, and the right version is in English. Both documents include the Interreg logo, the event title, and details about the 'Cardinal Amazonos Könyvtár Társaság' (Cardinal Amazonos Library Association). The Hungarian version lists the event date as September 20th, 2019, from 10:00 to 13:00. The English version lists the date as September 20th, 2019, from 10:00 to 13:00. Both versions include contact information for the organizing committee, including a phone number and an email address.

Event materials event 1:

Attendance list:

The image shows a handwritten attendance list for the event. The table has columns for Name, Address, Phone, Email, and Signature. It lists several attendees with their contact information and signatures.

Name	Address	Phone	Email	Signature
...
...
...
...
...
...
...
...
...
...

Picture:



Minutes:



MINUTES
Amazon Academy for service providers
Győrnyit, 12 July 2021

Participants:

- Márton György – Loghanna Kft. (organiser)
- Bernadett Göbör – Loghanna Kft. (organiser)
- Zoltán György – SÁMVA
- (Horváth) Anikó – Révencsör 12-14 (Bike Camping)
- Horváth Anikó – Révencsör 12-14 (Bike Camping)
- Tóth Kriszta – Révencsör Kft. (Partner partner)
- Miklós Kovács – Károlyi (P. Révencsör)
- Viki Szűcs – Károlyi (P. Révencsör)

See list of participants and presentation attached.

Outline of discussion and training:

Urlika Dolinar

Presented the Amazon of Europe Bike Trail – the aims of the project, the parameters of the trail, the developed track base product, infrastructure, nature-related guidelines, subsidies programme, introduction of the trail – the partnership model of Amazon of Europe Bike Trail.

Viki Szűcs

Presented the booking system, the role of the booking system, and the booking process. There are two main categories of service providers, one of them is contracted partner, the other type of cooperating partners. Contracted partners are involved into the online booking system.

Bernadett Göbör

Presented the service provider contract – general and specific conditions and rules, booking online, booking process, pricing, marketing, payment, laws and responsibilities of service providers and booking centre.



Márton György

Presented the topics of customer relations – the main factors of customer satisfaction and success, constructive feedback, opening channels of communication, learning from feedback, further improving services.

Dorottya Lóntai

In the evening there are separate discussions for the groups. A discussion open to both. They can provide a breakfast and dinner in the accommodation for the cyclists. The catering starts from April to September/October.

Tóth Kriszta

Presented the pension for 8 people and 14 people (400 persons), totally for 40 persons. During winter is closed. They have no private restaurant, breakfast and dinner can be solved in the neighbouring restaurants, or in the Bike-camping.

Miklós Kovács

The total capacity of the accommodation is 20 people, they have 6 different sized rooms. Breakfast and dinner are provided, the main season is between May and October, but they can open all year.

Győrnyit, 12 July 2021

Event material event 2:

Attendance list:

Pictures:



Minutes:



MINUTES
Amazon Academy for service providers
Bárcs, Szabolcs, 13 July 2021

Participants:

- Márton György – Loghanna Kft. (organiser)
- Bernadett Göbör – Loghanna Kft. (organiser)
- Zoltán György – SÁMVA
- Horváth Anikó – Révencsör 12-14 (Bike Camping)
- Miklós Kovács – Károlyi (P. Révencsör)
- Viki Szűcs – Károlyi (P. Révencsör)

See list of participants and presentation attached.

Outline of discussion and training:

Urlika Dolinar

Presented the Amazon of Europe Bike Trail – the aims of the project, the parameters of the trail, the developed track base product, infrastructure, nature-related guidelines, subsidies programme, introduction of the trail – the partnership model of Amazon of Europe Bike Trail.

Viki Szűcs

Presented the booking system, the role of the booking system, and the booking process. There are two main categories of service providers, one of them is contracted partner, the other type of cooperating partners. Contracted partners are involved into the online booking system.

Bernadett Göbör

Presented the service provider contract – general and specific conditions and rules, booking online, booking process, pricing, marketing, payment, laws and responsibilities of service providers and booking centre.



Márton György

Presented the topics of customer relations – the main factors of customer satisfaction and success, constructive feedback, opening channels of communication, learning from feedback, further improving services.

Horváth Anikó

The pension situated in the centre of Bárcs. It has double rooms, triple-rooms, and apartments for 4 people. They can provide breakfast and dinner for the guests, renting of bicycle is possible. The pension is open throughout of year.

Sabecz Alexandra

Alexandra guesthouse is directly by the bike trail, it has 3 rooms (1 single room, 1 double room, 1 room for 4 people). They can provide breakfast and dinner for the guests, opening season is between April and October.

Bárcs, 13 July 2021

Event materials event 3:

Attendance list:

Pictures:

ATTENDANCE LIST					
Amazon of Europe Bike Trail					
Amazon Academy for service providers					
Name	Address	Phone	E-mail	Signature	Stamp
Márió György	Magyarok közp. szolgálat	06 30 25 12 12	gyorgy@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Benedek Gábor	Magyarok közp. szolgálat	06 30 25 12 12	gabors@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Ujvári Zoltán	Magyarok közp. szolgálat	06 30 25 12 12	ujvari@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Nagyvári Zoltán	Magyarok közp. szolgálat	06 30 25 12 12	nagyvari@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Mészáros Zoltán	Magyarok közp. szolgálat	06 30 25 12 12	meszaros@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Ujvári Zoltán	Magyarok közp. szolgálat	06 30 25 12 12	ujvari@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>
Nagyvári Zoltán	Magyarok közp. szolgálat	06 30 25 12 12	nagyvari@magyarok.hu	<i>[Signature]</i>	<i>[Stamp]</i>



Minutes:

MINUTES
Amazon Academy for service providers
Nagyvári, 10-12 July 2021

Participants:

- Márió György – Magyarok KÖ, organizer
- Benedek Gábor – Magyarok KÖ (organizer)
- Zoltán Ujvári – BMKKA
- Nagyvári Zoltán (Hokel Solár)
- Mészáros Zoltán (Pancs Hotel)
- Ujvári Zoltán – Jászok (P. Szlovákia)
- Vid Stanić – Jadrvo (SLO, Slovenija)

See list of participants and presentation attached

Outline of discussion and training:

Ujvári Zoltán

Presented the Amazon of Europe Bike Trail – the aims of the project, the parameters of the trail, the developed book-bike product, infrastructure, radio-oriented guidance, valorisation programme, infrastructure of the trail – the partnership model of Amazon of Europe Bike Trail

Vid Stanić

Presented the booking system, the role of the booking centre, and the booking process. There are two main categories of service providers, one of them is contracted partner, the other type of cooperating partners. Contracted partners are involved into the online booking system.

Benedek Gábor

Presented the service provider contract – general and specific conditions and rules, booking centre, booking process, prices, involving, payment, tasks and responsibilities of service providers and booking centre.

Márió György
Presented the model of business relations – the main business's success conditions and success conditions: marketing, ongoing channels of communication, working hours, insurance, banking, legalizing services.

Mészáros Zoltán

Part of hotel is in the city centre, it was 80 euros for totally 40 people. They have one restaurant, they provide breakfast and it is not allowed for the guests. The hotel is used throughout the year. They will check the contract, and will decide about it later.

Ujvári Zoltán

Hotel Békés has 5 stars hotel, it has totally 43 rooms, 40 double rooms, and 3 apartments. The accommodation is used only one year. They have a lot of car in the restaurant. They can provide luggage and bicycle for about 1000 HUF per vehicle.

Nagyvári, 10-12 July 2021

3.11 Event report: City of Sombor

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 25.05.2021.

Location of event: Sombor

Number of participants: 17

3.11.1 Agenda

Part 1:

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2:

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

	Hotel	Address	Note
Stage S16			
	Garni hotel Andrić	Trg Koste Trifkovića bb, Sombor	09:00 - 10:00 AM
	Čarda Andrić	Kanal bb, Sombor	10:00 - 11:00 AM
Stage S16			
	Camping SoSul	Venac Petrove gore 23, Sombor	11:00 - 12:00 AM
Stage S16			
	Karibo	Rade Končara 12, Sombor	12:30 - 15:30 PM
	Bar code	Jugoslovenske Narodne Armije bb	16:00 – 17:00 PM

3.11.2 Summary of Event

The project was presented to the service providers and the possibilities of their participation in it. All of them expressed interest, made their capacities available and signed a contract on participation in the provision of services to cyclists on the S16 route.

The discussion went in the direction of clarifying the conditions that must be met and the deadlines when it comes to booking announcements and the time until the arrival of tourists.

3.11.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	5	Garni hotel Andrić, Čarda Andrić, Camping SoSul, Karibo, Bar code	
Local public authorities	1	City of Sombor	

3.11.4 Event materials

Pictures:



Attendance list:

Project co-funded by European Union funds (ERDF, IPA)

ATTENDANCE LIST			
Project	Amazon of Europe Bike Trail		
Type of meeting	MEETING WITH THE MEMBERS OF THE LOCAL COMMUNITY / AMAZON OF EUROPE BIKE TRAIL / SOMBOR		
Place and date	HOTEL ANDRIĆ, SOMBOR, 25.5.2021		
No.	Name and surname	Organisation	Signature
1	VID STUHEC	DAVID ISKRIVA	[Signature]
2	KHANEL PLAC	CITY OF SOMBOR	[Signature]
3	Sasa Miro	CITY OF SOMBOR	[Signature]
4	ANJKULA ANDRIĆ	Hotel Andrić	[Signature]
5	POPC Čekić	Hotel Andrić	[Signature]
6	URSJA ISLIVAR	DAVID ISKRIVA	[Signature]
7			
8			
9			
10			

*Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and is processed and stored by the employee directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail and Amazon of Europe projects.

Project co-funded by European Union funds (ERDF, IPA)

ATTENDANCE LIST			
Project	Amazon of Europe Bike Trail and AMAZON OF EUROPE		
Type of meeting	MEETING WITH THE MEMBERS OF THE LOCAL COMMUNITY / AMAZON OF EUROPE BIKE TRAIL / SOMBOR		
Place and date	HOTEL ANDRIĆ, SOMBOR, 25.5.2021		
No.	Name and surname	Organisation	Signature
1	VID STUHEC	DAVID ISKRIVA	[Signature]
2	URSJA ISLIVAR	ORCEMA BELICA POLJANA	[Signature]
3	SASA LAZIĆ	CAMPING SOBUL	[Signature]
4	URSJA ISLIVAR	ISKRIVA	[Signature]
5			
6			
7			
8			
9			
10			

*Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and is processed and stored by the employee directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail and Amazon of Europe projects.

Project co-funded by European Union funds (ERDF, IPA)

ATTENDANCE LIST			
Project	Amazon of Europe Bike Trail		
Type of meeting	MEETING WITH THE MEMBERS OF THE LOCAL COMMUNITY / AMAZON OF EUROPE BIKE TRAIL / SOMBOR		
Place and date	HOTEL ANDRIĆ, SOMBOR, 25.5.2021		
No.	Name and surname	Organisation	Signature
1	VID STUHEC	DAVID ISKRIVA	[Signature]
2	URSJA ISLIVAR	ORCEMA BELICA POLJANA	[Signature]
3	URSJA ISLIVAR	DAVID ISKRIVA	[Signature]
4	KHANEL PLAC	CITY OF SOMBOR	[Signature]
5	Sasa Miro	CITY OF SOMBOR	[Signature]
6	Nina Lator	OPV	[Signature]
7	Iselena Todorović	KARIBO	[Signature]
8			
9			
10			

*Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR): Your data will only be used in the course of this event and is processed and stored by the employee directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail project.

3.12 Event report: Municipality of Apatin

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 25.05.2021

Location of event: Hotel Garden House Apatin and Marina Apatin

Number of participants: 7

3.12.1 Agenda

Part 1:

- Introducing the AoE BT and AoE BT partnership model
- Fact file and vision AoE BT
- Benefits of the partnership
- Options to participate
- Official AoE BT info & booking center services

Part 2:

- Explanation of the partner contract
- Checking the accommodation with all its facilities
- Quality check of the premises and opportunities for improvement

	Hotel	Address	Note
Stage S14			
	Garden House Apatin	Dimitrija Tucovića 41	16:00 PM
	Marina Apatin	Dunavska obala bb	18:00 PM
Stage S15			
	Garden House Apatin	Dimitrija Tucovića 41	16:00 PM
	Marina Apatin	Dunavska obala bb	18:00 PM

3.12.2 Summary of Event

In the scope of D.5.3.2. and D.5.3.4. we held the following meetings: A meeting with service providers from the area of the Municipality of Apatin, was held on May 25th 2021 at the Hotel Garden House and in the Marina Apatin.

3.13 Summary of module 1

Modul one was successfully implemented with and by all the regional partners. As a result of this module a lot of service providers and actors of the AoE region were informed about the whole project, the key facts, the benefits what it can create and what they can get, how they can participate and the services from the official AoE BT info & booking center. This module was especially time consuming since there were one on one B2B meetings necessary to be able to focus on each single service provider. In the end, it is important to have local service providers on board for a lasting and glory future of the AoE BT. In the end there were 52 service providers involved within this module and learned about the most important facts of the AoE BT and about opportunities to participate. Especially the benefits convinced the service providers and raised their interest on the project.

4. MODULE 2 AND MODULE 3: Marketing Skills – Communication and Social Media

4.1 Content

Module 2 and module 3 of the AoE BT Academy was about the marketing skills: communication and social media and was held and designed by the Trail Angels. As the modules are proposals from our side, it was free for the regional partners to coordinate and organize their own training regarding this the topic of marketing skills and brand development.

Modul 2 and module 3 had their focus on communication and social media marketing skills for local service providers. The covered themes were:

- Communication strategies and inquiry management
- Website and branding
- Flyers/leaflets
- Facebook and Instagram
- Product related social media activities
- Building up a brand

Because the two topics belong together and are linked to each other so tightly, we decided to integrate them into one workshop. Both topics go hand in hand with each other and therefore it would not have been goal-oriented to separate the topics. Another point to combine the two modules in one workshop was time management. Many service providers were still in the main season at the time of the workshops and therefore time was limited. For this reason, we decided to use the time of the service providers only once for our online workshop. We offered 3 dates for the modules:

- Appointment 1: Tuesday, 21. September
- Appointment 2: Thursday, 23. September
- Appointment 3: Tuesday, 28. September

The learnings of both modules of the AoE BT Academy were covered by the following:

- How to communicate towards travelers as an integrated part of the transnational signature product AoE BT, also on social media channels
- How to build up a brand
- How to make use of the brand and to benefit from it
- How to communicate the brand AoE BT and what it means to be a partner of it
- How to contribute to the brand building
- How to make use of the social media skills and to deal with Facebook and Instagram
- How to benefit from the community

4.1.1 Design of the implementation marketing skills

The following PowerPoint presentation was designed to cover the topics regarding module 2 and module 3 and guarantee positive learning outcomes.

Document 2 PowerPoint presentation Guideline Marketing Skills for local partners



AGENDA

1. Introduction
2. Goals
3. Strategy
4. Target Partners
5. Skills & Implementation
6. AoE Bike Trail Communication Kit



Guideline: Marketing Skills

1. Introduction

The Amazon of Europe Bike Trail (AoE BT) is the **joint signature product** for the new, developing transnational destination „Amazon of Europe“.

What is a „signature product“? Signature product is the product that people will begin to associate most strongly with you and your business. So at any time, people hear AoE BT or newspapers are reporting about the AoE BT, it will have a positive effect on the whole destination and so also on all service providers of this destination. It is far more than just some bookings of travellers, it is being part of something big. This is why a signature product can become a destination brand, which stands for certain criterias, stands over everything and profits the whole destination.

This makes it so important to live this brand, to communicate the brand with your surrounding and to see yourself as a part of it. Because you are part of the brand Amazon of Europe Bike Trail.

Guideline: Marketing Skills

1. Introduction

Within a highly successful European project of the Danube Transnational Program 15 regional and topical partners have invested considerable resources, to position the Amazon of Europe Bike Trails as a future leading long distance bike product in Europe and to open new markets for the transnational destination.

So, something great is developing and is offering perspectives and benefit sharing for it's local partners. The following guidelines will support local partners to raise coverage and direct impact from the beginning as an important part of this wonderful product.

Guideline: Marketing Skills AoE Bike Trail: Fact File

- Total length: over 1250 km
- Two routes with 27 daily stages
 - 11 stages on the North
 - 16 stages on the South
- The world's first UNESCO FIVE-country Biosphere Reserve: Austria, Slovenia, Hungary, Croatia and Serbia
- AoE Bike Trail is co-funded by the EU, INTERREG Danube Transnational Program
www.aosebiketrail.com



Guideline: Marketing Skills AoE Bike Trail: Organization

All rights for the Bike Trail are owned by **Destination Development Organization (DDO)**. The DDO is locally based and is focusing on a sustainable regional impact for the Destination Amazon of Europe. The travel operations of the AoE Bike Trail will be managed by its own transnational "Trail Management & Booking Center" which is selected and licensed by the DDO.

The "Amazon of Europe Bike Trail Management & Booking Center" is offering travellers a unique experience by linking individual freedom with service, safety and sustainability as well as partnering international travel agencies with sophisticated services as a licensed and local based tour operator.



Guideline: Marketing Skills AoE Bike Trail: Organization

Furthermore, together with the WWF and the Destination Development Organization AoE Bike Trail, it is managing a special impact program for supporting selected nature conservation projects in the UNESCO biosphere reserve.

The "Cycling for nature" Program is the way to give something back to this beautiful region and will be charged by the Amazon of Europe Bike Trail Management & Booking Center with each AoE Bike Trail travel booking.

www.aeobiketrial.com



Guideline: Marketing Skills AoE Bike Trail: Vision

Our Joint Vision

The Amazon of Europe Bike Trail is the most well-known long-distance bookable cycling trail in Europe, offering responsible travel to discover unique river landscapes along the Mura, Drava and Danube contributing to the valorisation of natural and cultural resources.



AGENDA

1. Introduction
2. **Goals**
3. Strategy
4. Target Partners
5. Skills & Implementation
6. AoE Bike Trail Communication Kit



Guideline: Marketing Skills

2. Goals

The goals of the following guidelines are easy explained:

- Communication of the local partners as an integrated part of the transnational signature product „Amazon of Europe Bike Trail“
- To raise the benefit for local partners, such as coverage and direct impact, as part of a ground breaking product (and developing destination)
- To provide skills, which are **easy applicable and replicable**, without overstressing limited resources

Conclusio: Clearly to benefit from the brand (signature product)!



AGENDA

1. Introduction
2. Goals
3. **Strategy**
4. Target Partners
5. Skills & Implementation
6. AoE Bike Trail Communication Kit



Guideline: Marketing Skills

3. Strategy

The resources of local partner are very often limited. Personal as well as financial. That's why, it really important to follow the following cornerstones for the implementation of the marketing skills:

- **Applicable:** KISS – Keep it simple & stupid! These skills do not require any special knowledge, are easy to implement and afford only little or even no financial resources.
- **Replicable:** These skills can be implemented by a wide range of different bike trail partners. From tourism board, public institutions to various local service providers.
- **Diverse:** These skills can be implemented on classic communication, Web, Social Media as well as printed advertisement
- **Modular:** As much as necessary or as much as possible!
The local partner decides...



AGENDA

1. Introduction
2. Goals
3. Strategy
- 4. Target Partners**
5. Skills & Implementation
6. AoE Bike Trail Communication Kit



Guideline: Marketing Skills

4. Target Partners

The following marketing skills can be implemented by a wide range of various target partners. It's implementation should strengthen the partnership with the bike trail, raising coverage and impact as well as widen the future bike trail network. Target partners are:

- **Public or semi public organisations:** Tourism boards (local, regional, national), municipalities, counties, involved NGOs
- **Local service providers:** Accommodations, gastronomy, bike rentals and shops, bike guides, mobility service companies, involved tour operators



AGENDA

1. Introduction
2. Goals
3. Strategy
4. Target Partners
- 5. Skills & Implementation**
6. AoE Bike Trail Communication Kit



Guideline: Marketing Skills

5. Skills & Implementation

- | | |
|---------------------------------------|---|
| 1. Communication & Inquiry Management | <ul style="list-style-type: none"> - Branding - Active Communication |
| 2. Social Media | <ul style="list-style-type: none"> - Branding - Product related Social Media Activity |
| 3. Website | <ul style="list-style-type: none"> - Branding - Own Trail-Landingpage |
| 4. Flyers/Leaflets & Merchandising | <ul style="list-style-type: none"> - Branding |



Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management - Active Communication

Max Mustermann
 mustermann@musterhotel.com
 +1234 567 8910

Musterhotel GmbH
 Musterstraße 10
 1000 Musterland
 www.musterhotel.com

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube". Visit www.aebiketrial.com or simply ask us for further information"



Implementation: - easy - free -

The Partnership logo can be easily placed in your Email signature (see example on the left)

Also the hyperlink to the aebiketrial.com can be linked there

Guideline: Marketing Skills

5. Skills & Implementation

1. Communication & Inquiry Management - Branding

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe's leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube". Visit www.aebiketrial.com or simply ask us for further information"



Implementation: - easy - free -

The text appendix should be involved into the inquiry management and/or customer's communication. Whether is placed on your website or at the bottom of your Email, the more present the more it will strengthen the brand AoE BT and profit the whole destination.

Link the word „trail website" with the aebiketrial.com.

Use the logo.

Guideline: Marketing Skills

5. Skills & Implementation

2. Social Media (Facebook; Instagram) - Branding

Facebook and Instagram accounts

Implementation: - easy - free -

Two different accounts:

- Amazon of Europe Bike Trail (this one is important for you)



Amazon of Europe Bike Trail
Seite - 1.562 gefällt das

- Amazon of Europe Bike Trail Project (project oriented – for B2B)



Amazon of Europe Bike Trail Project
Ort - Fahrradstrecke

Liking, commenting, sharing posts of the official Amazon of Europe Bike Trail Facebook account and also inviting friends to like the page, strengthens the brand and has a direct, positive impact on the brand and therefore also on you.

You can also include information about the AoE BT on your information-box on Facebook and Instagram



Amazon of Europe Bike Trail

Amazon of Europe Bike Trail fragen

"Kann ich mit jemandem chatten?" Frage stellen

"Ich habe eine Frage. Kannst du helfen?" Frage stellen

Gib eine Frage ein Frage

Info Alle ansehen

- Der Amazon of Europe Bike Trail ist ein internationaler Radfernweg, welcher in einer Nord- und Südroute auf insgesamt 27 Etappen und 1.250km durch den... [Mehr ansehen](#)
- Von den Alpen in die Weite Pannoniens - entlang des größten natürlichen Flusssysteme Mitteleuropas: Willkommen am Amazon of Europe. Unterwegs im größte... [Mehr ansehen](#)

1.563 Personen gefällt das

1.616 Personen haben das abonniert

<https://aebiketrial.com/de/home-de/>

[Nachricht senden](#)

Info:

- X
- X
- X
- X
- X
- X
- X

By the way, our hotel is right on the north route of the Amazon of Europe Bike Trail.

Amazon of Europe Bike Trail
21. Juni ·

Wenn irgendwann einmal alles zusammenfließt...
Unterwegs am Amazon of Europe Bike Trail

... dann handelt es sich entweder um einen inneren Zustand des Friedens oder ganz profan um eine Flussmündung. Beides vereint der Amazon of Europe Bike Trail: Auf einer Nord- und einer Südroute erradelt du dir nicht nur die 3 Flüsse Mur, Drau und Donau, insgesamt 5 Staaten, sondern auch deinen ganz inneren Frieden. Denn wenn Kurbel und Laufräder rund laufen, dann läuft auch Herr und Fr... [Mehr ansehen](#)

5.758 Erreichte Personen **369** Interaktionen Beitrag bewerben

136 1 Kommentar · 3 Mal gefällt

Gefällt mir · Kommentieren · Teilen

Performance deines Beitrags

5.758 Erreichte Personen

143 Reaktionen, Kommentare und geteilte Inhalte

137 Gefällt mir	136 Zu einem Beitrag	1 Zu geteilten Inhalten
1 Love	1 Zu einem Beitrag	0 Zu geteilten Inhalten
2 Kommentare	1 Zum Beitrag	1 Zu geteilten Inhalten
3 Geteilte Inhalte	3 Zum Beitrag	0 Zu geteilten Inhalten

226 Klicks auf Beiträge

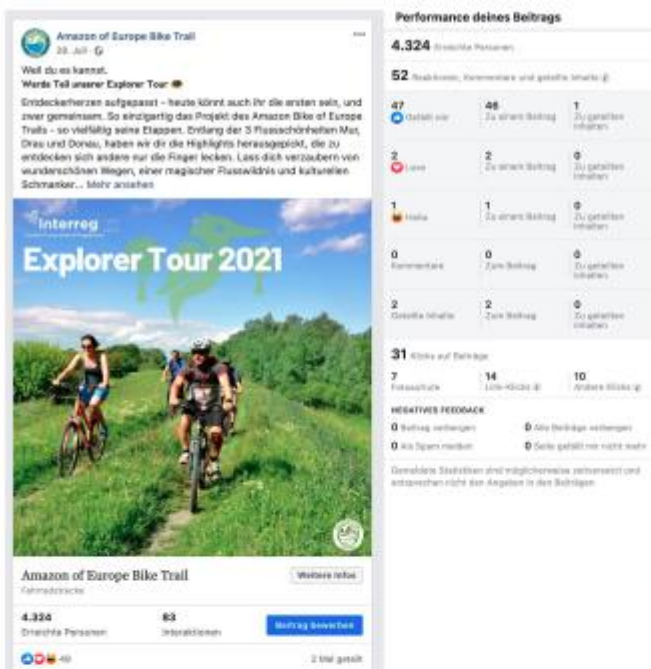
23 Fotoaufrufe	61 Link-Klicks	142 Andere Klicks
-----------------------	-----------------------	--------------------------

NEGATIVES FEEDBACK

0 Beitrag verbergen	0 Alle Beiträge verbergen
0 Als Spam melden	0 Seite gefällt mir nicht mehr

Gemittelte Statistiken sind möglicherweise zirkularisiert und entsprechen nicht den Angaben in den Beiträgen.

Reached users: 5.758
Reactions: 143
Likes: 137
Comments: 2
Shared content: 3
Clicks: 226



Performance deines Beitrags

4.324 erreichte Personen

52 Reaktionen, Kommentare und geteilte Inhalte

47	46	1
Geteilt von	Zu einem Beitrag	Zu geteilten Inhalten
2	2	0
Liebe	Zu einem Beitrag	Zu geteilten Inhalten
1	1	0
Hashe	Zu einem Beitrag	Zu geteilten Inhalten
0	0	0
Kommentare	Zum Beitrag	Zu geteilten Inhalten
2	2	0
Geteilte Inhalte	Zum Beitrag	Zu geteilten Inhalten

31 Klicks auf Beiträge

7	14	10
Fotosharing	Like-Klicks	Andere Klicks

NEGATIVES FEEDBACK

0	0
Beitrag verbergen	Die Beiträge verbergen
0	0
Als Spam melden	Seite gelöscht oder nicht mehr

Generelle Statistiken sind möglicherweise unvollständig und entsprechen nicht den Angaben in den Beiträgen

Reached users: 4.324
 Reactions: 52
 Likes: 47
 Comments: -
 Shared content: 2
 Clicks: 32

Guideline: Marketing Skills

5. Skills & Implementation

2. Social Media (Facebook; Instagram) - Product related social media activity

#-Strategy



Implementation: - easy - free -

Use the following recommended #s for all the post on Instagram and/or Facebook:
 #aebiketrial #amazonofeurope #cycling #ecotourism #biosphere #reserve #biospherereserve #Mura #Drava #Danube #cooperation #Austria #Slovenia #Hungary #Croatia #Serbia #travel #tourism #bike #trail #nature #sustainability #euproject #regionaldevelopment

Guideline: Marketing Skills

5. Skills & Implementation

2. Social Media (Facebook; Instagram)
- Product related social media activity

@-Strategy

Tag project partners, tourism boards and cycling organizations from the AoE area and UNESCO.



Implementation: - easy - free -

Examples:

- Danube Transnational Programme Amazon of Europe Bike Trail
- WWF Adria, WWF Austria
- European Cyclists' Federation
- Bookyourtrail, etc.

More partners you will find in the „Communication Kit“

Guideline: Marketing Skills

5. Skills & Implementation

3. Website
- Branding

The official Amazon of Europe Bike Trail webpage:

1. Overview about the route and the stages including stage map, must sees, route description, route profile, etc.
2. Inform about the AoE BT booking center services for travellers
3. Information about the world's first UNESCO FIVE-country Biosphere Reserve and "Cycling for Nature"

Already implemented

If you are not designated as an official partner or if you can not find yourself on the website (point of interests, route-map, must sees, etc.) please get in touch with your regional partner and ask for further information of the guidelines from the partnership model!

Also remember that we are always happy to get input, constructive feedback and suggestions for improvement.

Guideline: Marketing Skills

5. Skills & Implementation




Guideline: Marketing Skills






5. Skills & Implementation



scenery areas, with impressive views without a doubt, and the entire terrain ideal for those of you that are looking for cycling holidays far away from traffic. The terrain on the route is generally flat, therefore it is easy to ride for all target groups.

Stage map



Must see

-  Eybekovo lake
-  Dugača
-  Budača Lake
-  Kozjak forest
-  Wooden house in Domogrovača
-  Hrgovača forest park and spa



 
 Danube Transnational Programme
 Amazon of Europe Bike Trail
 PROJECT CO-FUNDED BY THE EUROPEAN UNION FUNDS ERDF, IPA
<https://aobiketrial.com/#general>

Guideline: Marketing Skills

5. Skills & Implementation

3. Website
- Design of own Trail Landingpage

www.auebiketrial.com

Implementation: - easy - free -

Inform your guests/clients about the AoE BT on your own website. Examples:

- Implement an article about the AoE BT (text and key visuals you find in the communication kit)
- Make use of the official logo of the AoE BT, the text appendix and/or the link to the official Trail Landingpage on your own website

Guideline: Marketing Skills

5. Skills & Implementation



DER THALESHOF WERNER IM THALESHOF SPAWENHOF & PRODUKTE  SOHNER ARTY WINTER ARTY KOSTET KUCHEN !!

Alpe-Adria-Trail
 wandern vom altsächsischen Meer

Von Licht durchflutet, der Sonne entgegen. Die traumhafte Landschaft am Alpe-Adria-Trail beginnt, aufgelöst mit der Energie des Großglockners, im Nationalpark Hohe Tauern. Die ersten Kitzpässe, mit steilen Wänden, tiefgrünen Almen, weingelben Kiefernbaumröhren, geheimnisvollen Schutten und gäulichen Nebelbergen geben dem Schönsassener gesessenen Trail zu betreten.

Direkt an der Stappell-Sag der Thaleshof, im Saal und darauf, Sie bei uns begrüßen und verwöhnen zu dürfen. Wir sind auch am Alpe-Adria-Trail Partnerbetriebe und arbeiten schon seit Jahren erfolgreich mit dem Alpe-Adria-Trail.

Alpe-Adria-Nock-Trail am Millstätter See
 5 Nächte

Zuerst wandern, dann Erholung in der Villa Postillion am See

Zeitraum: 15. Mai bis 30. Oktober

Message: "In Trail führt vom Großglockner durch Kärnten, Steiermark und Friaul an die Nordsee würde schon malerisch als einer der schönsten Wanderrouten bezeichnet."

Guideline: Marketing Skills

5. Skills & Implementation

3. Flyers/Leaflets and Merchandising - Branding



Implementation: - easy/medium – free/not free –

- Provide official information material (IM) in a clearly visible position – you can order all AoE BT IM for free and pick it up at your regional partner
- If you have your own brochures, flyers, folders – put the official AoE BT or AoE BT Partner logo, picture AoE BT on it
- Make use of the text appendix seen on the slides before and put in on your IM
- Integrate information of the AoE BT on your IM

Guideline: Marketing Skills

5. Skills & Implementation

The collage includes various marketing assets:

- Small landscape and nature photographs.
- A grid of text boxes providing detailed information about specific trail segments and their characteristics.
- A large map showing the entire route of the Amazon of Europe Bike Trail, highlighting its location within the UNESCO 5-country Biosphere Reserve 'Danube-Tisza-Danube'.
- Logos for Interreg and the Danube Transnational Programme.

AGENDA

1. Introduction
2. Goals
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5. Skills & Implementation
6. **AoE Bike Trail Communication Kit**



Guideline: Marketing Skills 6. AoE Bike Trail Communication Kit

1. Key visuals
2. Logo's
3. Download brochures
4. Text appendix
5. Press text
6. #-strategy
7. @-strategy
8. Guidelines partnership model



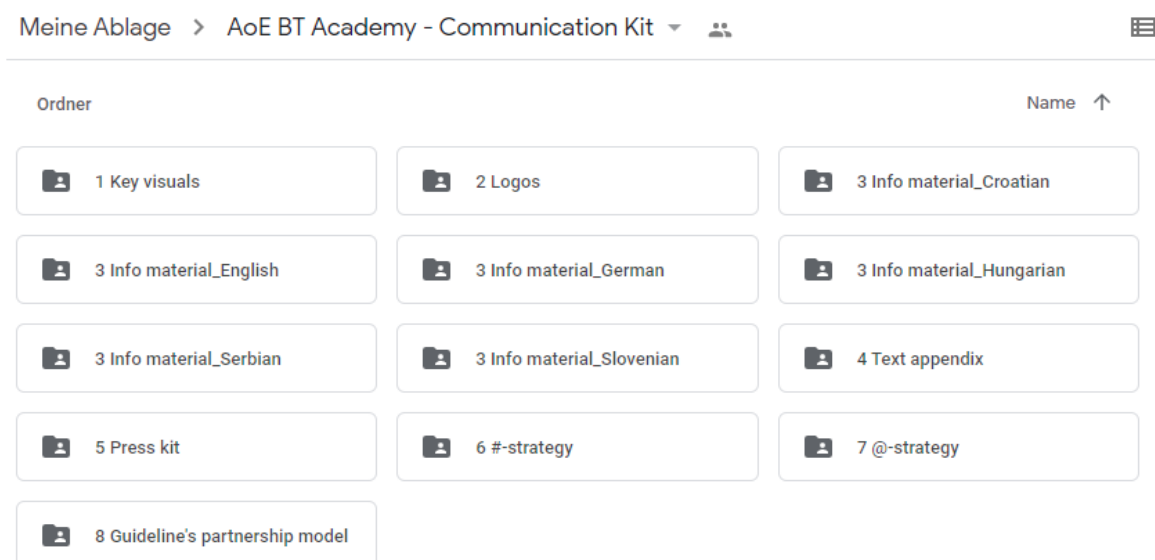


4.1.2 Communication kit

In order to ensure the implementation of the explained marketing skills by the service providers and to provide them with assistance, we have created a communication kit. The AoE BT communication kit for official partners of the AoE BT consists of a text document with instructions, as well as pictures, documents, information materials, press documents, text appendixes in the five national languages plus English, which are available on a Google Drive folder for all the official partner companies.

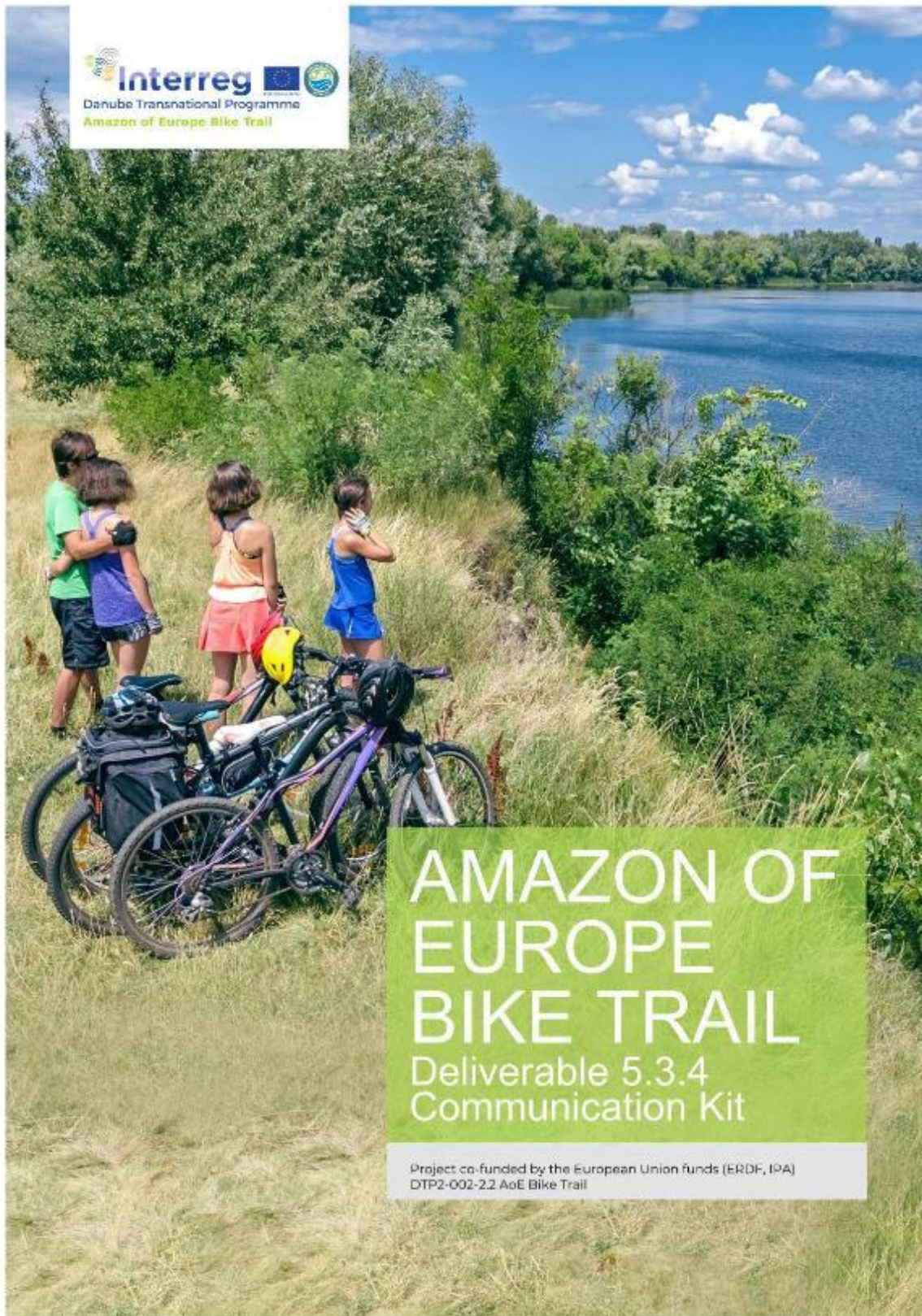
Here is an excerpt from the google Drive link:

Document 3 Screenshot google drive folder of the oE BT Academy - Communication Kit



In addition, the communication kit instruction sheet for the service providers was created:

Document 4 Instruction sheet AoE BT Communication Kit



Project	AoE Bike Trail, DTP2-002-2.2
Work package	WP3: Product development
Deliverables	D 5.3.4 Implemented Trainings - Communication Kit
Authors	Stefanie Dolzer
Institution	Trail Angels GmbH
Date	October 2021

Project co-funded by European Union funds (ERDF, IPA)

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2 Logos	2
3 Brochures and info material	2
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INTRODUCTION

The Amazon of Europe Bike Trail Academy (AoE BT Academy) is structured in 5 modules. Those 5 modules should guarantee well-prepared and well-trained service providers of the AoE BT. We, the Trail Angels, are overall responsible for the AoE BT Academy and therefore also for the reports regarding this work package.

The overall five modules are organized differently by the regional partners. The Trail Angels agreed to present module 2 and module 3 – marketing skills: communication and social media. In this context, we offer all regional partners, service providers, stakeholders and workshop participants a communication kit, which should help to raise the awareness of the brand AoE BT and to strengthen the feeling of project-belongingness and the brand name, values and meaning and most important, help the service providers to implement the marketing skills in their daily life.

All the necessary information and document regarding the communication kit can be found on https://drive.google.com/drive/folders/1mSYzMgQR8I6eyQIbR-CGHfq-4OdZx7_U.

1. AGENDA MODULE 2 AND MODULE 3 – MARKETING SKILLS: COMMUNICATION AND SOCIAL MEDIA

The covered topics and agenda of the module 2 and module 3 are:

- 1) Introduction
- 2) Goals
- 3) Strategy
- 4) Target Partners
- 5) Skills & Implementation
 - Communication and inquiry management
 - Website branding
 - Flyers/leaflets and merchandising
 - Social media (Facebook and Instagram)
- 6) AoE Bike Trail Communication Kit
 - Key visuals
 - Logo's
 - Download brochures
 - Text appendix
 - Press text
 - #-strategy
 - @-strategy
 - Guidelines partnership model

2. HOW TO USE THE COMMUNICATION KIT

First of all make sure to have internet connection.

Click on the following link:

https://drive.google.com/drive/folders/1mSYzMgQR8I6eyQ1bR-CGHfq-4OdZx7_U

With this link you are opening the communication kit with different folders and information materials.

The folders are structured in

1. Key visuals
2. Logo's
3. Download brochures
4. Text appendix
5. Press text
6. #-strategy
7. @-strategy
8. Guideline's partnership model

Click on the folder you need to find the content

1 Key visuals

It is really important to use the correct Copyright ©! All the copyrights are given bellow the picture.

Find the proposed key visuals here:

<https://drive.google.com/drive/folders/10zUEL1QQQfabvRRwYUjPyUpDNM48O3x6>.

2 Logos

As an official partner of the AoE BT you are allowed to use the official logos. All other service providers who are not official partners are not allowed to use the AoE BT partner logo on any info material, websites, etc. In coordination with the regional partners, it is possible to join as an official partner at any time. If you have any questions regarding the use of the logos, please ask your local regional partner.

Find the logos here:

<https://drive.google.com/drive/folders/1xsHPSvKFN31fnrqQbMrCKDnnQ0garxxq>

3 Brochures and info material



Find the brochures and info material here:

<https://drive.google.com/drive/folders/1KOK5CYn3TyOVsAUxPMdqJdl2Pafoknll>

4 Text appendix

Example email signature:

„By the way: We are proud partner of the Amazon of Europe Bike Trail. One of Europe’s leading long distance cycling trails opens up all the magic of our transnational destination along the rivers Mura, Drava and Danube“. Visit www.aebiketrial.com or simply ask us for further information“



Text appendix for your website, info material, etc.:

English:

We are proud partner of the Amazon of Europe Bike Trail. One of Europe’s leading long distance cycling trails along the world’s first UNESCO FIVE-country Biosphere Reserve Mura-Drava-Danube, which is opening up the whole magic of our transnational destination along the rivers.

Enjoy the comfort of the Amazon of Europe Bike Trail booking centre and book your individual and customized Amazon of Europe Bike Trail experience today. The official Amazon of Europe Bike Trail booking centre plans your accommodation, luggage transfer and shuttle service, will provide you professional information and service around the clock with the Bike Trail Hotline – 12 hours daily and even organizes your bike rental (optional).

With your booking you automatically take part in the “Cycling for nature” program, where you contribute to the responsible development of the Amazon of Europe destination and give something directly back to the nature.

For more information visit www.aebiketrial.com

German:

Project co-funded by European Union funds (ERDF, IPA)



Wir sind stolzer Partner des Amazonas-Europa-Radwegs. Einer der führenden Fernradwege Europas entlang des weltweit ersten UNESCO FÜNF-Länder-Biosphärenreservats Mur-Drava-Donau, der die ganze Magie unserer transnationalen Destination entlang der Flüsse erschließt.

Genießen Sie den Komfort des Info- & Buchungsceneters des Amazon of Europe Bike Trail und buchen Sie noch heute Ihr individuelles und maßgeschneidertes Amazon of Europe Bike Trail Erlebnis. Die offizielle Amazon of Europe Bike Trail Info- & Buchungsceneter plant Ihre Unterkunft, den Gepäck- und Shuttleservice, bietet Ihnen professionelle Informationen und Service rund um die Uhr mit der Bike Trail Hotline und organisiert sogar Ihren Fahrradverleih (optional).

Mit Ihrer Buchung nehmen Sie automatisch am "Cycling for nature"-Programm teil, womit Sie zur verantwortungsvollen Entwicklung der Amazonas-Europa-Destination beitragen und der Natur direkt etwas zurückgeben.

Für weitere Informationen besuchen Sie www.aeobiketrail.com

Slovenian:

Smo ponosni partner kolesarske poti Amazonka Evrope. Ena vodilnih evropskih kolesarskih poti na dolge razdalje ob prvem Unescovem biosfernem rezervatu Mura-Drava-Donava s petimi državami na svetu, ki odpira celotno čarobnost naše nadnacionalne destinacije ob rekah.

Uživajte v udobju rezervacijskega centra kolesarske poti Amazonka Evrope in še danes rezervirajte svoje individualno in prilagojeno doživetje kolesarske poti Amazonka Evrope. Uradni rezervacijski ceneter kolesarske poti Amazonka Evrope načrtuje vašo nastanitev, prenos prtljage in prevoz, zagotovil vam bo strokovne informacije in storitve 24 ur na dan z vročo linijo kolesarske poti - 12 ur na dan - ter organiziral celo izposajo koles (neobvezno).

Z rezervacijo se samodejno vključite v program "Kolesarjenje za naravo", s katerim prispevate k odgovornemu razvoju destinacije Amazonka Evrope in nekaj neposredno vračate naravi.

Za več informacij obiščite www.aeobiketrail.com

Hungarian:

Büszke partnerei vagyunk az Amazon of Europe kerékpáros túraútvonalnak. Európa egyik legkedveltebb hosszú távú kerékpárútja átszeli a világon mindeddig egyedüli, öt országot érintő UNESCO Mura-Dráva-Duna Bioszféra Rezervátum területét, amely a folyóvilág varázslatos világát nyújtja a látogatók részére.

Élvezze az Amazon of Europe Bike Trail foglalási központ kényelmét, foglalja le egyéni és testreszabott Amazon of Europe Bike Trail kalandját még ma. A hivatalos Amazon of Europe Bike Trail foglalási központ



megtervezi az Ön szálláslehetőségeit, a csomagszállítást és a transzfer szolgáltatást is, míg a Bike Trail Hotline segítségével éjjel-nappal – napi 12 órában – szakszerű tájékoztatást és kiszolgálást nyújt, sőt, igény szerint még a kerékpárkölcsönzést is megszervezi.

A csomagok foglalása során automatikusan részt vesz a "Kerékpározz a természetért" programban, ahol hozzájárul az Amazon of Europe desztináció fenntartható fejlődéséhez, hiszen közvetlenül anyagi támogatással járul hozzá a természet védelméhez foglalása után.

További információért látogasson el a www.aeobiketrail.com weboldalra.

Croatian:

Ponosni smo partner Amazon of Europe Bike Trail. Jedna od vodećih europskih biciklističkih staza na daljinu duž prvog UNESCO-vog rezervata biosfere Mura-Drava-Dunav, koji otvara cijelu čaroliju našeg transnacionalnog odredišta uz rijeke.

Uživajte u udobnosti booking centra Amazon of Europe Bike Trail i rezervirajte svoje individualno i prilagođeno iskustvo Amazon of Europe Bike Trail danas. Službeni centar za rezervacije Amazon of Europe Bike Trail planira vaš smještaj, prijevoz prtljage i uslugu prijevoza, pružat će vam profesionalne informacije i uslugu 24 sata dnevno uz bike trail telefonsku liniju – 12 sati dnevno, pa čak i organizira vaš najam bicikla (opciono).

Svojom rezervacijom automatski sudjelujete u programu "Biciklizam za prirodu", gdje doprinosite odgovornom razvoju destinacije Amazon of Europe i nešto izravno vraćate prirodi.

Za više informacija posjetite www.aeobiketrail.com

Serbian:

Ponosni smo partner Amazona Evropske biciklističke staze. Jedna od vodećih evropskih biciklističkih staza na daljinu duž prvog svetskog rezervata biosfere UNESCO-a Mura-Drava-Dunav, koji otvara čitavu magiju naše transnacionalne destinacije duž reka.

Uživajte u udobnosti Amazon of Europe Centra za rezervacije biciklističkih staza i rezervišite svoje individualno i prilagođeno Amazon of Europe Bike Trail iskustvo danas. Zvanični Amazon of Europe Bike Trail centar za rezervacije planira vaš smještaj, prevoz prtljaga i uslugu prevoza, pružiće vam profesionalne informacije i usluge non-stop uz Bike Trail Hotline – 12 sati dnevno i čak organizuje iznajmljivanje vašeg bicikla (opciono).

Svojim rezervacijama automatski učestvujete u programu "Biciklizam za prirodu", gde doprinosite odgovornom razvoju destinacije Amazon Evrope i dajete nešto direktno prirodi.



Za više informacija posetite www.auebiketrail.com

5 Press text

Find the press kit here:

https://drive.google.com/drive/folders/1Nu_7RUmbH_KaVN6n-ImSEC72EyS63r-8

6 #-Strategy

Examples for partners you can tag on your posts, website etc.:

#auebiketrail #amazonofeurope #cycling #ecotourism #biosphere #reserve #biospherereserve #Mura #Drava #Danube #cooperation #Austria #Slovenia #Hungary #Croatia #Serbia #travel #tourism #bike #trail #nature #sustainability #euproject #regionaldevelopment etc.

7 @-Strategy

Examples for partners you can tag on your posts, website etc.:

- Danube Transnational Programme
- Amazon of Europe Bike Trail
- UNESCO FIVE-country Biosphere Reserve
- WWF Adria
- WWF Austria
- European Cyclists' Federation
- Bookyourtrail
- Dravska priča
- Virovitica-Podravina County
- Virovitica.net
- Croatia Full of life
- Feel Slovenia
- Visit Austria
- Serbia Travel
- Visit Hungary
- Slovenska kolesarska mreža
- Euro Velo
- Drava Bike
- Drava Festival
- Drava.info
- DRAVA LIFE
- EuroNatur
- We Love Cycling
- Global Cycling Network
- Mura Bike
- Somogy Megyei Vállalkozói Központ Javna ustanova
- Županijska razvojna agencija
- Osječko-baranjske županije
- Region Bad Radkersburg - Steiermark, Austria
- Koprivnica-Križevci County Grad Sombor
- Moj Apatin Sindikat biciklista
- **And a lot more possible ...**

8 Guideline's partnership model

Find the PowerPoint regarding the AoE Bike Trail Academy module 2 and module 3 – marketing skills: communications and social media – and some more info material about the guideline's here:

<https://drive.google.com/drive/folders/11JH340rgxxx5phNd1siotR861VBAYX5P>

3. CONCLUSION, OUTCOMES AND OUTLOOK

The workshop regarding the AoE Bike Trail Academy module 2 and module 3 – marketing skills: communications and social media should help the service providers to understand how marketing works and how to realize marketing measures.

The outcome of the above explained communication kit should help all the service providers, stakeholders and workshop participants to easily implement the marketing skills in practice. Furthermore, those measures will strengthen the brand and the brand awareness of the AoE BT.

4.2 Event report: Municipality of Velika Polana

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21.9. and 23.9.2021

Location of event: online via Microsoft Teams

Number of participants: 3

4.2.1 Agenda

- Introduction
- Goals
- Strategy
- Target Partners
- Skills & Implementation
- AoE Bike Trail Communication Kit

4.2.2 Short summary

PP Trail angels prepared the module 2 and 3 withing AoE BT Academy, to which we invited our stakeholders and local partners of the project (13 local stakeholders and partners were invited). Out of these 13 invited only 3 took part of it. Participants got to know the project Amazon of Europe Bike Trail, the area, vision, goals, camapign »Cycling for nature«, partners, marketing skills and implementation of those and they also looked at an example of good practice.

4.2.3 Target groups reached

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs	2	Association ŠTRK, Cooperative Pomelaj	Attendance list screenshot
SMEs			
General public			
Local public authorities	1	Development Center Murska Sobota	Attendance list screenshot

4.3 Event report: Tourism Association Bad Radkersburg

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 23. September 9:30 - 11:30/12:00

Location of event: online via Microsoft Teams

Number of participants: 3

4.3.1 Agenda

- Introduction
- Goals
- Strategy
- Target Partners
- Skills & Implementation
- AoE Bike Trail Communication Kit

4.3.2 Short summary

After a short introduction about the Amazon of Europe Bike Trail the main topic of the workshops were Social Media and Communication. Participants learned about the details of the communication strategy promoting the Amazon of Europe Bike Trail.

After the workshop all participants got the communication kit to work with it themselves.

4.3.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Zum Lindenhof Hotel/Taxi Sorko	See list of participants
General public			
Local public authorities	1	TVR Bad Radkersburg	See list of participants

Invitation:

Von: Lisa Schuster - [Region Bad Radkersburg](#)
 An: Gemeindegemeinschaften: [Ternitz](#), [Lutzendorf](#), [Eibitzsch](#), [Region Bad Radkersburg](#), [Comitè de la Vallée de la Rava](#), [Bad Radkersburg](#)
 Betrifft: [Online-Workshop „Buddhline Marketing Skills for local partners“](#)
 Betreffzeile: [Online-Workshop „Buddhline Marketing Skills for local partners“](#)
 Kategorie: [Marketing](#) - [Region Bad Radkersburg](#)
 Verfügbarkeit: [noch](#)

Sehr geehrte Damen und Herren,

der Amazon of Europe Bike Trail (AoE BT) ist das gemeinsame Aushängeschild für die neue, sich entwickelnde transnationale Destination "Amazon of Europe".

Die Organisation „Trail Angels“ veranstaltet im Rahmen des Interreg-Projektes einen Online-Workshop „Buddhline Marketing Skills for local partners“.

Sie können zwischen 3 Terminen wählen, der Workshop findet auf Englisch statt. Wir würden uns über Ihre Teilnahme freuen.

- Dienstag, 21. September 9:30 - 11:30/12:00
- Donnerstag, 23. September 9:30 - 11:30/12:00
- Dienstag, 28. September 9:30 - 11:30/12:00

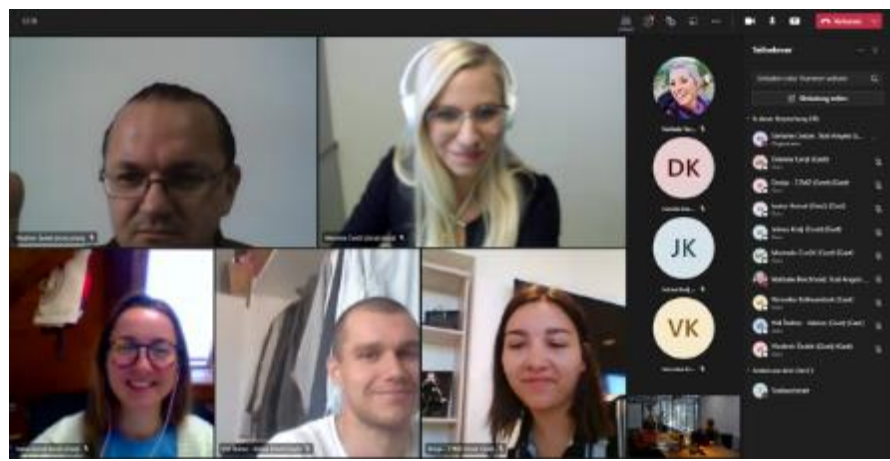
Wir freuen uns über Ihre Zu- bzw. Absage! Bei Zusage erhalten Sie im Anschluß den Zugangslink per E-Mail.

Gernie auch um Weiterleitung an interessierte Partner.

Herzliche Grüße aus der Region Bad Radkersburg
 Lisa Schuster
 Leitung Marketing



Pictures:



4.4 Event report: Tourism Board Medimurje

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21.9.2021. and 28.9.2021

Location of event: online via Microsoft Teams

Number of participants: 8

4.4.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking

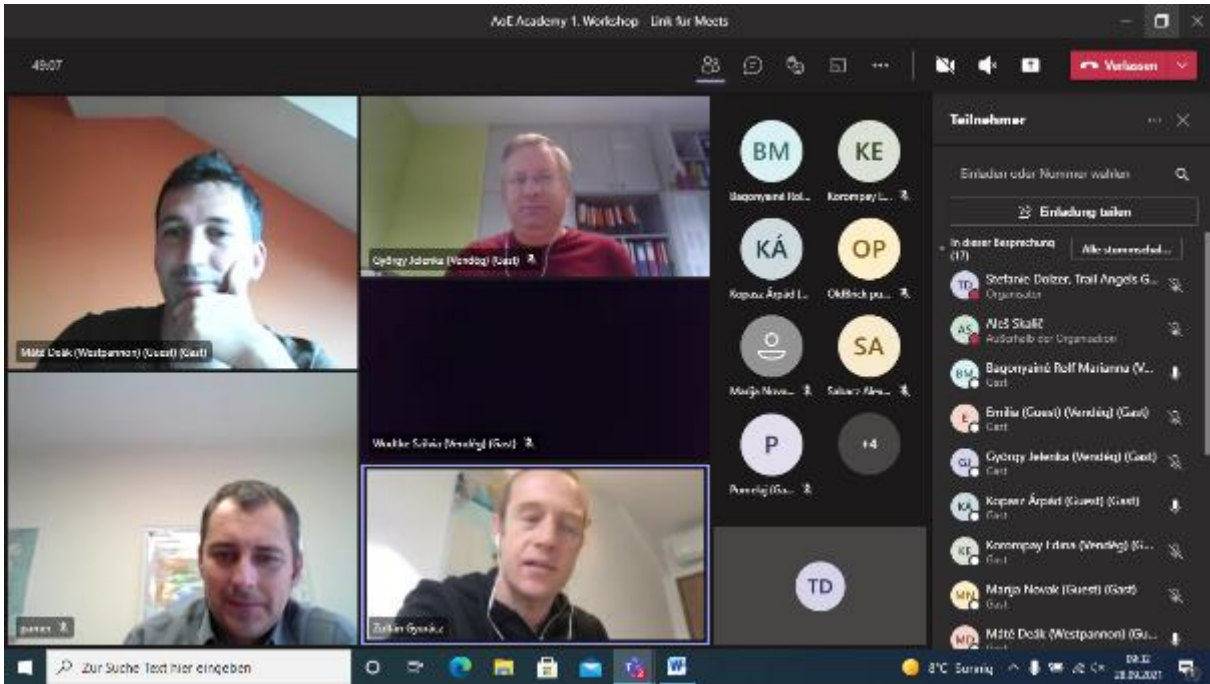
4.4.2 Short summary

Trail angels organized AoE BT Academy Workshop module 2 – Marketing skills - Communication and Module 3- Marketing skills –Social media. the aim of the workshop was to familiarize stakeholders with the project and how to promote it on social networks. All the service providers are equipped with a communication kit which they can use on their social media accounts. A total of 8 stakeholders from Medimurje County responded.

4.4.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs	4	Natura 2000 Medjimurje Nature organization Tourism board of Medimurje county	
SMEs	4	Hotel Panorama Apartment Rest Nest	
General public			
Local public authorities			

Pictures:



4.5 Event report: Public institution for nature protection of Virovitica-Podravina County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

Due to the lack of interest from the service providers of our regional partner public institution of nature protection of Virovitica-Podravina County, it was not possible to implement the workshop regarding module 2 + module 3. There were no participants present at the workshop.

4.6 Event report: Public Institution County Development Agency of Osijek-Baranja County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21th September 2021, from 9:30 – 11:30

Location of event: online via Microsoft Teams

Number of participants: 21

4.6.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking

4.6.2 Short summary

Detailed information about the project Amazon of Europe Bike Trail was presented at the workshop and information on how the booking center works. The workshop was mainly about teaching participants on methods how to improve communication with clients and how to successfully manage social networking. Workshop was held by Trail Angels in partnership with CDA OBC.

4.6.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	2	Tourist Board of Donji Miholjac, CDA OBC	Screenshot of education on Zoom, e-mail invitation
Interest groups including NGOs	-	-	
SMEs	7	Villa Sorella, Rooms Pavić, Tourist Agency Zlatna Greda, OPG Stara Drava, House of Biljka's father, NMF Apartment, Lakota Ltd.	Screenshot of education on Zoom, e-mail invitation
General public	5	Ivan Poslon, Goran	Screenshot of

		Walter, Dragana Ilišin, Helena Mašaberg and Dora Čeč	education on Zoom, e-mail invitation
Local public authorities	-		

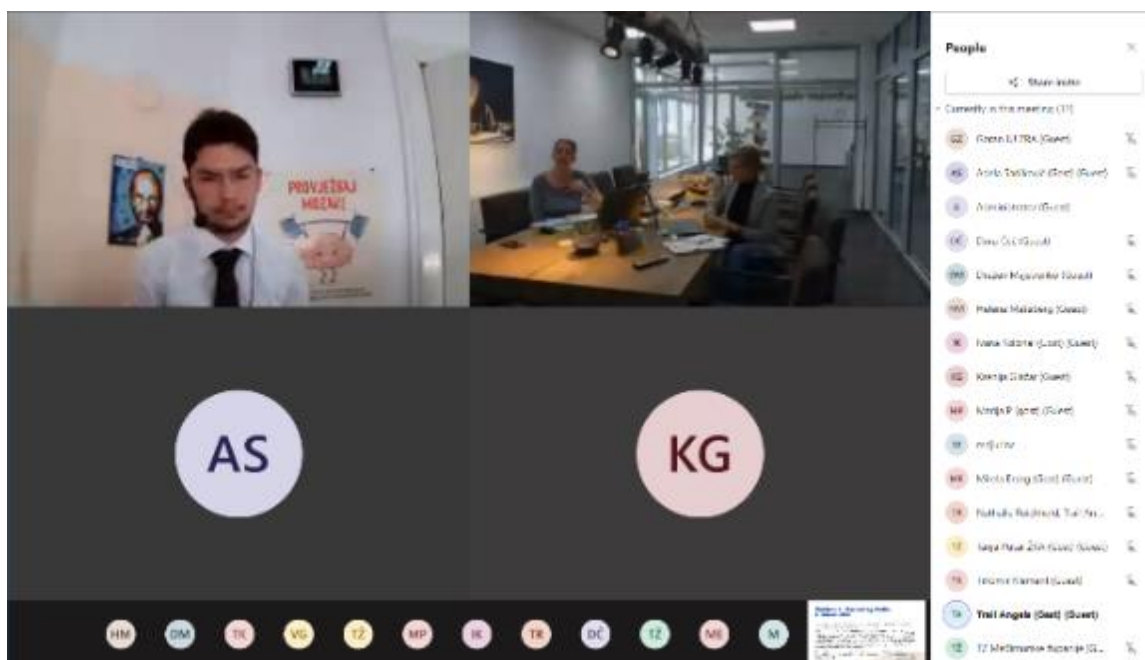
4.6.4 Event materials

Invitation:



List of participants:

1. Dražen Majstrenko
2. Hrvoje Pavić
3. Marijan Đurina
4. Adriana Blažević
5. Melia Vidaković
6. Ivana Plašćak
8. Ivana Kiščinal
9. Vedran Grizbahar
10. Ivan Poslon
11. Goran Walter
12. Mario Marolin
13. Adela Sadiković
14. Goran Radonić
15. Mirela Erceg
16. Dragana Ilišin
17. Luka Magdić
18. Tihomir Klement
19. Helena Mašaberg
20. Tanja Putar
21. Dora Čeč



4.7 Event report: Koprivnica Krizevci County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: November 20th 2020

Location of event: online via Microsoft Teams

Number of participants: 19 (5 via online platform ZOOM)

4.7.1 Agenda

WP5: Bike Trail Development AoE Bike Trail Academy - training with service providers in tourism: ‘Create your brand’ Trainer: Marina Kolar, Konekta	
10:00 11:00	Introduction, branding and branding strategy, elaboration of identity , defining of ideal client
11:00 11:15	Coffee break
11:15 12:45	Branding of rural tourism potential and activities interesting to visitors; Elaboration of the message of our brand; Choosing of the best activities for our brand - online and offline.
12:45 13:15	Lunch break
13:15 14:30	How and what to stand out in the sea of competition? How to choose and implement the best marketing activities for your business?
14:30 14:45	Coffee break
14:45 15:30	Creating a skeleton of brand strategy How to brand yourself without feeling uncomfortable?
14:45 16:00	Conclusions Distribution of certificates of participation to participants of training. End of training

4.7.2 Short summary

As part of activities within project Amazon of Europe Bike Trail Koprivnica Križevci County was organizer of stakeholder’s workshop and training with service providers. Workshop and training were held on November 20th 2020 in premises of “Pučko otvoreno učilište” in Koprivnica. Themes of happening were as follows: WP5: Bike Trail Development: AoE Bike Trail Academy - training with service providers in tourism: “Create your brand”.

Participants at training and workshop were service providers (accommodation owners, caterers, owners of rural households), representatives of public institutions and agencies from area of Koprivnica Križevci County.

Representatives of institutions from Austria and Slovenia (Iskriva, Trail Angels, WWF Austria), and one representative of KKZ, participated at meeting through online platform ZOOM.

At beginning of meeting welcome words to participants were addressed by Vladimir Šadek, representative of host County, and Urška Dolinar, project manager of project Amazon of Europe Bike Trail. After introductory words, the working part began.

AoE Bike Trail Academy - training with service providers in tourism: “Create your brand”. AoE Bike Trail Academy - training was held by expert trainer Marina Kolar from company Konekta. The topic of training was “Create your brand” and it was intended to service providers from Koprivnica Križevci County, especially from area of region near Drava River.

Training was interactive, accompanied with sharing of number of examples from practice.

Training includes topics as follows:

- Branding and branding strategy, elaboration of identity, defining of ideal client;
- Branding of rural tourism potential and activities interesting to visitors;
- Elaboration of the message of our brand and choosing of the best activities for our brand - online and offline;
- How and what to stand out in the sea of competition?
- How to choose and implement the best marketing activities for your business?
- Creating a skeleton of brand strategy
- How to brand yourself without feeling uncomfortable?

After finishing of training activities, participants of training got certificates for participation.

Stakeholder’s workshop and trainings with service providers were held according to epidemiology measures regarding COVID 19 pandemic.

4.7.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	4	Central Podravina Tourist Board, POU Koprivnica	Attendance list, ZOOM Print screen
Interest groups including NGOs	1	WWF Austria	Attendance list, ZOOM Print screen
SMEs	9	Art centar Ješkovo, OPG Rasinec, Stari zanati, Rural household Ivančan, Trail Angels, Iskriva	Attendance list
General public	1	-	Attendance list
Local public authorities	4	Koprivnica Križevci County, Legrad Municipality	Attendance list, ZOOM Print screen

4.8 Event report: West-Pannon RDA Ltd.

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 28.09.2021

Location of event: online via Microsoft Teams

Number of participants: 10 (in total 20 people)

4.8.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking
- How to implement marketing skills

4.8.2 Short summary

The event was organized on 28.09.2021 in MS Teams online platform by the Trail Angels who are responsible for the Amazon of Europe Bike Trail Academy. The aim of the module 2 and 3 was to develop the marketing skills of the local service providers, especially for those ones who are contracted to the booking center. The Amazon of Europe Bike Trail is more than a cycling tourism product – the story and the valorization program behind the bike trail is not »visible«. The aim of this event was to present the joint vision and the strategy of the Amazon of Europe Bike Trail, and show to the participants how to communicate this in an effective way (additionally to give a communication toolkit for them). Why? Because with targeted posts, with really quality posts in social media channels the promotion of the AoE Bike Trail can be more successful. It is obvious, that behind the joint vision the participants have a joint interest as well: if the AoE Bike Trail is successful, more people will visit the destination – which means higher income for the service providers as well.

Other comments:

Together with SMVKA (the other Hungarian partner besides the BFNPI) we agreed that we will invite all Hungarian stakeholders on 28.09.2021. The reason of it is that Westpannon invited an English-Hungarian interpreter, who made a consecutive interpretation during the event. This helped a lot for those Hungarian participants who cannot speak fluently in English and cannot understand the English language. Additionally, the interpreter made the Hungarian translation of the presentation which was presented by Stefanie Dolzer by Trail Angels.

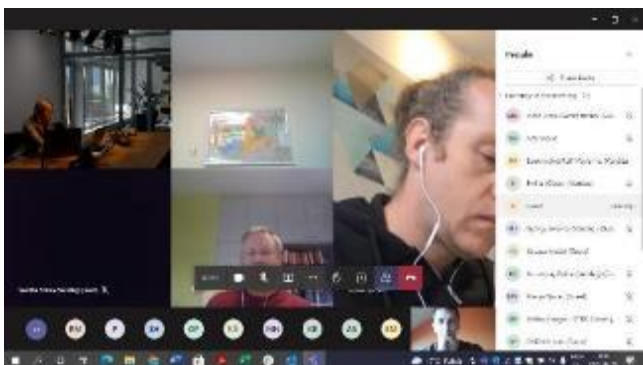
We reported 5 people as general public, but they are actually SMEs – most probably they are service providers. The only problem is that we can't identify them (only the name of the guest is visible), the name of the company is not visible in the picture.

4.8.3 Target groups at the event


TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	1	Jelenka György	
Interest groups including NGOs	3	Nyitott Szemmel Alapítvány (Open Eyes Foundation – Bagonyainé Rolf Mariann), Nyugat-Pannon Nonprofit Kft. (Deák Máté), Crost Területfejlesztési Nonprofit Kft. (Pámer Zoltán)	
SMEs	1	Zoltán Gyurác (Interpreter)	
General public	5	Kopasz Árpád, Korompai Edina, Sabacz Alexandra, Wodtke Szilvia, Diósy Csaba	

4.8.4 Event materials

Pictures:



Invitation:



Interreg
Danube Transnational Programme
Amazon of Europe Bike Trail
A Danube Transnational Programme (DTP) projekt keretében megvalósuló, Danube of Europe Bike Trail című projekt megvalósítását, megvalósítását és előkészítését célzó kiadványok kiadására vonatkozó felhívás kiadására vonatkozóan a következőkben foglalkozunk.

Tisztelt Önkormányzatok,

Az Interreg Danube Transnational Programme keretében megvalósuló, Danube of Europe Bike Trail című projekt megvalósítását, megvalósítását és előkészítését célzó kiadványok kiadására vonatkozóan a következőkben foglalkozunk.

Tisztelt Önkormányzatok,

Az Interreg Danube Transnational Programme keretében megvalósuló, Danube of Europe Bike Trail című projekt megvalósítását, megvalósítását és előkészítését célzó kiadványok kiadására vonatkozóan a következőkben foglalkozunk.

Tisztelt Önkormányzatok,

Az Interreg Danube Transnational Programme keretében megvalósuló, Danube of Europe Bike Trail című projekt megvalósítását, megvalósítását és előkészítését célzó kiadványok kiadására vonatkozóan a következőkben foglalkozunk.

Tisztelt Önkormányzatok,

Az Interreg Danube Transnational Programme keretében megvalósuló, Danube of Europe Bike Trail című projekt megvalósítását, megvalósítását és előkészítését célzó kiadványok kiadására vonatkozóan a következőkben foglalkozunk.

4.9 Event report: Balaton Uplands National Park

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: November 28th 2020

Location of event: online via Microsoft Teams

Number of participants: 4

4.9.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking
- How to implement marketing skills

4.9.2 Short summary

The online events focused on Modules 2 and 3 of the Amazon Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

- Communication: communication and account management, use of webpage and branding, paper prints and brochures;
- Social media: Facebook, Instagram, product-based social media appearances.

The training was announced to all Hungarian partners at the same time, on 28 Sep 2021 at 9:30.

From Somogy County altogether 4 people participated:

- György Jelenka and Gáborné Korompay (Somogy County Entrepreneurship Centre Foundation);
- Árpád Kopasz (Port Guest House)
- Alexandra Sabacz (accommodation service provider – Stage N7, Drávatamási).

4.9.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	1	Somogy County Entrepreneurship Centre	Screenshot
SMEs	2	Árpád Kopasz, Port Guest House Alexandra Guest House	Screenshot

4.10 Event report: Entrepreneurs Centre of Somogy County Foundation

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: November 28th 2020

Location of event: online via Microsoft Teams

Number of participants: 3

4.10.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking
- How to implement marketing skills

4.10.2 Short summary

The online events focused on Modules 2 and 3 of the Amazon Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

- Communication: communication and account management, use of webpage and branding, paper prints and brochures;
- Social media: Facebook, Instagram, product-based social media appearances.

The training was announced to all Hungarian partners at the same time, on 28 Sep 2021 at 9:30.

From Baranya County altogether 3 people participated:

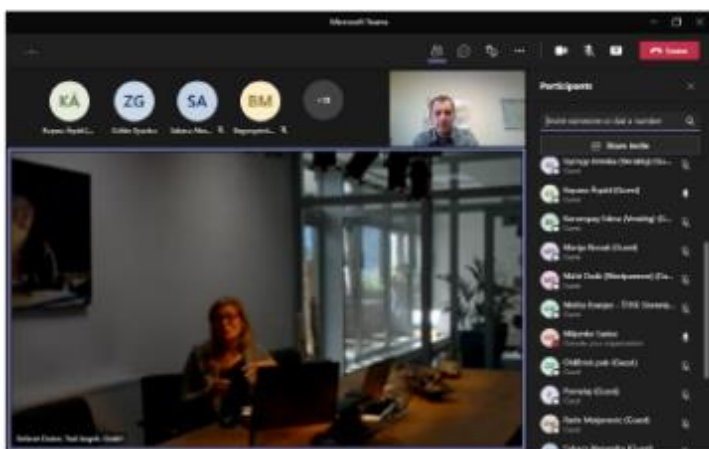
- Zoltán Pámer (CROST Nonprofit Ltd.);
- Szilvia Wodtke (Danube-Drava National Park Directorate);
- Ferenc Schmidt (accommodation service provider – Stage N8, Villány).

4.10.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	1	CROST Nonprofit Ltd.	Screenshot
Interest groups including NGOs			
SMEs	1	Gere Crocus Hotel	Screenshot
General public			
Local public authorities	1	Danube-Drava National Park Directorate	

4.10.4 Event materials

Pictures:



Invitation:



Amazon of Europe Bike Trail

Európai Amazonas Kérlépkérés Turpútvenal KOMMUNIKÁCIÓS ES KÖZÖSSÉGI MEDIA TRÉNING

A Szlovák Megyei Választási Bizottság Alapítvány és a Logitronic Turisztikai Iroda közösen Európai Amazonas projektjének részeként online formában szervezik meg a kérlépkérés turpútvenal kommunikációs és közösségi média tréningjét, melynek célja, hogy a helyi turisztikai vállalkozások bővítsék az ismereteket a közösségi marketing és közösségi média eszközök használatáról, ezáltal a kérlépkérés turpútvenal hatékonyabbá tudják tenni a nemzetközi turisztikai piacon.

A tréningnek fő célja, hogy segítse a helyi vállalkozásokat az alábbiakban:

Az Európai Amazonas Kérlépkérés Turpútvenal keretében történő hatékony kommunikáció a turisták felé.

Hogyan lehet új kihívásokat az Európai Amazonas nemzetközi turisztikai brandjében megélni.

A tréningnek közzé tartani a címet:

Kommunikáció:

- Kommunikáció és ügyfélkapcsolati menedzsment
- Weboldal megjelenés és branding
- Szociális média, közösségi média

Közösségi média használat:

- Facebook
- Instagram
- Termékek közösségi média megjelenés

A tréningnek több időpontban is megrendezésre kerül, hogy a vállalkozások a megfelelő időpontban tudják igénybe venni az online tréning részeit.



Amazon of Europe Bike Trail online kérlépkérés turpútvenal

2021. szeptember 28., 9:30 óra.

A kérlépkérés turpútvenal célja a közösségi média használata a turisztikai marketing számára.

A kérlépkérés ONLINE, módon kerül megrendezésre, a kérlépkérés turpútvenal részleteit a kérlépkérés turpútvenal honlapján találhatják meg.

Kérjük, jelölje részvételét a kérlépkérés turpútvenalban a következő linken:

<https://www.logitronic.hu/interreg/2021/09/28/online-kelpekres-turpútvenal>

A kérlépkérés turpútvenalban a kérlépkérés turpútvenal részleteit a kérlépkérés turpútvenal honlapján találhatják meg.

Amennyiben kérlépkérés turpútvenalban, kérlépkérés turpútvenalban a kérlépkérés turpútvenalban.

Phone: +36 20 664 4554 info@logitronic.hu

Számlánk adatai a kérlépkérés turpútvenalban.

Márton Gyöngy
Egyesület
Logitronic Kft.

4.11 Event report: City of Sombor

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 28 of September 2021

Location of event: Sombor and Bački Monoštor

Number of participants: 7

4.11.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking
- How to implement marketing skills

	Hotel	Address	Note
Stage S16			
	City administration of the city of Sombor	Trg cara Uroša 1, Sombor	09:30 - 12:30 PM
Stage S16			
	Local community Backi Monostor	Ivana Gorana Kovačića 26, Bački Monoštor	09:30 - 12:30 PM

4.11.2 Short summary

On September 28, 2021, a presentation of the platform for tourism service providers in the territory of the City of Sombor on social media and communication was held. The presentation and promotion enabled the partners on the project Trail Angels GmbH from Austria to present marketing skills to interested service providers. They introduced us with: Goals (communication with local partners, increasing benefits), Strategy (applicable, replicable, diverse and modular), Target Partners (public or semi public organisation, local service providers), Skills & Implementation (communication & inquiry management, social media, website, flyers, leaflets & merchandising) and AoE Bike Trail Communication Kit.

The stakeholders were already acquainted with all the advantages of this project, and accordingly, there was no questioning or discussion.

4.11.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS

Interest groups including NGOs	1	NGO Podunav	
SMEs	1	Old brick pub Sombor	
Local public authorities	5	City of Sombor	

4.11.4 Event materials

Attendance list:

Project title: "Amazon of Europe Bike Trail" - "Biciklistički ruta kroz Amazoniju Danube"
 Project acronym: "AoE Bike Trail"
 List of participants
 Office: Podunav 3, 42000 Sombor
 20th September 2021.

Sl. No.	Name of participant	Position	Address	Phone number	E-mail	Signature
1.	Bojan Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	bojan.petrovic@city.sombor.rs	[Signature]
2.	Marko Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	marko.petrovic@city.sombor.rs	[Signature]
3.	Marko Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	marko.petrovic@city.sombor.rs	[Signature]
4.	Marko Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	marko.petrovic@city.sombor.rs	[Signature]
5.	Marko Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	marko.petrovic@city.sombor.rs	[Signature]
6.	Marko Petrović	City of Sombor	Trg Crkve Učitelj 1	030 222 22 22	marko.petrovic@city.sombor.rs	[Signature]

Pictures:



4.12 Event report: Municipality of Apatin

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21th of September 2021. and 28th of September 2021.

Location of event: online via Microsoft Teams

Number of participants:

4.12.1 Agenda

- Introduction of the project AoE BT
- Benefits and options to participate
- How to improve communication with clients and benefits
- How to successfully manage social networking
- How to implement marketing skills

	Hotel	Address	Chosen Date
Stages S14 and S15			
	Marina Apatin	Dunavska obala bb	Appointment 1: Tuesday, 21. September
	Marina Apatin	Dunavska obala bb	Appointment 1: Tuesday, 21. September
	Garden House Apatin	Dimitrija Tucovića 41	Appointment 3: Tuesday, 28. September
	Garden House Apatin	Dimitrija Tucovića 41	Appointment 3: Tuesday, 28. September

4.12.2 Short summary

A Zoom meeting with service providers from the area of the Municipality of Apatin, with representatives of Marina Apatin, was held on September 21th 2021., organized by Trail Angels from Austria.

A second Zoom meeting with service providers from the area of the Municipality of Apatin, with representatives of Hotel Garden House, was held on September 28th 2021., organized also by Trail Angels from Austria. Other service providers were invited, but they were unable to attend to Zoom meeting.

The main goal of the meetings is to develop a network of accommodation providers in the Serbian part of the Amazon of Europe Bike Trail area and Responsible Green Destination Amazon of Europe, and, through the AoE BT Academy, provide additional education to service providers.

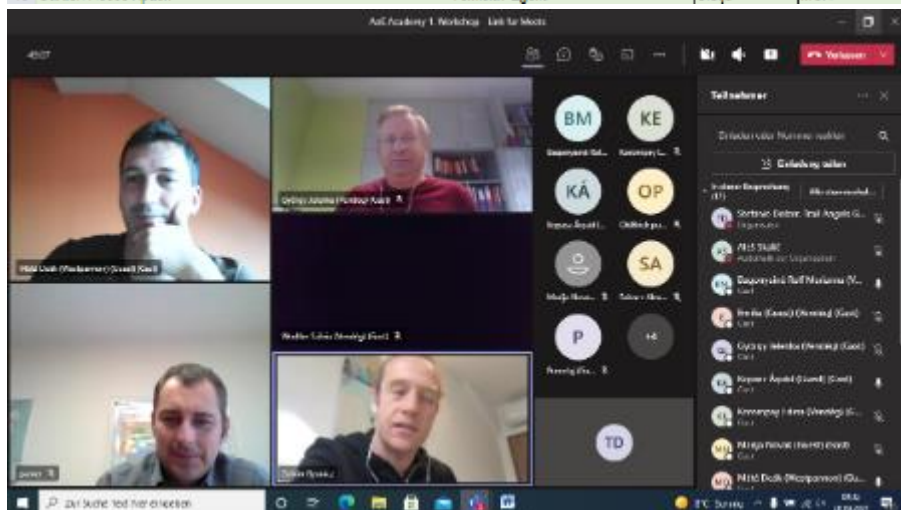
4.12.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Garden House Hotel	Photos and List to enroll for Module 2 and Module 3
General public			
Local public authorities	2	Marina Apatin	Photos and List to enroll for Module 2 and Module 3

4.12.4 Event materials

Attendance list:

34	JP Putničko pristanište i marina "Apatin"	Ana Balač	Serbia	MOA	X		
35	JP Putničko pristanište i marina "Apatin"	Marija Pavić	Serbia	MOA	X		
44	Garden House Apatin	Bijana Egelić	Srbija	MOA			X
45	Garden House Apatin	Tomislav Egelić	Srbija	MOA			X



4.13 Summary of module 2 + module 3

The biggest and most important outcome of these modules is that the service providers are aware of the brand, its value and importance, how a strong brand can benefit the whole destination and how they can contribute to the strength of the brand AoE BT. Also, the easy and free implementation of measures to strengthen the brand and social media skills, were focused within this module. Because, the more service providers believe in the project and take part in the brand strengthening, the stronger will be the product AoE BT and will profit the whole destination sustainably.

More than 50 participants took part in this combined workshop. We got really good from several regional partners regarding the context and the implementation examples of the marketing skills.

5. MODULE 4: Customer Relations Module

5.1 Content

Module 4 of the AoE BT Academy was dedicated to the customer relation. This module has the topics:

- How to make guests feel welcome and safe
- Customer satisfaction and customer success
- Constructive feedback, how to receive and use it to your advantage

Since the target group for end customers is focused on guests from the DACH-region, it is important for local service providers, to learn about the importance of hospitality and the expected standard of service quality. In this context the module 4 of the AoE BT academy was held.

This module was self-organized by the regional partners. Sometimes even combined with one other module. So the regional partners had it also free to focus on different topics which they see as important within the overall topic customer relations. For example importance of hospitality and what it means, trends in tourism, potentials for tourism developments, etc.

The learnings of this module have been:

- Importance of staff's hospitality
- Communicating strategies of safety and health regulations after Covid-19
- Making guest feel special
- Enabling best guest experience of the location
- Opening channels for customer-communication
- Learning from feedback and improving your service
- Trends in tourism and how to react on them

5.2 Event report: Municipality of Velika Polana

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The Municipality of Velika Polana invited several service providers to participate in module 4 of the AoE BT Academy. There was not enough interest from service providers side of realizing and taking part in module 4 because of occupancy and limited resources, personal and professional duties, no availability, occupancy, Covid-regulations, etc. So the planned realization of module 4: customer relations module could not have been implemented. There were to less registrations.

5.3 Event report: Tourism Association Bad Radkersburg

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 21. September 2021, 9.00 – 12.00 Uhr

Location of event: Tourism office Bad Radkersburg

Number of participants: 11

5.3.1 Agenda

- Introduction
- Goals
- Customer relations – Erhöhung der Gästezufriedenheit – What does that mean?
- Der Kunde ist König, oder?
- Umgang mit Beschwerden
- Zusammenfassung und Ausblick

5.3.2 Short summary

After a short introduction about the Amazon of Europe Bike Trail the main topic of the workshops was the wide field of customer relations. Topics of the presentation and discussions with the participants were how to make guests feel welcomed and especially safe in times of the Corona pandemic. What expectations guests and customers have these times and how to react and work with complaints. The participants were encouraged to ask a lot of questions and present their specific stories. In individual group work difficult situations with guests were solved. As there were very experience participants the discussions were held on a very high level.

5.3.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	6	Parktherme Hotel Kaiser von Ö Buschenschank Tegel Buschenschank Weiß Gästehaus Maierhofer Raiffeisenbank	See list of participants

5.4 Event report: Tourism Board Medimurje

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 19.10.2021. and 20.10.2021

Location of event: Čakovec, Medjimurje county

Number of participants: 25

5.4.1 Agenda

- Introduction
- General information about customer relations
- What is important dealing with customers?
- How to deal with complaints?

5.4.2 Short summary

TZMZ organized AoE BT Academy Workshop module 4 Customer relations module. The aim of the workshop was to familiarize stakeholders with the project and how to raise guest satisfaction. Topics that were covered are: How to make guests feel welcomed and safe, customer satisfaction and customer success, enabling best guest experience of the location. Workshop was a two day event and a total of 25 stakeholders from Međimurje county responded.

5.4.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	3	Jelena Berečić – agency True Colors Dina Liković – agency True Colors Vlatka Zamuda – agency Ponder Concept	
Interest groups including NGOs	2	Tourism board of Međimurje county (Iva Vurušić Mađarić, Rudi Grula, Petra Murković) Tourism board Sveti Martin na Muri (David Novinščak)	Attendance list
SMEs	20	Aleksić Marija – app Gala Filipić Štefanija – app Štefanija Valentina Oreški – Hostel Sokol David Perišić – Holiday Home „Dedina Hižica“ Sanja Marcuiš – Holiday Home „Međimurski raj“	Attendance list

		<p>Liljana Zadavec – Holiday Home „Barbarella“ Dubravka Radiković- Holiday Home „Dika“ Zvonko Lajtman – Holiday Home Lina Stjepan Novak - Holiday Home „Japica“ Željko Azenić – Holiday Home Moons Fery Dunja Juzbašić – App Rest Nest Borković Jasna – Holiday Home Visija Sakina Šimunić – Shuka house Mirjana Biber Hren – Rural guest house „Pozojova hiža“ Dragica Domjanić – Hotel DG Sport Jelena Petrošaneć –Terme Sveti Martin Robert Nestić – Hotel Golf Mario Vrbanec – Hotel Kralj Mihael Kontrec – Holiday Home Bella Vita Horvat Ivanka – PG Geler</p>	
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5.4.4 Event materials

Invitation:



Attendance list – day 1:

LISTA PREIZNOSI			
Ime	Adresa	Telefon	E-mail
1	1	1	1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
8	8	8	8
9	9	9	9
10	10	10	10
11	11	11	11
12	12	12	12
13	13	13	13
14	14	14	14
15	15	15	15
16	16	16	16
17	17	17	17
18	18	18	18
19	19	19	19
20	20	20	20
21	21	21	21
22	22	22	22
23	23	23	23
24	24	24	24

Attendance list – day 2:



LISTA PREZENTISTI	
Proiect	Amazon of Europe Bike Trail
Discuție	Realizarea "Amazon of Europe" a ciclismului în România
Locul și data	Moldova, 14.08.2023

Sl. Nr.	Numele participantului	Coordonatele participantului	Funcția	Funcția în proiect
1
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Pictures:



5.5 Event report: Public institution for nature protection of Virovitica-Podravina County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 19th October 2021

Location of event: The Drava story Visitor centre, Noskovci 2/a, 33523 Čađavica, Croatia

Number of participants: 16

5.5.1 Agenda

09:00 – 10:00	<p>Uvod</p> <p>Tema: Povećanje zadovoljstva gostiju</p> <p>Podtema 1.: Kako dočekati gosta da se osjeća dobrodošlo i sigurno</p> <p>Tko su klijenti u cikloturizmu</p>
10:00 – 10:15	Pauza
10:15 – 11:15	<p>Podtema 2.: Zadovoljstvo klijenata i uspješna prodaja</p> <p>Specifične potrebe pojedinačnih cikloturista</p> <p>- diskusija s dionicima</p>
11:15 – 11:30	Pauza
11:30 – 12:15	<p>Podtema 3.: Konstruktivna povratna informacija – kako je primiti i iskoristiti kao vlastitu prednost</p> <p>- razmjena iskustava pružatelja usluge smještaja u Virovitičko-podravskoj županiji</p>
12:15 – 13:00	<p>Pregled cikloturističkih sadržaja u Virovitičko-podravskog županiji</p> <p>Stvaranje vrhunskog doživljaja</p>
13:00 – 14:00	Osvježenje za sudionike
14:00 – 16:00	Individualni razgovori s pružateljima usluge smještaja

5.5.2 Short summary

On Tuesday, 19 October 2021, a workshop of Module 4 of the AoE BT Academy - Customer Relations was held at the Drava story Visitor Center, led by Ivan Vrbanić, president of the BOR cycling club and owner of the Par Idea trade, in cooperation with the Virovitica-Podravina County Tourist Board. The workshop was attended by representatives of accommodation providers in Virovitica-Podravina County, holders of the Bike and Bed standard, from Kurija Janković, Dravska iža, Pustara Višnjica, Jošavac Room and Holiday Home and the Visitor Center Dravska priča. The emphasis of the workshop was on how to increase guest satisfaction, elaborated concepts and characteristics of individual groups of clients in cycling, specific needs of individual cyclists, an overview of cycling facilities in Virovitica-Podravina County and the possibility of creating a top experience.

During the workshop, the Drava Story Visitor Center was unexpectedly visited by two young German cyclists on a trip along the EuroVelo 13 route, which began in August in northern Norway and should end in November on the Black Sea coast, with a total length of about 10,000 km.

5.6 Event report: Public Institution County Development Agency of Osijek-Baranja County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 25.10.2021., from 13:00 – 18:00 hours

Location of event: Učilište Studium, Ul. Stjepana Radića 25, 31000, Osijek., 31000 Osijek

Number of participants: 9

5.6.1 Agenda and summary

Information about the project Amazon of Europe Bike Trail was presented at the education and that the education was financed from project. The benefit of Customer relation education was mainly about teaching participants how to benefit from customer relationship practice to improve communication with their clients. Introduction was presentation on topics of hosting & hospitality. Second part was about customer satisfaction, customer success and profitability aspect. Education was held by Studium institution.

5.6.2 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	2	CDA OBC	list of attendees, e-mail invitation
Interest groups including NGOs	-		
SMEs	1	Maksimilian, Maki-tours	list of attendees, e-mail invitation
General public	6		list of attendees, e-mail invitation
Local public authorities	-		

5.7 Event report: Koprivnica Krizevci County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of the training/workshop: 30th June 2020

Location of the training/workshop: Hlebine

Number of participants: 27 + 3 (via Zoom)

and

Date of the training/workshop: 1st July 2020

Location of the training/workshop: Koprivnica

Number of participants: 11 + 3 (via Zoom)

5.7.1 Agenda

Title of the event: Amazon of Europe Bike Trail Academy: Training for increasing capacities of public sector organisations for enhancing tourism development in the Koprivnica-Križevci County

We have implemented the 2-day training for increasing capacities of public organisations for enhancing tourism development in the Koprivnica-Križevci County within the Amazon of Europe Bike Trail Academy, including the field visit of most promising location(s) for investment. The training was organized in the scope of the 2nd phase for the preparation of the Action plan for sustainable tourism development in Koprivnica-Križevci County.

The objective of the training was to enhance planning capacities in sector of tourism development in the Koprivnica-Križevci County for better absorption of EU funds and increasing the attractiveness of the area for investments.

The training focused on:

- Planning future tourism development of the Amazon of Europe Bike Trail area in the KKZ
- Focusing on the protected area Regional park Mura-Drava
- Including field visit of the key tourism attractions and potential locations for tourism investments which will be defined at the workshop
- Providing response of the key stakeholders regarding the future plans and potentials of sustainable tourism in the area, identifying most attractive aspects with potential for development and financing,

- Analysing potentials for increasing the quality of tourism services at the local level (existing services and attractions for visitors, analysis of skills and the needs for capacity building for increasing the quality of tourism offer for domestic and international markets).

Day 1: Analysing potentials for tourism development in KKZ:

Date of the training/workshop: 30th June 2020

Location of the training/workshop: Hlebine

Number of participants: 27 + 3 (via Zoom)

Participating organizations: Koprivnica-Križevci County, Institut for Spatial Planning of Koprivnica-Križevci County, Koprivnica-Križevci County Tourist Board, Tourist Board of Koprivnica, Central Podravina Tourist Board, Dravski Peski Tourist Board, PORA – Regional Development Agency, Pravi razvoj ideja, Institute Iskriva, Municipality of Legrad, Municipality of Novigrad Podravski, Municipality of Đelekovec, Municipality of Hlebine, Municipality of Molve, Koprivnica Town Museum, Public Institution for Management of Protected Natural Areas in Koprivnica-Križevci County, ZŠRK Koprivnica, Gallery of Josip Generalić,

Programme:

Hour	Programme
10.30 – 10.40	Welcome , programme of the day
10.40 – 11.10	Trends in tourism Needs of contemporary visitors Quality services of tourism providers and skills that respond to the needs of modern visitors Trainers: Tomaž Martinek and Mojca Peterka
11.10 – 11.30	Amazon of Europe Bike Trail: how the project corresponds to the trends Development of responsible green destination Amazon of Europe and identification of business opportunities Welcome by the project manager Urška Dolinar
11.30 – 11.40	Discussion
11.40 – 12.00	Coffee break
12.00 – 12.30	Financing and investment opportunities for Koprivnica-Križevci County From potentials to funding opportunities: how to translate the region's existing most attractive potentials into funding opportunities, combination of public funding (EU funds) and private investors Trainer: Zdravko Kozinc
12.30 – 13.30	Workshop: what are the potentials for tourism development in KKC Participants will be asked to provide their proposals for unique authentic activities in KKC, and to propose most relevant investment opportunities
13.30 – 14.00	Training conclusions
14.00 – 15.00	Lunch break
15.00 – 18.00	Field visit of the key tourism attractions and potential locations for tourism investments

which will be defined at the workshop

Day 2: From potentials to financing opportunities:

Date of the training/workshop: 1st July 2020

Location of the training/workshop: Koprivnica

Number of participants: 11 + 3 (via Zoom)

Participating organizations: Koprivnica-Križevci County, Institut for Spatial Planning of Koprivnica-Križevci County, Central Podravina Tourist Board, PORA – Regional Development Agency, Pravi razvoj ideja, Institute Iskriva

Programme:

Hour	Programme
9.00 – 9.10	Welcome , programme of the day
9.10 – 9.30	Overview of first day’s input
9.30 - 10.30	Identification of key development areas and investment opportunities : structuring the main pillars of development; preparation of jointly identified main objectives, activities and expected results for selected 3 pillars
10.30 - 10.50	Coffee break
10.50 - 12.00	Developing an outline for financing opportunities : identification of financing opportunities for the programming period 2021-2027 from national, EU and private funds
12.00 - 12.45	Timeline : timeplan of activities for achieving the identified objectives and results Agreement on the tasks in the following weeks
12.45 - 13.00	Conclusions and next steps

5.7.2 Summary of Event

Short summary of the training/workshop on event day 1:

The meeting started with the presentation about the trends in tourism by Tomaž Martinek and Mojca Peterka via Zoom. Afterwards, Urška Dolinar shortly presented the Amazon of Europe Bike Trail and how it corresponds to current trends in tourism. She also explained (business) opportunities the development of responsible green destination Amazon of Europe brings for the Koprivnica-Križevci County. In the third presentation Zdravko Kozinc talked about how to translate the region’s existing most attractive potentials into funding opportunities by combination of public funding (EU funds) and contributions of private investors. Afterwards, the participants of the training were divided into smaller groups to work on their proposals for unique authentic activities in KKC, and to prepare the investor pitch for the most relevant investment opportunity. The participants were very active and gave valuable input for the elaboration of the Action plan for sustainable tourism development in Koprivnica-Križevci County.

After the training we have visited the following most attractive locations for investment: Gallery of naive art complex (Hlebine), Ribički dom ŽSRK Koprivnica, Šoderica lake, Mura Drava confluence in Legrad, Inkey Castle.

Short summary of the training/workshop on event day 2:

At the training/workshop we talked about key development areas and investment opportunities. We went through all the potential sites for investment suggested by 19 administrative units of Koprivnica-Križevci County and talked about the current status and plans for future developments of these sites. We also discussed future financing opportunities for the programming period 2021-2027 from national, EU and private funds. We also identified the tourism development projects that have already been submitted for EU funds.

After the training we visited the following most attractive locations for investment in the city of Koprivnica: Remains of city fort (ramparts) with armoury (Oružarna), Former synagogue - Krešimir Švarc Cultural Centre, House Malančec and Koprivnica City Museum building and Museum square.

5.7.3 Target groups at the event

Target groups at event day 1:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	13	Institut for Spatial Planning of Koprivnica-Križevci County, Koprivnica-Križevci County Tourist Board, Tourist Board of Koprivnica, Central Podravina Tourist Board, Dravski Peski Tourist Board, PORA – Regional Development Agency, Koprivnica Town Museum, Public Institution for Management of Protected Natural Areas in Koprivnica-Križevci County	
Interest groups including NGOs	1	ZŠRK Koprivnica,	
SMEs	7	Pravi razvoj ideja, Institute Iskriva, Gallery of Josip Generalić	
General public			
Local public authorities	9	Koprivnica-Križevci County, Municipality of Legrad, Municipality of Novigrad Podravski, Municipality of Đelekovec, Municipality of Hlebina, Municipality of Molve	

Target groups at event day 2:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS

Sectoral agencies	5	Institut for Spatial Planning of Koprivnica-Križevci County ; Central Podravina Tourist Board ; PORA – Regional Development Agency	
Interest groups including NGOs			
SMEs	6	Pravi razvoj ideja, Institute Iskriva	
General public			
Local public authorities	3	Koprivnica-Križevci County	

5.7.4 Event materials



Attendance list:

Interreg Danube Transnational Programme
Amazon of Europe Bike Trail

WIND 00711-001-02-107

ATTENDANCE LIST / POPIS PRISUTNIH		
Project/Projekt	Amazon of Europe Bike Trail	
Type of meeting/ Vrsta sastanka	Training/Tečaj	
Place and Address/Mjesto i adres	Biljevo, 301303	
No. br.	Name and surname/Ime i prezime	Organization/Organizacija
1.	BOJICA LUKIĆ	IKZ
2.	ESTERA GUSTIĆ	IKZ
3.	MILICA BABIĆ	OPĆINA KRIŽEVCI
4.	MARINA LUKIĆ	OPĆINA KRIŽEVCI
5.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
6.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
7.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
8.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
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13.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
14.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI
15.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI

No. br.	Name and surname/Ime i prezime	Organization/Organizacija	Signature/Prezime
16.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
17.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
18.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
19.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
20.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
21.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
22.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
23.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
24.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
25.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
26.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
27.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
28.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
29.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]
30.	ANITA KRAMIĆ	OPĆINA KRIŽEVCI	[Signature]

*Informacija o zaštiti podataka (u skladu s člankom 17. stavak 1. i 2. GDPR)
 Your data will only be used in the course of this event and is processed and stored for the purposes clearly responsible for organizing this event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to its processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority.
 Podaci se neće koristiti za druge svrhe osim onih za koje su prikupljeni. Podaci se neće pohranjivati ​​i koristiti za druge svrhe osim onih za koje su prikupljeni. Imate pravo pristupa, ispravljanja, brisanja ili ograničenja obrade osobnih podataka. Imate pravo prigovora na obradu i pravo na prenosivost podataka. Također imate pravo žalbe nadležnom nadležnoj tijelo.

ATTENDANCE LIST / POPIS PRISUTNIH	
Project/Projekt	Amazon of Europe Bike Trail
Type of meeting/Vrsta sastanka	Training/Trening
Place and date/Mjesto i datum	Belgrade*, 26.6.2020.

No./Br.	Name and organization (prezime)	Organization/Organizacija	Signature/Potpis
1.	TIHOMIR TRITVIJEK	PEVAJ (PEVAJ) - BEGRAD S.O.O. (PEVAJ)	J. Janković
2.	MILICA KOTREBA	-11- (PEVAJ)	M. Kotreba
3.	TIHOMIR KUMRACIJEK	PEVAJ (PEVAJ) - BEGRAD S.O.O.	T. Kumracijek
4.			

**Preparacija otkrivanja potencijalnih rizika, zbog pandemije koronavirusa COVID-19, uključujući je redovna putovanja na terenu. COVID-19
 ***Nakon što je potvrđeno izbijanje COVID-19 epidemije, svi su se radni sastanci održali onlajn kroz video konferencije.

ATTENDANCE LIST / POPIS PRISUTNIH	
Project/Projekt	Amazon of Europe Bike Trail
Type of meeting/Vrsta sastanka	Training/Trening
Place and date/Mjesto i datum	Belgrade*, 1.7.2020.

No./Br.	Name and organization (prezime)	Organization/Organizacija	Signature/Potpis
1.	MILICA KOTREBA	PEVAJ	M. Kotreba
2.	ANITA KRALJIC	PEVAJ	A. Kraljic
3.	Elizabeta Vukobratovic	Belgrade University of Applied Sciences "Borisa Pekelija" Faculty of Mechanical Engineering Faculty of Mechanical Engineering	E. Vukobratovic
4.	DRAGANA KUMRACIJEK	Belgrade University of Applied Sciences "Borisa Pekelija" Faculty of Mechanical Engineering	D. Kumracijek
5.	DRAGANA KUMRACIJEK	Belgrade University of Applied Sciences "Borisa Pekelija" Faculty of Mechanical Engineering	D. Kumracijek
6.	TIHOMIR KUMRACIJEK	PEVAJ	T. Kumracijek
7.	STEFANIA KRALJIC	PEVAJ	S. Kraljic
8.	ELIZABETA VUKOBRATOVIC	Belgrade University of Applied Sciences "Borisa Pekelija" Faculty of Mechanical Engineering	E. Vukobratovic
9.	SARAJKA KUMRACIJEK	PEVAJ	S. Kumracijek
10.	ANITA KRALJIC	PEVAJ	A. Kraljic
11.	MILICA KOTREBA	PEVAJ	M. Kotreba
12.			
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Project co-funded by European Union funds (ERDF, IPA)

ATTENDANCE LIST / POPIS PRISUTNIH	
Project/Projekt	Amazon of Europe Bike Trail
Type of meeting/Vrsta sastanka	Training/Trening
Place and date/Mjesto i datum	Belgrade**, 1.7.2020.

No./Br.	Name and organization (prezime)	Organization/Organizacija	Signature/Potpis
1.	TIHOMIR TRITVIJEK	PEVAJ (PEVAJ) - BEGRAD S.O.O. (PEVAJ)	J. Janković
2.	MILICA KOTREBA	-11- (PEVAJ)	M. Kotreba
3.	TIHOMIR KUMRACIJEK	PEVAJ (PEVAJ) - BEGRAD S.O.O.	T. Kumracijek
4.			

**Preparacija otkrivanja potencijalnih rizika, zbog pandemije koronavirusa COVID-19, uključujući je redovna putovanja na terenu. COVID-19
 ***Nakon što je potvrđeno izbijanje COVID-19 epidemije, svi su se radni sastanci održali onlajn kroz video konferencije.

5.8 Event report: West-Pannon RDA Ltd.

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 19.10.2021, 13:00-16:00

Location of event: Thermal Hotel Balance Lenti, 8960 Lenti, Táncsics u. 8

Number of participants: 12

5.8.1 Agenda

- 13:00 -13:30 What are the trends in cycle tourism nowadays? What are their main characteristics? How the cycle tourists behave?
- 13:30 -14:00 How can we measure their satisfaction? Why the measurement is important?
- 14:00 -14:30 Ok, we know their opinions...What should we do with it? Next steps.
- 14:30 -15:00 Role of metacommunication (How can we recognize their satisfaction?)
- 15:00 -15:30 What is the connection between the satisfaction of tourism service providers and the visitors?
- 15:30 -16:00 What kind of changes have happened due to the COVID-19 pandemic? How can we reflect to these changes?

5.8.2 Short summary

The event was organized on 19.10.2021 in Thermal Hotel Balance Lenti (8960 Lenti, Táncsics u. 8.) within the framework of the Amazon of Europe Bike Trail Academy. The aim of module 4 was to present the actual cycle tourism trends (European and Hungarian level), how can the accommodations understand the behaviour of the visitors and how can the accommodations be cycle friendly. To achieve this, first of all we have to understand the motivation of the tourists, what are their needs, and how can the hotels satisfy the needs. The event was interactive, all participants had the opportunity to share their thoughts, experiences about the cycle tourists. The discussion covered the aim of the cycle tourists, what are they doing, what are they like, what are their needs, what are the usual »problems« with them. It was very interesting, because a dichotomy was identified:

- in guest houses or smaller pansion, the most common cycle tourists are middle age (35-50) and they have children sometimes (but sometimes they are only alone)
- in bigger hotels the cycle tourists are elderly people (60+) without children, and they are cycling in smaller or bigger groups (30 or more participants), they majority are using E-bikes as well.

The presenter also shared some interesting best practices, what makes a cycle tour safe and enjoyable, and how can the already existing services be improved with small but smart solutions.

Most of the participants are working in a hotel or pansion (sales or receptionist, or owner). 3 already contracted AoE Bike Trail partners attended at the event. Before the event, a common lunch was organized for the participants and of course several coffee breaks keep fresh the participants during the event.

5.8.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Interest groups including NGOs	2	Nyitott Szemmel Alapítvány (Open Eyes Foundation – Bagonyainé Rolf Mariann), Nyugat-Pannon Nonprofit Kft. (Deák Máté)	
SMEs	11	Zoltán Gyurác and Mária Jáni (Interpreter), Margit Vajda (Áfonya Guest House), Igor Lebar and Éva Dénes-Porkoláb (Balance Hotel), Ferenc Bukovics (Globus Guest House), Erna Halász and Vivien Tóth (M7 Pansion), Flóra Debreczeniné Késmárky (Vidéki Értékturizmus), Bernadett Horváth-Balogh (Gosztola Gyöngye)	

5.8.4 Event materials

Attendance list:

ATTENDANCE LIST
 Project: Amazon of Europe Bike Trail (2192-630-3.2)
 Beneficiary organisation: WFS - Bike Trail Academy 4, non-profit
 Event location: Thevenel Hotel Bükösöd-Lételek (Bükösöd, 22.10.2021. 10:00-12:00)
 Date: 2021. október 23. 13:00-16:00

No.	Wp / Name	Address / Organisation	Phone / E-mail
1.	DEÁK MÁTÉ	NYITOTT SZEMMEL ALAPÍTVÁNY	rolf@nyitottszemmel.hu
2.	BAGONYAINÉ ROLF MARIANN	NYITOTT SZEMMEL ALAPÍTVÁNY	rolf@nyitottszemmel.hu
3.	VÁZSONYI MARGIT	ÁFONYA GUEST HOUSE	0630 462 1111
4.	LEBAR IGOR	BALANCE HOTEL	0630 462 1111
5.	BUKOVICS FERENC	GLOBUS GUEST HOUSE	0630 462 1111
6.	HALÁSZ ERNA	M7 PANSION	0630 462 1111
7.	TÓTH VIVIEN	M7 PANSION	0630 462 1111
8.	KÉSMÁRKY FLÓRA	VIDÉKI ÉRTÉKTURIZMUS	0630 462 1111
9.	HORVÁTH-BALOGH BERNADETT	GOSTOLA GYÖNGYE	0630 462 1111

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Project co-funded by European Union funds (ERDF, IPA)

ATTENDANCE LIST
 Project: Amazon of Europe Bike Trail (2192-630-3.2)
 Beneficiary organisation: WFS - Bike Trail Academy 4, non-profit
 Event location: Thevenel Hotel Bükösöd-Lételek (Bükösöd, 22.10.2021. 10:00-12:00)
 Date: 2021. október 23. 13:00-16:00

No.	Wp / Name	Address / Organisation	Phone / E-mail
9.	GYURÁC ZOLTÁN	NYITOTT SZEMMEL ALAPÍTVÁNY	rolf@nyitottszemmel.hu
10.	DEBRECZENINÉ KÉSMÁRKY FLÓRA	VIDÉKI ÉRTÉKTURIZMUS	0630 462 1111
11.	HALÁSZ ERNA	M7 PANSION	0630 462 1111
12.	HORVÁTH-BALOGH BERNADETT	GOSTOLA GYÖNGYE	0630 462 1111
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 Your data will only be used for the purpose of the event and in accordance with the instructions directly responsible for organizing the event. You have the right to access, modify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data portability. You also have the right of appeal to the competent supervisory authority. With your signature on the list of participants you declare to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you also accept the use of photos of you for promotional and publication use for the duration of the Amazon Bike Trail project.

Project co-funded by European Union funds (ERDF, IPA)

Pictures:



Invitation:



Danube Transnational Programme
Amazon of Europe Bike Trail
Az Amazon of Europe Bike Trail projekt (IT17-02-1-2) a Duna Transzncionális Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyar Állam társfinanszírozásával valósul meg.

Meghívó

Tisztelt Címzett,

Az Interreg Duna Transzncionális Együttműködési Program keretében megvalósuló „Amazon of Europe Bike Trail” című projekt részeként a Nyugat-Pannon Nonprofit Kft. nevében szeretettel meghívjuk Önt a 2021. október 19-én megrendezendő eseményünkre, amely a Zala megyei turisztikai szolgáltatások kapacitásnövelését előzza meg.

Ahogy azt már előzetesen jeleztük, az Amazon of Europe Bike Trail „Akadémia” (Bike Trail Academy) keretében további két témában szervezünk műhelytalálkozót, amelyre egy alkalom keretén belül kerül sor, az alábbiak szerint:

Előadás címe: Do you Speak Cycling English?
Időpont: 2021. október 19. (kedd), 09:00-12:00

és

Előadás címe: Kerékpáros turistatrendek napjainkban
Időpont: 2021. október 19. (kedd), 13:00-16:00

Helyszín: Lenti, Thermal Hotel Balance (Lenti, Tánácsos u. 8.)

A délelőtti és a délutáni program között (12:00-13:00) minden résztvevőt ebéddel várunk.

Előadók, illetve röviden a témákról:

Jáni Mária – Angol nyelvi tréner

A projekt keretében gyorstalpaló angol nyelvi tréninget szervezünk, amely interaktív situációs feladatok segítségével a következő témakörök alapjainak elsajátítását előzza:

- vendégfogadás, bemutatkozás
- alapvető idegenforgalmi helyzetekben előforduló szófordulatok
- szóincsépítés adott témához (kerékpár és alkatrészei, szálláshelyen előforduló tárgyak, személyek stb.)
- amire igény van: az alábbi kérdőív szolgál az igények felmérésére:
<https://forms.gle/B2nAq18Cvrf7DhJ6>

A program kezdőtől haladó szintig mindenkinek ajánlott, a 3 órás workshop során lehetőség lesz differenciált foglalkozásra és egymást segítségre is, de kérlem is lehetőséget az oktatástól!

Project co-funded by European Union funds (ERDF, IPA)

1



Danube Transnational Programme
Amazon of Europe Bike Trail
Az Amazon of Europe Bike Trail projekt (IT17-02-1-2) a Duna Transzncionális Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyar Állam társfinanszírozásával valósul meg.

Debreceneni Késmárky Flóra – turisztikai menedzser, Vasi-Hegyhát Rébamente TDM, cégvezető – Vidéki Értékturizmus Kft.

- Milyen jelenlegi trendek a kerékpáros turizmusból? Milyenek a kerékpáros turisták? Milyen jellemzők róluk, milyen viselkedési jegyek vannak?
- Hogyan tudjuk mérni az elégedettségüket? Milyen fontos egyáltalán, hogy mérjük?
- Tudják a vendég véleményét – hogyan tovább?
- Hogyan ismerjük fel, hogy a vendég elégedett-e? – metakommunikáció szerepe
- Milyen összetűzés, kapcsolat van a vendég és a vendéglátó/munkatársó elégedettsége között? Melyik miként hat egymásra?
- Milyen változásokat idézett elő a Covid-19? Mi változott, hogyan tudunk erre reagálni?

Kérjük, hogy részvételi szándékát legkésőbb **2021. október 14. (csütörtök) 16:00-ig** jelezze a következő e-mail címen: mata.dob@westpannon.hu

Köszönjük szépen az együttműködését, megjelentésére számítunk!

Tisztelettel:

Deák Máté (projektmenedzser, +3630/835-9184)

Project co-funded by European Union funds (ERDF, IPA)

2

5.9 Event report: Balaton Uplands National Park

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Our regional partner, Balaton Uplands National Park, combined the two modules, module 1 and module 4 and held 3 different appointments on different dates and times. Therefore, the summary of the three reports will be shown in point 3.9 Event report: Balaton Uplands National Park and 5.9 Event report: Balaton Uplands National Park.

Date of events: 13 July – 14 July 2021

Location of event:

Event 1 in Szaporca

Event 2 in Villány

Event 3 in Mohács

Number of participants: Event 1: 4 participants; 2; 2

Event 1: 3 participants

Event 2: 4 participants

Event 3: 4 participants

5.9.1 Agenda and summary of event

Summary of Event 1:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.

Participants:

- Fanni Juszti (manager of guest house, Szaporca)
- Szilvia Wodtke (head of tourism, Danube-Drava National Park Directorate)

- Vera Maros (law department, Danube-Drava National Park Directorate)

Summary of Event 2:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 11.

Participants:

- Félegyházi Helga (Crocus Gere Bor Hotel)
- Blum Beáta (Blum Pension – did not sign the list of participants).

Summary of Event 3:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.

Participants:

- Kovács Éva (manager of Kovács Pension, Mohács)
- Boli Dalma (manager of Centrum Pension, Mohács)
- Gódi Gábor (manager of Pannon Hotel, Mohács)
- Gódiné Újvári Andrea (Pannon Hotel, Mohács)

5.9.2 Target groups at the event

Event 1:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs			
General public			
Local public authorities	1	Danube-Drava National Park Directorate	list of participants

Event 2:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Crocus Gere Bor Hotel, Blum Pension	list of participants (2 nd participant did not sign)
General public			
Local public authorities			

Event3:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	3	Kovács Pension and Restaurant, Centrum Pension, Pannon Hotel - Mohács	list of participants
General public			
Local public authorities			

5.9.3 Event materials

Invitation:



Amazon of Europe Bike Trail

Európai Amazonas Kerékpáros Túrárvonal SZAKMAI KONZULTÁCIÓ ES TRÉNING

A Logframe Tanácsadó Iroda Kft. a Balaton-felvidéki Nemzeti Park Igazgatósága megbízásából az Európai Amazonas Kerékpáros Túrárvonal projektben részt vevő környék turisztikai szolgáltatók számára személyes konzultációt és tréninget szervez, melynek célja az útvonalon működő szolgáltatók körében való részvételi szerepvállalás feltételeinek, a partnerség modellek a megismeréséhez. További cél a webkapcsolati ismeretek bővítése a vállalkozásukban működő alkalmazottak, műszakvezetők bemutatásával.

A konzultáción részt vesz az online-foglalási rendszert szolgáltató szállóknak képviselője, valamint a kerékpáros útvonal magyarországi szakaszának szolgáltatóit koordináló magyar utazási iroda képviselője is.

Az útvonal Baranya megyei szakaszán a személyes találkozóra az alábbi időpontokban kerül sor:

- Szaporca: 2021. július 13.
- Vilyány: 2021. július 14. délután
- Mohács: 2021. július 14. délután

Témakör:

Európai Amazonas kerékpáros túrárvonal partnerségi modell bemutatása (1. modul)

Vevőkapcsolati ismeretek (4. modul)

Az Európai Amazonas Kerékpáros Túrárvonal célja a Mura-Dráva-Duna folyók mentén, öt országban (Ausztrián, Szlovénian, Horvátországban, Magyarországon és Szerbián) **átívelő kerékpáros turisztikai hálózat kialakítása**



A projekt keretében felkérésre kerültek a rendezőzők szaktanácsadók, valamint a turisztikai szolgáltatók részvételére. Az előzetes program weboldala: www.amazonofeuropebike.com. Ezen oldalon működik fog a foglalási rendszer, melynek eredményeként a rendezőzők turisztikai útvonal szolgáltatói részéről válnak egy online foglalási rendszerrel támogatott, öt országjéghálós hálójához, együttesen turisztikai szolgáltatói hálójához.

A találkozókon az érdeklődőkkel végleges szolgáltatói szerződés kiadásra kerül megkötésére is kerül sor.

A találkozóval kapcsolatban az alábbi elérhetőségeken fordulhat rendezőzőkhöz:

Rendezőző Gábor: +36 30 5515712 gabor@logframe.hu

Márton György: +36 30 4516660, marton@logframe.hu

Szaktanácsadók egyéni elérhetőségei:



Logframe Tanácsadó Iroda Kft.

LOGFRAME KFT.
6025 Párvás, 4134 Cs. 15.
Telefon: 36-30-5515712
E-mail: info@logframe.hu
Bécs: +36-30-4516660

Kelt: Pécs, 2021. július 7.

<https://www.interreg-danube.eu/en/program/5-projects/amazon-of-europe-bike-trail>
Project co-funded by European Union funds (ERDF, IPA)

<https://www.interreg-danube.eu/en/program/5-projects/amazon-of-europe-bike-trail>
Project co-funded by European Union funds (ERDF, IPA)

Event material event 1:

Minutes:



MINUTES

Amazon Academy for service providers
Szaporca, Kolokán Hostel, 13 July 2021

Participants:

- Márton György – Logframe Kft. (organiser);
- Péter Zoltán – Logframe Kft. (organiser);
- Benovics Gábor – Logframe Kft. (organiser);
- Wodtke Szilvia – DDNP (waste-water and environmental education department);
- Juszti Fanni – DDNP (Kolokán Hostel manager);
- Maros Vera – DDNP (headquarter);
- Urška Dolina – Iakriva (LP, Slovenia);
- Vid Štuhar – Iakriva (LP, Slovenia)

See list of participants and presentation attached

Outline of discussion:

Wodtke Szilvia (DDNP) mentions that the hostel currently can't provide breakfast. There are kitchens on each floor with fridges that may be used by the guests. They try to find a solution for the breakfast, hopefully next year it may be possible.

Benovics Gábor (Logframe Kft.) adds that in the village there are two possible service providers that may offer breakfast but they should be separately organised. Shop is in the village of Kármus, which is 3 km away.

Juszti Fanni (DDNP) says the house operates without a permanent reception, therefore guests should be informed in advance until when they should arrive. She works until 10:00, but someone arrives later, getting the key may be a problem.

Márton György (Logframe Kft.) says there should be a timeframe, e.g. 18:00-20:00 when the guest should arrive the latest. And they should inform the hostel in advance when they are expected. With this information DDNP should organise that the key would be available for the guests. This can't be the responsibility of the hotline organised for emergency cases.

Vid Štuhar (Iakriva) says the booking system may inform the guests in advance about this circumstance. Guest should also know when they can make a phonecall, as signal is often weak along the route.



Wodtke Szilvia: The smallest room in the locality is for four people. The guest should also inform them in advance, which type of room they would prefer. They would provide standard room for the allotment, but have apartments as well.

Vid Štuhar adds that the booking system may provide an option to choose separate rooms or shared rooms.

Maros Vera (DDNP): The management may have further questions before signature of the contract.

Done in Szaporca, 13 July 2021

Attendance list:

ATTENDANCE LIST						
Name		Organization		Event		
No.	Name	Organization	Phone	Email	Signature	Stamp
1	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
2	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]
3	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
4	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]
5	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
6	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]
7	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
8	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]

Pictures:



Event materials event 2:

Minutes:

MINUTES
Amazon Academy for service providers
Vilány, Crocus Gere Bor Hotel, 14 July 2021

Participants:

- Miklós György – Logframe Kft. (organiser)
- Benovics Gábor – Logframe Kft. (organiser)
- László Holmér – Interim (P. Szarvas)
- Vid Sturme – Interim (P. Szarvas)
- Fellegyházi Helga – Crocus Gere Bor Hotel
- Blum Beata – Blum pension (not signed the list of participants)

See list of participants and presentations attached.

Outline of discussion:

Vid Sturme (Interim) introduces the requirements and the advantages plus the operation of the booking system. He emphasizes that the system is very flexible and if the service provider can offer at least one room all year it could be a full right member of this very promising project which hopefully will bring more and more tourists to the region from the DMCI market.

Blum Beata (Blum Winery) says that their pension is rather small and, on the weekends, they have usually full houses so they have to book rooms mostly for the weekdays and it has to be booked well in advance. The situation is pretty much the same in the whole Vilány area. They have festivals when it is impossible to get a room in Vilány at all.

Fellegyházi Helga (Crocus Gere Bor Hotel) the situation is pretty much the same by them as well they have a passenger rate over 80% from the individual guests and their problem is rather connected with the lack of experienced staff and they struggling to find well trained workers in their hotel. They are open for the cooperation but they cannot promise in advance about the conditions, and their management has to satisfy the continued. Strongly they are really happy to show the hotel and their services but at the moment they cannot promise how can they cooperate and on the weekends they are mostly full.

Benovics Gábor (Logframe Kft.) mentions the cancellation conditions and emphasizes that the system is really flexible for the guests and as well as for the service providers. Their company will be the connection between the service providers and the booking system in Vilány. He notes that this doesn't seem to be a problem for a

hotel like Gere Crocus where the language skills are not an issue, but in smaller service provider along the way it is a challenge.

Done in Vilány, 14 July 2021

Attendance list:

ATTENDANCE LIST						
Name		Organization		Event		
No.	Name	Organization	Phone	Email	Signature	Stamp
1	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
2	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]
3	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]
4	Vid Sturme	Logframe Kft.	+36 30 111 1111	vid@logframe.hu	[Signature]	[Stamp]
5	Benovics Gábor	Logframe Kft.	+36 30 111 1111	gabors@logframe.hu	[Signature]	[Stamp]

Picture:



Minutes:



MINUTES
Amazon Academy for service providers
Mohács, Pannon Hotel, 14 July 2021

Participants:

- Márton György – Logframe Kft. (organiser)
- Benovics Gábor – Logframe Kft. (organiser)
- Ildikó Holnák – Iktóra (IT, IT services)
- Vid Stuhac – Iktóra (IT, IT services)
- Kovács Éva – Kovács Pension and Restaurant
- Ball Dáma – Centrum Pension
- Gódi Gábor – Pannon Hotel
- Godné Újvári Andrea – Pannon Hotel

See list of participants and presentation attached.

Outline of discussion:

Godné Újvári Andrea (Pannon Hotel): mentions that they have some concerns regarding the allotment as they have already had many rooms which is suitable for a group arriving by a big bus. When they receive a booking from a group/travel agent they have to answer immediately and they cannot wait with the answer till the booking system confirms the that they would like to get their rooms out of the system.

Vid Stuhac (Iktóra) says the booking system is really flexible and they should provide only one room for the allotment just to get the right to be member of the booking system and enjoy the advances of marketing opportunities.

Gódi Gábor (Pannon Hotel): says that if the contract could be modified according to their expectations, they are eager to sign it and be part of the project as service providers.

Kovács Éva (Kovács Pension and Restaurant): says that they have experiences with bikers as they had previously guests from that target group. They could cooperate and be service provider although they have usually relatively high passenger rate. She felt a bit cautious towards this project as she have already seen similar projects hopes and failures.

Márton György (Logframe Kft.) mentioned that this project has a follow-up project as well and the Austrian partners have enough experiences and competences in the field



of travel business and their booking system on the Alps-Adria trail proves that it can operate with this kind of project.

Ball Dáma (Centrum Hotel): Asked for some patience as this time is extremely busy for them with a lot of parties and weddings so they prefer the autumn and spring time just to deal with the contract and to provide all sorts of thing (photos and prices etc.) she needs a bit more time. On the other hand, they are really experienced in this field as they receive the most bikers on the Danube Is and previously they even provided luggage transport on at least they helped to organise it for the bikers.

Benovics Gábor (Logframe Kft.): says that probably the booking system would start at the beginning of August, but the system would work with full force only in the next year from April of 2022.

Done in Mohács, 14 July 2021

Attendance list:

No.	Name	Organization	Phone	E-mail	Signature
1.	Márton György	Logframe Kft.	30-947-9070	gyorgym@logframe.hu	[Signature]
2.	Vid Stuhac	Iktóra	06-30-863-473	vid@iktora.hu	[Signature]
3.	Kovács Éva	Kovács Pension	+36-1-42-29-411	eva@kovacs-pension.hu	[Signature]
4.	Gódi Gábor	Pannon Hotel	+36-30-13-43-63	godi@pannonhotel.hu	[Signature]
5.	Godné Újvári Andrea	Pannon Hotel	+36-30-13-43-63	godne@pannonhotel.hu	[Signature]
6.	Balogh Zoltán	Centrum Pension	+36-30-13-43-63	balogh@centrum-pension.hu	[Signature]
7.	Ildikó Holnák	Iktóra	+36-30-863-473	ildiko@iktora.hu	[Signature]
8.	Benovics Gábor	Logframe Kft.	+36-30-947-9070	gabors@logframe.hu	[Signature]

Pictures:



5.10 Event report: Entrepreneurs Centre of Somogy County Foundation

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Centre of Somogy County Foundation combined the two modules, module 1 and module 4 and held 3 different appointments on different dates and times. Therefore, the summary of the three reports will be shown in point 3.10 Event report: Entrepreneurs Centre of Somogy County Foundation and 5.10 Event report: Entrepreneurs Centre of Somogy County Foundation.

Date of events: 12 July 2021 – 13 July 2021

Location of event:

Event 1 in Gyékényes;

Event 2 in Barcs-Drávatamási;

Event 3 in Nagyatád

Number of participants: Event 1: 4 participants; 2; 2

Event 1: 4 participants

Event 2: 2 participants

Event 3: 2 participants

5.10.1 Agenda and summary of event

Summary of Event 1:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 5.

Participants:

- Lóránt Dömtörfi (accommodation service provider in Gyékényes)
- Csilla Dömötörfiné Nagy (accommodation service provider in Gyékényes)
- KrisztiánTálos (accommodation service provider in Gyékényes)
- Karina Németh (accommodation service provider in Zákány).

Summary of Event 2:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 7.

Participants:

- Arszlán Horváth (accommodation service provider in Barcs)
- Alexandra Sabacz (accommodation service provider in Drávatamási)

Summary of Event 3:

The event focused on Modules 1 and 4 of the AoE Bike Trail Academy workshop series that targeted tourism experts and service providers along the route. Discussed topics:

Modul1:

- Introduction of AoE Bike Trail
- Benefits of the partnership
- Services of the management and booking center

Modul4:

- customer satisfaction and customer success
- constructive and effective feedback
- channels of communication
- improving services

The training was announced to Hungarian partners by the endpoint of stage No. 6.

Participants:

- Andrea Maróti (accommodation service provider in Nagyatád)
- Andrea Huszárné Nagy (accommodation service provider in Nagyatád)

5.10.2 Target groups at the event

Event 1:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	3	Lóránt Dömötörfi, Csilla Dömötörfiné Nagy - Kéktó camping Krisztián Tálos – Poseidon pension, Karina Németh – Németh Winery	attendance list
General public			
Local public authorities			

Event 2:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Arszlán Horváth – Belvárosi guesthouse Alexandra Sabacz – Alexandra guesthouse Drávatamási	attendance list
General public			
Local public authorities			

Event3:

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs			
SMEs	2	Andrea Maróti – Park Hotel Andrea Huszárné Nagy – Hotel Solar	attendance list
General public			
Local public authorities			

Event material event 2:

Attendance list:

Pictures:

Id	Name	Organization	Address	Phone	E-mail	Signature
1	Marton Gyögy	Logframe Kft. (organizer)	Budaörs, Hungary	+36 23 456 789	marton.gyogy@logframe.hu	[Signature]
2	Bence Gábor	Logframe Kft. (organizer)	Budaörs, Hungary	+36 23 456 789	bence.gabor@logframe.hu	[Signature]
3	Ursula Dolner	Interreg Danube Transnational Programme	Bratislava, Slovakia	+36 23 456 789	ursula.dolner@interreg.eu	[Signature]
4	Horvath Anzslin	Hotel Solari	Barcs, Hungary	+36 23 456 789	anzslin@hotel-solari.hu	[Signature]
5	Sabecz Alexandra	Hotel Solari	Barcs, Hungary	+36 23 456 789	sabecz.alexandra@hotel-solari.hu	[Signature]



Minutes:

MINUTES
Amazon Academy for service providers
Barcs (Szabolcs), 13 July 2021

Participants:

- Marton Gyögy – Logframe Kft. (organizer)
- Bence Gábor – Logframe Kft. (organizer)
- Ursula Dolner – DNT/ISA
- Horvath Anzslin (Hotel Solari)
- Sabecz Alexandra (Hotel Solari)
- Ursula Dolner – Interreg (DNT/ISA)
- Vid Stahlec – Interreg (DNT/ISA)

Review of participants and presentation of slides:

Outline of discussion and training:

Ursula Dolner:
Presented the Amazon of Europe Bike Trail – the aim of the project, the priorities of the trail, the development of the project, the role of the service providers, the validation programme, infrastructure of the trail – the partnership model of Amazon of Europe Bike Trail.

Vid Stahlec:
Presented the booking system, the role of the booking centre and the booking process. There are two main categories of service providers, one of them is contracted partner, the other type of participating partners, contracted partners are involved into the main booking system.

Review of slides:
Presented the service provider contract – general and specific conditions and rates, booking centre, booking process, pricing, payment, basic and responsibilities of service providers and booking centre.

Marton Gyögy
Presented the topics of customer relations – the main factors of customer satisfaction and success, constructive feedback, opening channels of communication, learning from feedback, further improving services.

Horvath Anzslin
The pension situated in the centre of Barcs, it has double-rooms, triple-rooms, and apartments for 4 people. They can provide breakfast and dinner for the guests, renting of bicycle is possible. The pension is open throughout of year.

Sabecz Alexandra
Alexandra guesthouse is directly by the bike trail, it has 3 rooms (1 single room, 1 double room, 1 room for 4 people). They can provide breakfast and dinner for the guests, opening season is between April and October.

Barcs, 13 July 2021

Event materials event 3:

Attendance list:

Pictures:

Minutes:

Id	Name	Organization	Address	Phone	E-mail	Signature
1	Bence Gábor	Logframe Kft. (organizer)	Budaörs, Hungary	+36 23 456 789	bence.gabor@logframe.hu	[Signature]
2	Marton Gyögy	Logframe Kft. (organizer)	Budaörs, Hungary	+36 23 456 789	marton.gyogy@logframe.hu	[Signature]
3	Ursula Dolner	Interreg Danube Transnational Programme	Bratislava, Slovakia	+36 23 456 789	ursula.dolner@interreg.eu	[Signature]
4	Horvath Anzslin	Hotel Solari	Barcs, Hungary	+36 23 456 789	anzslin@hotel-solari.hu	[Signature]
5	Sabecz Alexandra	Hotel Solari	Barcs, Hungary	+36 23 456 789	sabecz.alexandra@hotel-solari.hu	[Signature]



MINUTES
Amazon Academy for service providers
Hagyfalu, 10-13 July 2021

Participants:

- Marton Gyögy – Logframe Kft. (organizer)
- Bence Gábor – Logframe Kft. (organizer)
- Ursula Dolner – DNT/ISA
- Hagyfalu Anzslin (Hotel Solari)
- Martón Gyögy (Logframe Kft.)
- Ursula Dolner – Interreg (DNT/ISA)
- Vid Stahlec – Interreg (DNT/ISA)

Review of participants and presentation of slides:

Outline of discussion and training:

Ursula Dolner:
Presented the Amazon of Europe Bike Trail – the aim of the project, the priorities of the trail, the development of the project, the role of the service providers, the validation programme, infrastructure of the trail – the partnership model of Amazon of Europe Bike Trail.

Vid Stahlec:
Presented the booking system, the role of the booking centre and the booking process. There are two main categories of service providers, one of them is contracted partner, the other type of participating partners, contracted partners are involved into the main booking system.

Bence Gábor
Presented the service provider contract – general and specific conditions and rates, booking centre, booking process, pricing, payment, basic and responsibilities of service providers and booking centre.

Marton Gyögy
Presented the topics of customer relations – the main factors of customer satisfaction and success, constructive feedback, opening channels of communication, learning from feedback, further improving services.

Horvath Anzslin
The pension situated in the centre of Barcs, it has 3 rooms (1 single room, 1 double room, 1 room for 4 people). They can provide breakfast and dinner for the guests, renting of bicycle is possible. The pension is open throughout of year.

Sabecz Alexandra
Alexandra guesthouse is directly by the bike trail, it has 3 rooms (1 single room, 1 double room, 1 room for 4 people). They can provide breakfast and dinner for the guests, opening season is between April and October.

Hagyfalu, 10-13 July 2021

5.11 Event report: City of Sombor

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 25.05.2021.

Location of event: Sombor

Number of participants: 17

5.11.1 Agenda

	Hotel	Address	Note
Stage S16			
	Garni hotel Andrić	Trg Koste Trifkovića bb, Sombor	09:00 - 10:00 AM
	Čarda Andrić	Kanal bb, Sombor	10:00 - 11:00 AM
Stage S16			
	Camping SoSul	Venac Petrove gore 23, Sombor	11:00 - 12:00 AM
Stage S16			
	Karibo	Rade Končara 12, Sombor	12:30 - 15:30 PM
	Bar code	Jugoslovenske Narodne Armije bb	16:00 – 17:00 PM

5.11.2 Summary of Event

The project was presented to the service providers and the possibilities of their participation in it. All of them expressed interest, made their capacities available and signed a contract on participation in the provision of services to cyclists on the S16 route.

The discussion went in the direction of clarifying the conditions that must be met and the deadlines when it comes to booking announcements and the time until the arrival of tourists.

5.11.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	5	Garni hotel Andrić, Čarda Andrić, Camping SoSul, Karibo, Bar code	
Local public authorities	1	City of Sombor	

Pictures:



Attendance list:

ATTENDANCE LIST			
Project		Amazon of Europe Bike Trail and AMAZING AMAZON OF EUROPE	
Type of meeting		MEETING: DS3.2 B2B MEETINGS; DS3.4 BT ACADEMY / AWARING A.E.A.T.3 MEETINGS FOR STRATEGY DEVELOPMENT	
Place and date		HOTEL AUDRIC, SOUBOR, 25.5.2021	
No.	Name and surname	Organisation	Signature
1	VID STUHEC	ZAVOD ISKRIVA	[Signature]
2	UKSEMIJA GINTIM	OBICINA VELIKA POLJANA	[Signature]
3	SANJA LAZIC	CAMPING SOBOR	[Signature]
4	URSKA DOLNAR	ISKRIVA	[Signature]
5			
6			
7			
8			
9			
10			

***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
 Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.
 With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail and Amazing Amazon of Europe projects.

ATTENDANCE LIST			
Project		Amazon of Europe Bike Trail	
Type of meeting		MEETING: DS3.2 B2B MEETINGS; DS3.4 BT ACADEMY / AWARING A.E.A.T.3 MEETINGS FOR STRATEGY DEVELOPMENT	
Place and date		HOTEL SOBOR, 25.5.2021	
No.	Name and surname	Organisation	Signature
1	VID STUHEC	ZAVOD ISKRIVA	[Signature]
2	UKSEMIJA GINTIM	OBICINA VELIKA POLJANA	[Signature]
3	URSKA DOLNAR	ZAVOD ISKRIVA	[Signature]
4	KRISTINA PLAC	CITY OF SOUBOR	[Signature]
5	SASA MIZIC	CITY OF SOUBOR	[Signature]
6	NINA LEBOUR	OPP	[Signature]
7	TELEHA TODORIC	KARIBO	[Signature]
8			
9			
10			

***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
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 With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail project.

ATTENDANCE LIST			
Project		Amazon of Europe Bike Trail	
Type of meeting		AME BIKE TRAIL; DS3.2 B2B MEETINGS; DS3.4 BT ACADEMY / AWARING A.E.A.T.3 MEETINGS FOR STRATEGY DEVELOPMENT	
Place and date		HOTEL AUDRIC, SOUBOR, 25.5.2021	
No.	Name and surname	Organisation	Signature
1	VID STUHEC	ZAVOD ISKRIVA	[Signature]
2	KRISTINA PLAC	CITY OF SOUBOR	[Signature]
3	SASA MIZIC	CITY OF SOUBOR	[Signature]
4	ANDRIJA ANDRIC	Hotel Audric	[Signature]
5	ANIC GARDON	Hotel Audric	[Signature]
6	URSKA DOLNAR	ZAVOD ISKRIVA	[Signature]
7			
8			
9			
10			

***Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):**
 Your data will only be used in the course of this event and is processed and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.
 With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail and Amazing Amazon of Europe projects.

5.12 Event report: City of Sombor

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 18.10.2021

Location of event: Sombor

Number of participants: 12

5.12.1 Agenda

Date	Place	Address	Note
Stage S16			
18.10.2021.	Foreign language studio Ella	Kralja Petra I br.16, I sprat	10:00 - 13:00 PM

5.12.2 Short summary

The essence of this module - customer relations, is to increase guest satisfaction. The lecturers trained our stakeholders on how to treat guests, ie how they can increase hospitality to make guests feel welcome, safe, special. Also, they are aware that it is very important for the guest to be satisfied, how to receive information and comments from the guest and use them to their advantage.

The questions of the participants of this module were mainly related to accommodation issues, how to avoid damage, bad comments and everything related to booking.

5.12.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	3	Sombor tourist organization	
Interest groups including NGOs	3	UG Podunav	
SMEs	6	Apartment Galea Camping SoSul, Old brick pub Apartment Sunflower	

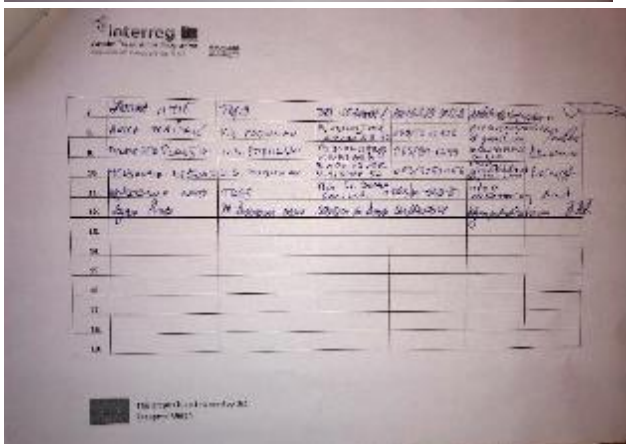
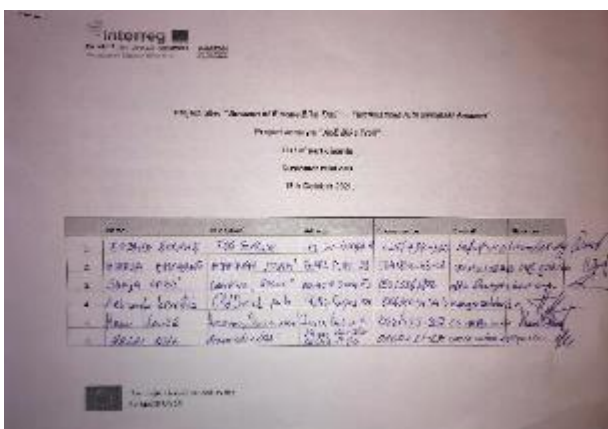
		Lodging Lor Cottage Bezdanska bajka	
General public			
Local public authorities			

5.12.4 Event materials

Pictures:



Attendance list:



5.13 Event report: Municipality of Apatin

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 26.10.2021

Location of event: large hall in the building of the Municipality of Apatin

Number of participants: 19

5.13.1 Agenda

11.00 - 11.15	Welcome – Renata Kuruc Project progress information
11.15 - 13.15	Professor Dr. Milan Ivković - Faculty of Science, Department of Geography, Tourism and Hospitality, Novi Sad - Presentation on the topic Customer satisfaction management
13.15 – 13.30	Short break
13.30 – 14.00	Review of the Assistant professor on the topic of hospitality
14.00 – 14.20	Professor Dr. Milan Ivković – Conclusions, discussion and questions
14.20 – 15.00	Lunch

5.13.2 Short summary

In the scope of D.5.3.4. and Amazon of Europe Bike Trail Academy - Modul 4, we organized consultations and lectures for service providers from area of the Municipality of Apatin, on topic Hospitality and Customer relations.

A meeting with service providers from the area of the Municipality of Apatin, was held on October 26th 2021., in the large hall in the building of the Municipality of Apatin.

About 20 people were present at the meeting.

The main goal of the meetings is provide the necessary training and advice to service providers and accommodation providers in the Apatin part of the Amazon of Europe Bike Trail on the topics of hosting and hospitality, customer satisfaction and customer success.

Aims of the meeting were:

- to provide the necessary training for service and accommodation providers
- to provide the necessary advice to service providers and accommodation providers in the Apatin part of the Amazon of Europe Bike Trail on the topics of hosting and hospitality, customer satisfaction and customer success.

- to provide consultations and lectures for service providers from area of the Municipality of Apatin, on topic Hospitality and Customer relations.

5.13.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	10	-Garden House -Accommodation Neverland -Villa Kovačević -Villa Jelena -Apartments Goga & Aleks -ATRIUM Apartments/Rooms -HARMONIJA Accommodations -Charda Zlatna Kruna	Photos and attendance list
Local public authorities	9	-Municipality of Apatin -Marina Apatin -Tourism Board Apatin -SPA Junakovic	Photos and attendance list

5.13.4 Event materials

Attendance list:



Pictures:



5.14 Summary of module 4

With a good product a good handling with the customers is crucial. There the basement layer makes a good understanding of customer relations, what it is and what it means. Also raising guest satisfaction was one main part of this module and how to deal with feedback, positive as well as negative feedback.

Participants learned what hospitality is and how it affects everyone's business. They dived in the world of what it means to be a good host and why staff's hospitality is indispensable. Also, Covid was an important part of most of the individual, especially how to communicate effectively safety and health regulations to make the guests feel safe and also welcome. Furthermore, Customer satisfaction was discussed and practical show cases of customer feedback was played through. Some of the regional partners have also focused on trend in tourism and what guests and customers expect nowadays.

Overall, it was crucial to realize this module to gain a better understanding for the importance of customer relations and to be able to meet the expectations of the future guests.

6. MODULE 5: English for beginners

6.1 Content

In module 6 of the AoE BT Academy the language of English was focused. In the whole destination the level of English is weak to poor. Therefore the regional partners were asked to organize an English course for beginners.

The topics which were focused have been:

- Small talk at the service providers location
- Dialogues at the reception desk
- Amazon of Europe Bike Trail – Good to know
- Bike Trail Service of the AoE BT info & booking center

The learnings of this event have been the ability to talk and communicate with future guests, to be able to clarify the main questions at the reception desk, to provide information about the AoE BT and to be able to explain the offered services from the AoE BT official info & booking center.

This module was self-organized by the regional partners. Sometimes even combined with one other module.

6.2 Event report: Municipality of Velika Polana

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The Municipality of Velika Polana invited several service providers to participate in module 5 of the AoE BT Academy. Due to missing interest from the service providers and occupancy and limited resources from the service providers side, the implementation of module 5: English course for beginners could not be realized. There were too less registrations and so the workshop has not been realized.

6.3 Event report: Tourism Association Bad Radkersburg

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 13. September 2021, 9.00 – 17.00 Uhr

Location of event: Tourism office Bad Radkersburg

Number of participants: 11

6.3.1 Agenda

- Introduction
- Goals
- How to learn a language – tricks for beginners
- Important phrases for everyday communication and false friends
- Summary and ideas for practicing at home

6.3.2 Short summary

This module was English for beginners. Participants learned basic vocabulary for everyday communication with guests in different situations (e.g. at the hotel reception, when asking for directions, explaining the background of the Amazon of Europe Bike Trail, ...). Participants were asked to work in groups and were able to ask a lot of specific questions. The workshop ended with a lot of ideas to practice the new won knowledge at home.

6.3.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies			
Interest groups including NGOs	4	KUFO and Zehnerhaus	See list of participants
SMEs	1	Werbeonkel	See list of participants
General public			
Local public authorities	6	TVR Bad Radkersburg Stadtgemeinde Bad Radkersburg	See list of participants

6.4 Event report: Tourism Board Medimurje

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

According to the evaluation from the Tourism Board Medimurje of the needs of stakeholders on the AoE bike trail, the Tourism Board Medimurje concluded that all stakeholders have a good enough knowledge of English and even other foreign languages like Slovenian and German. Therefore, the Tourism Board Medimurje put their focus especially on module 4: customer relation, since there is the biggest gap noticeable. Instead of organizing a not urgently needed English language course for beginners the Tourism Board Medimurje reallocated the amount of time to organize a two-day stakeholder workshop for module 4: customer relation. With now being trained in customer relation and related topics, the Tourism Board Medimurje is eager to implement an English language course for intermediate speakers within the follow-up project Amazing Amazon of Europe.

6.5 Event report: Public institution for nature protection of Virovitica-Podravina County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

The event of module 4 was successfully organized from the regional partner West Pannon Ltd. together with module 5, to save the service providers time and costs.

Date of event: 11 – 18 October 2021

Location of event: online

Number of participants: 19

6.5.1 Agenda

- Biking vocabulary
- At the reception desk
- Hotel reservation over the phone
- Vocabulary booking center and its benefits

6.5.2 Short summary

On Monday, October 18, 2021, the online English language course for accommodation providers on the Amazon of Europe Bike Trail route in our county was completed, conducted through Module 5 of the AoE BT Academy. The course lasting in duration of three days in total of 16 school hours was prepared and conducted for 14 participants by teacher and translator Mihajla Čavar Portolan from Kreda, Zagreb.

The working materials were prepared in cooperation with the Public Institution for the management of protected parts of nature and the ecological network of Virovitica-Podravina County and the Tourist Board of Virovitica-Podravina County.

<http://dravska-prica.hr/hr/aktualno/zavrse-na-amazon-of-europe-bike-trail-akademija,1088.html>

6.5.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	10	<ol style="list-style-type: none"> 1. Kreda (1) 2. Dvorac Janković (6) 3. Kurija Janković (2) 4. Jošavac (1) 	Invitation, Agenda, Attendance list, photos
Local public	9	1. Public institution for the	Invitation, Agenda,

6.6 Event report: Public Institution County Development Agency of Osijek-Baranja County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

The event of module 4 was successfully organized from the regional partner West Pannon Ltd. together with module 5, to save the service providers time and costs.

Date of event:

- 15.10.2021., from 19:00 – 21:00 hours
- 16.10.2021., from 9:00 – 13:00 hours
- 22.10.2021., from 19:00 – 21:00 hours
- 23.10.2021., from 9:00 – 13:00 hours
- 29.10.2021., from 19:00 – 21:00 hours
- 30.10.2021., from 9:00 – 13:00 hours

Location of event: Edunova - ustanova za obrazovanje odraslih, Lorenza Jägera 5, 31000 Osijek

Number of participants: 13

6.6.1 Agenda and short summary

Information about the project Amazon of Europe Bike Trail was presented at the education and that the education was financed from project. At the beginning, all participants were tested, in order to determine the level of English. Therefore, the trainings were adjusted in a way to upgrade the existing knowledge, and the topics that were covered were mainly related to the tourism sector.

The benefit of English language education was mainly about teaching participants English language to improve communication with their clients-cyclotourist. Workshop was held by Edunova - adult education institution.

6.6.2 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	5	Tourist Board of Donji Miholjac, CDA OBC, DA VSC	list of attendees, e-mail invitation
Interest groups including NGOs	1	Association for Nature and Environmental Protection Green Osijek	list of attendees, e-mail invitation

SMEs	7	Villa Sorella, Tourist Agency Zlatna Greda, Osječka tvornica ideja, Food safety Center, Hotel Central, Villa Edl, Edunova	list of attendees, e-mail invitation
General public	-		
Local public authorities	-		

6.6.3 Event materials

Attendance list;



POSUŠAR LISTA		
Ime prezime	Adresa / ulica / broj	Opis
1. B. B. B.	Adresa	Opis
2. B. B. B.	Adresa	Opis
3. B. B. B.	Adresa	Opis
4. B. B. B.	Adresa	Opis
5. B. B. B.	Adresa	Opis
6. B. B. B.	Adresa	Opis
7. B. B. B.	Adresa	Opis
8. B. B. B.	Adresa	Opis
9. B. B. B.	Adresa	Opis
10. B. B. B.	Adresa	Opis



POSUŠAR LISTA		
Ime prezime	Adresa / ulica / broj	Opis
1. B. B. B.	Adresa	Opis
2. B. B. B.	Adresa	Opis
3. B. B. B.	Adresa	Opis
4. B. B. B.	Adresa	Opis
5. B. B. B.	Adresa	Opis
6. B. B. B.	Adresa	Opis
7. B. B. B.	Adresa	Opis
8. B. B. B.	Adresa	Opis
9. B. B. B.	Adresa	Opis
10. B. B. B.	Adresa	Opis



Pictures:



6.7 Event report: Koprivnica Krizevci County

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The Koprivnica Krizevci County implemented successfully a minimum of 5 activities, as seen in the table in the introduction of this document, on page 4, Koprivnica Krizevci County held a total of 6 activities. Due to Covid, Koprivnica Krizevci County had problems with implementing module 5: English course for beginners. As most of the regional partners they see a lot of sense in this module and will implement it in the course of the follow-up project Amazing Amazon of Europe.

6.8 Event report: West-Pannon RDA Ltd.

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

The event of module 4 was successfully organized from the regional partner West Pannon Ltd. together with module 5, to save the service providers time and costs.

Date of event: 19.10.2021, 13:00-16:00

Location of event: Thermal Hotel Balance Lenti, 8960 Lenti, Táncsics u. 8

Number of participants: 12

6.8.1 Agenda

- 09:00 -10:00 introduction, hospitality in the reception
- 10:00 -11:30 most common phrases in tourism (in a hotel, in a tourism center etc.)
- 11:30 -12:00 vocabulary building in specific topics (situations in accommodation, parts of the bicycles)

6.8.2 Short summary

The event was organized on 19.10.2021 in Thermal Hotel Balance Lenti (8960 Lenti, Táncsics u. 8.) within the framework of the Amazon of Europe Bike Trail Academy. The aim of module 5 was to develop the basic English knowledge skills of the local service providers, especially for those ones who are contracted to the booking center. Only 3 participants had basic English knowledge, the others are speaking quite good in English – therefore, the participants were splitted into 2 groups.

The aim of this workshop was to strengthen the english communication skills: therefore several tasks (role play) were implemented related to the communication between the accommodation and the customers. The covered topics were:

- Arrival at the hotel, how to check in (conversation+video)
- Problems or glitches during the check in process (conversation+video, e.g. the air condition is not working etc.)
- how to give touristic information for the visitors

During the interactive conversation, a dictionary was developed – it will help them to remember the most common phrases and words which can help them during their work. This dictionary was developed in 2 languages (German and English as well). Additionally, a detailed set of words were developed in the topic of cycle infrastructure (parts of a bicycle).

The main results of the training session:

- Phrases of the training: <https://quizlet.com/afhznb?x=1jqt&i=3iua85>
- Parts of the bicycle (EN-HU): <https://quizlet.com/af6d28?x=1jqt&i=3iua85>
- Parts of the bicycle (EN pictures): <https://quizlet.com/443406653/bicycle-parts-diagram/>

- Parts of the bicycle (DE pictures): <https://quizlet.com/ch/509443387/das-fahrrad-teile-diagram/>

Three already contracted AoE Bike Trail partners attended at the event. Before the event, a common lunch was organized for the participants and of course several coffee breaks keep fresh the participants during the event.

6.8.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Interest groups including NGOs	2	Nyitott Szemmel Alapítvány (Open Eyes Foundation – Bagonyainé Rolf Mariann), Nyugat-Pannon Nonprofit Kft. (Deák Máté)	
SMEs	11	Zoltán Gyurác and Mária Jáni (Interpreter), Margit Vajda (Áfonya Guest House), Igor Lebar and Éva Dénes-Porkoláb (Balance Hotel), Ferenc Bukovics (Globus Guest House), Erna Halász and Vivien Tóth (M7 Pansion), Flóra Debreczeniné Késmárky (Vidéki Értékturizmus), Bernadett Horváth-Balogh (Gosztola Gyöngye)	

6.8.4 Event materials

Attendance list:

Pictures:



6.9 Event report: Balaton Uplands National Park

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The Balaton Upland National Park put their focus with the AoE BT Academy on module 1 with informing the service providers. There they reached, as seen in 3.9 Event report: Balaton Uplands National Park, 6 service providers and could successfully contract them within the second part of this event. This was one of the reasons Balaton Uplands National Park did not have enough resources, both financially and temporally, to implement also module 5: English course for beginners. But in the course of the follow-up project Amazing Amazon of Europe, Balaton Uplands National Park is very eager to offer its service providers the possibility of an English language course for different levels, but especially for beginners.

6.10 Event report: Entrepreneurs Centre of Somogy County Foundation

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The Entrepreneurs Centre of Somogy County Foundation put their focus within the AoE BT Academy on module 1 with informing service providers. There they reached, as seen in 3.10 Event report: Entrepreneurs Centre of Somogy County Foundation, 5 service providers and could successfully contract them within the second part of this event. This was one of the reasons why the Entrepreneurs Centre of Somogy County Foundation did not have enough resources, both financially and temporally, to implement module 5: English course for beginners. But in the course of the follow-up project Amazing Amazon of Europe, Entrepreneurs Centre of Somogy County Foundation is very eager to offer its service providers the possibility of an English language course for different levels, but especially for beginners.

6.11 Event report: City of Sombor

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: from 18.10.2021 to 29.10.2021

Location of event: Sombor

Number of participants: 8

6.11.1 Agenda

Date	Place	Address	Note
Stage S16			
18.10.2021.	Foreign language studio Ella	Kralja Petra I br.16, I sprat	13:30 - 15:00 PM

6.11.2 Short summary

The English language course for beginners will be held in the period from October 18 to 29, 2021. (total course duration - two weeks)

MONDAY / WEDNESDAY / FRIDAY from 13:30 - 15 hours (2x 45min) a total of 12 hours.

The lecturers deal with the following topics:

- Introductions (introducing oneself, introducing the other person, greetings, welcoming), filling in forms (giving personal information: name, surname, address, company, email address, phone number)
- Everyday life (daily routines, habits, work routine, free time activities)
- Presenting the company in formal situations (job types and services, understanding and giving simple information about work and work tasks)
- Changes at work and problem solving (presenting problems, dealing with challenges at work and communicating when solving problems)
- Business communication (writing emails, replying to emails, talking on the phone, negotiating, reaching a solution)
- Projects and project management (project planning, negotiating the price, project duration)

6.11.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
Sectoral agencies	2	Sombor tourist organization	

Interest groups including NGOs	3	UG Podunav	
SMEs	3	Camping SoSul, lodging Lora cottage Bezdanska bajka	

6.11.4 Event materials

Pictures:



Attendance list:

The Amazon of Europe – Bike Trail Academy
 Course in English Language - Elementary Level
 Studio stranih jezika ELA Sombor

Attendance list: Session 1 Date 19.10.2016.

	Name and surname	Company/Organisation	Email	Phone
1	Olga Mikić	TRADING CENTAR SOMBOR	olgamiki@tradingcentar.com	011/521 225
2	Aleksandra Hecica	CAMPING "SOMBOR"	aleksandrahecica@gmail.com	031/850495
3	Olga Mikić	U.G. "SOMBOR"	olgamiki@tradingcentar.com	011/521 225
4	DRAGANA PLAVIĆ	U.G. "SOMBOR"	dragana.plavica@gmail.com	011/521 225
5	Olga Mikić	U.G. "SOMBOR"	olgamiki@tradingcentar.com	011/521 225
6	DRAGANA PLAVIĆ	U.G. "SOMBOR"	dragana.plavica@gmail.com	011/521 225
7	DRAGANA PLAVIĆ	U.G. "SOMBOR"	dragana.plavica@gmail.com	011/521 225
8	DRAGANA PLAVIĆ	U.G. "SOMBOR"	dragana.plavica@gmail.com	011/521 225
9				
10				
11				
12				

6.12 Event report: Municipality of Apatin

Activity 5.3 Amazon of Europe Bike Trail Academy - cooperation and trainings with certified service providers

D5.3.4 Implemented trainings: biking guides, hospitality, language courses etc.

The detailed report for each module is available at the respective regional partner and can be viewed at any time.

Date of event: 6th of September to 26th of October 2021

Location of event: School of Foreign Languages – “Lingua Land” from Apatin

Number of participants: 11

6.12.1 Agenda

- Hello everybody – introducing yourself and your business to customers
- Basic grammar
- Everyday English
- Important phrases for everyday communication

6.12.2 Short summary

In the scope of D.5.3.4. and Amazon of Europe Bike Trail Academy - Modul 5, Municipality of Apatin was organized a language course – English for beginners - for accommodation and service providers from area of the Municipality, with an emphasis on spoken language in order to achieve basic communication in the field of tourism and service activities.

A course with service providers from the area of the Municipality of Apatin, was held in the period from September 6th to October 26th 2021., in the premises of the School of foreign languages – “Lingua Land” in Apatin. Classes were held twice a week in two groups, a total of 36 English lessons for each group. There were 11 course participants, from Apatin and Sonta.

The main goal of the language course is provide the necessary training and knowledge of language to service providers and accommodation providers in the Apatin part of the Amazon of Europe Bike Trail, for beter communicaton with the guests.

Accommodation owners as course participants were very satisfied because they were given the opportunity to improve their English language skills, in order to better communicate with their guests.

6.12.3 Target groups at the event

TARGET GROUPS	VALUE REACHED	LIST OF REACHED ORGANIZATIONS	EVIDENCE FOR REACHED TARGET GROUPS
SMEs	7	-Hotel GARDEN HOUSE -MARINA Apatin	Photos and attendance list

		<p>-VILLA Jelena -VILLA Kovačević -Accommodation NEDOĐIJA Apartments/Rooms -HARMONIJA Accommodations -KRALJEVSKI VRT - Restoran with rooms</p>	
Local public authorities	4	<p>-Municipality of Apatin -Tourism Board Apatin -Marina Apatin-2 employees</p>	Photos and attendance list

6.12.4 Event materials

Attendance list:

ATTENDANCE LIST			
Project	Amazon of Europe Bike Trail		
Type of meeting	D.5.3.4. „Amazon of Europe Bike Trail“ Academy – Implemented trainings for service providers - English course for beginners for service providers from the area of the Municipality of Apatin		
Place and date	Apatin, 6 th of September 2021.		
No.	Name and surname/IME I PREZIME	Organization/ORGANIZACIJA	Signature/POTPIS
1	ANASTASIA KOVAČEVIĆ	VILLA KOVAČEVIĆ	<i>Anastasia Kovačević</i>
2	MARINA PAULIĆ	OPŠTINA APATIN	<i>Marina Paulić</i>
3	ELIŠAVETA LIŠEVIĆ	OPŠTINA APATIN	<i>Elišaveta Lišević</i>
4	BILJANA BEGIĆ	GRADSKA KUĆA	<i>Biljana Begić</i>
5	PRETILJ UROŠEVIĆ	SUKUZA ODNOŠI	<i>Pretilj Urošević</i>
6	ČIŽMARIĆ ANA	OPŠTINA APATIN	<i>Ana Čizmarić</i>
7	ANITA BALIĆ	OPŠTINA APATIN	<i>Anita Balić</i>
8	RENATA KURUĆ	MUNICIPALITY OF APATIN	<i>Renata Kuruć</i>
9	ZORANA MIŠKOVIĆ	LinguaLand- Language Studio	<i>Zorana Mišković</i>

*Information on data protection (in accordance with Art. 13 para. 1 and para. 2 GDPR):
Your data will only be used in the course of this event and its processing and stored by the employees directly responsible for organizing the event. You have the right to access, rectify, delete or limit the processing of the personal data concerned. You may object to the processing and have the right to data transferability. You also have the right of appeal to the competent supervisory authority.
With your signature on the list of participants you confirm to take note of the data protection information and agree to the storage and processing of your personal data. Additionally, you allow the use of photos of you for promotional and publication use for the Amazon of Europe Bike Trail project.

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No.	Ime i prezime/IME I PREZIME	Ime i prezime organizacije	Podpis/POTPIS
1	ANASTASIA KOVAČEVIĆ	VILLA KOVAČEVIĆ	<i>Anastasia Kovačević</i>
2	MARINA PAULIĆ	OPŠTINA APATIN	<i>Marina Paulić</i>
3	ELIŠAVETA LIŠEVIĆ	OPŠTINA APATIN	<i>Elišaveta Lišević</i>
4	BILJANA BEGIĆ	GRADSKA KUĆA	<i>Biljana Begić</i>
5	PRETILJ UROŠEVIĆ	SUKUZA ODNOŠI	<i>Pretilj Urošević</i>
6	ČIŽMARIĆ ANA	OPŠTINA APATIN	<i>Ana Čizmarić</i>
7	ANITA BALIĆ	OPŠTINA APATIN	<i>Anita Balić</i>
8	RENATA KURUĆ	MUNICIPALITY OF APATIN	<i>Renata Kuruć</i>
9	ZORANA MIŠKOVIĆ	LinguaLand- Language Studio	<i>Zorana Mišković</i>

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Pictures:



6.13 Summary to module 5

Module 5 was mostly held in form of a language course with several appointments spread over a specific timeframe. The module was self-organized by the regional partners and focused more or less on the same topics. This module aimed to provide AoE BT partner companies a basic vocabulary in English, as this will be the language of communication between guest and host. Many of the businesses within the AoE BT region have no prior knowledge of English, so it was even more important to provide them with an opportunity to obtain vocabulary to enable communication with the potential guest. The interest of participating in those workshops was high, therefore we are positive that our guest will feel welcome and understood.

7. Summary Module 1 to Module 5

The AoE BT Academy had the purpose to educate the official partners and service providers of the Amazon of Europe Bike Trail in five main topics: Module 1: AoE BT partnership model, module 2: marketing skills – communication, module 3: marketing skills – social media, module 4: customer relations module and module 5: English for beginners. The organization of the workshops to each module was sometimes challenging because of Covid restrictions, but with the flexibility of regional partners and service providers and a lot of online meetings and remote workshops, every regional partner was able to realize all five activities within the AoE BT Academy.

With the first module, the regional partners got support by Iskriva, who is the project leader, but also the representative of the official AoE BT info & booking center. Within this module the aim was to inform about the partnership module and to get service providers, mostly accommodations on board. The focus was on general information giving of the AoE BT including facts, vision, etc., presenting them opportunities and showing them how they can benefit from the AoE BT. This module was held successfully from all the regional partners, and it was able to reach and inform 52 service providers. And what also counts is, that even more potential partners are aware of this great, new project and about the possibilities to participate. There are still talks open with interested service providers, so this will still go on, over the end of the AoE BT Academy.

Module 2 and module 3 was held by us, the Trail Angels since we have a wide knowledge of marketing and are experts in its implementation. More than 50 participants were online during our workshops which we held on three different dates. The workshops were designed very practical and gave the service providers, a good basis for marketing measures.

Module 4 and module 5 aimed to raise the quality of service with customer relations and the English course for beginners. The service providers got a better understanding for the target group, how they work and what they expect and a basic English vocabulary, to be able to talk to their guests.

All in all, the program of the AoE BT Academy with all five modules was a big success in teaching and developing the service providers in important topics. But with the end of this project period, the end of the AoE BT Academy is not reached yet. The AoE BT Academy is more seen as a living program. For example, the communication kit will be developed and updated regularly to keep the info material, key visuals, text appendixes up to date. Also, in combination with the quality assurance plan and the follow-up project Amazing Amazon of Europe it is planned to continue training the service providers in more detail with specific training-on-the-job sessions

8. CONCLUSION, OUTCOMES AND OUTLOOK

The regional partners have been very eager to fulfill all the requirements and to organize at least five activities regarding the AoE BT Academy. Those 5 activities were accomplished by all regional partners and most of them have realized each module of the AoE Academy. The service providers were able to contract service providers and bring them on board of the whole AoE BT project within the AoE BT Academy and to develop their knowledge in different important aspects for the destination.

Furthermore, to the contracted service providers, it was able to teach the service providers about the importance of the brand AoE BT, to teach them about marketing skills and their implementation, how to use social media successfully, hospitality and customer relations and basics of the English language.

Some of the regional partners had struggles to implement the module 5: English course for beginners within the AoE BT Academy or think that further focus is necessary to guarantee a good communication basis between service providers and customers. Therefore, we are planning to include the English language course, focused on beginner level also in the Academy of the follow-up project Amazing Amazon of Europe.

The goal to implement an applicable and replicable educational & training curriculum (powered by future DDO) for improving the services of sustainable tourism products such as the AOE-BT is achieved. Also, to utilize the Academy for the ongoing Amazing Amazon project

Moreover, the AoE BT Academy has to be seen as a living and ongoing process. It is just the first step which starts a movement. The AoE BT Academy is connected tightly with the quality assurance plan. Both parts are combined with each other to guarantee a vision-oriented development and a high standard of quality. The qualification and quality assurance have to be integrated in the ongoing work for the transnational Amazon of Europe destination beyond this project. This will mirror a future cornerstone for the further development of the transnational Amazon of Europe destination and has to ensure the so far achieved results.

Also, the communication kit is a living document. key visuals, text appendixes and brochures will be updated on a regular base. Moreover, the already gained knowledge of the AoE BT Academy will be strengthened within the follow-up project Amazing Amazon of Europe. There we will go deeper in each topic, to educate the service providers and strengthen the service quality even further. Training-on-the-job will be focused within this Academy program, the train the contracted service providers on a reality-based matter, so that they will be able to really implement the learned skills and to see the benefits of being part of this amazing project even more.