

Work Package: 3

Deliverable 3.6.5: Design and implementation of a training curriculum for professionals and stakeholders involved in the mineral springs tourism sector. Involves Certification.

(Implementation of the training program, including validation (covers training needs of the Bulgarian beneficiaries))

Beneficiary: SWU

This document has been created within the framework of the project "Mineral Paths; Vacations and Nature with a blink (Mineral Paths). The project is co-funded by the European Regional Development Fund (ERDF) and by national funds of the countries participating in the Cooperation Program Interreg VA "Greece-Bulgaria 2014-2020". The contents of this document are the sole responsibility of the South-West University "Neofit Rilski" and can in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority and the Joint Secretariat.

Report

for conducted virtual 3-day training
on January 9, 10 and 11, 2023.

on the subject:

**"Mineral waters - inexhaustible potential for the
development of tourism in four seasons"**

**Activity 4. Implementation of the training program,
including validation (covers the training needs of the
Bulgarian beneficiaries)**

Del. 3.6.5.

Beneficiary:

Southwest University "Neofit Rilski" - Faculty of Philosophy

Contractor: "Organic Herbs" EOOD

City. Haskovo

Lack of commitment

This Report is the sole responsibility of the beneficiary Southwestern University "Neofit Rilski" - Faculty of Philosophy and can in no way be considered to reflect the views of the European Union, the participating countries, the Governing Body and the Joint Secretariat.

Activity 4 – Implementation of the training program for employees and workers in activities related to the tourism business with mineral springs, including confirmation of the acquired knowledge and skills by issuing a certificate (covers the training needs of the Bulgarian beneficiaries of the project) is part of contract for "Provision of complex services related to the therapeutic mineral springs in the cross-border region Greece - Bulgaria - the Bulgarian part" by "Organic Herbs" OOD, commissioned by the project beneficiary, Southwest University "Neofit Rilski" - Faculty of Philosophy. The service is part of the Project "Mineral Paths: Vacation and Nature in a Moment" / "Mineral Paths; Vacations and Nature with a blink" with the acronym "MINERAL PATHS" (MINERAL PATHS), which is implemented under the Cross-Border Cooperation Program INTERREG VA Greece-Bulgaria 2014-2020". The project is co-financed by the European Regional Development Fund (ERDF) and by the national funds of the countries participating in the Cooperation Program "Interreg VA" Greece - Bulgaria 2014 - 2020.

As part of the project it is Work result 3.6.5. "Implementation of the training program, including validation (covers the training needs of the Bulgarian beneficiaries)"

Project description:

"MINERAL PATHS" ("Mineral Paths; Vacations and Nature with a blink") is a cross-border project with the main goal - the further development of tourism, tourist activities and competitiveness in the border regions of Bulgaria and Greece. Within the framework of the project is the creation of centers with a rich natural heritage.

Municipality of Mineralni Bani (Haskovo Region), Association "Savremie" Sandanski, Municipality of Miki (Region of Xanthi, Greece), Faculty of Philosophy of Southwestern University "Neofit Rilski" Blagoevgrad and Municipality of Yakoruda (Region of Blagoevgrad), consortium MINERAL PATHS (MINERAL PATHS), are project contractors. They are linked to the natural heritage of the springs gushing out of the ground in the respective areas and to a kind of "trails" along which tourists can travel from one area to another using a guidebook that includes various mapped spas. The "Mineral Paths" project is aimed at creating networks, building cooperation and popularizing the product - the mineral springs in the cross-border region. The focus of the collective actions is to develop the natural heritage with the development of spa infrastructures, so as to create fertile ground for carrying out promotional activities in Bulgaria and Greece, which will stimulate the interest of tourists. For this, it is necessary to create synergy in the field of tourism, entrepreneurship and training, aimed at tying price and quality, as well as positioning the network of mineral springs as a high-quality tourist destination oriented towards the sustainable development of tourism.

MINERAL PATHS is innovative because it creates a common basis for the formation of a new tourism product, ensuring the future cooperation between the various actors related to mineral springs.

The MINERAL PATHS project is successful and its results have a great impact, because the goals from both the Greek and Bulgarian sides are directed to the area of the cross-border region, and not to one of the two countries separately.

Activity 4 – Training on the topic: "Mineral waters - inexhaustible potential for the development of tourism in four seasons" was carried out in compliance with the principles, conditions and procedure for its award, according to the requirements of the technical terms of reference and the technical proposal, an integral part of the award contract.

The training of employees and workers in activities related to the tourist business with mineral springs to confirm the acquired knowledge and skills with the issuance of a certificate fully met the requirement to cover the need for training of the Bulgarian

beneficiaries of the project on current and exciting topics for them, but and development prospects.

"Organic Herbs" EOOD organized and conducted the virtual training on January 9, 10 and 11, 2023, using the Big Blue Button online platform.

The training included 4 main stages– preparation, conduct, collection and completion of the evidentiary documents (Appendices) of this report and preparation of the Report.

Stage 1 – Training preparation

First task in preparation was preparation of the Virtual Learning Program. The work on it began with the collection of information, by summarizing the most important problems defined in the report from the field studies, the surveys during the study and during the workshop held in November 2022 within the framework of the project (Activity 2 on the contract), on the basis of which the current Training Program (Activity 3 under the contract) was developed, which can also serve for self-training and increasing competences.

Under the control of the team leader and the manager of the service contractor "Organic Herbs" Ltd., the actual program for the virtual training was prepared. It was agreed with the contracting authority three weeks before the training. At the same time, the dates for its implementation were determined. They were tailored to the many winter holidays - Christmas, New Year and Name days, traditional and marked in the Bulgarian calendar, in order to ensure the active presence of the maximum number of participants, without disrupting their work rhythm, but also without taking away from their free time their family time. At the same time, it was also reflected the fact that just before the holidays, employees involved in tourism are in a feverish preparation for the influx of customers, and then too tired to be active. The time breakdown was made after the communications with the social partners, the Employer and target groups and fully adapted to their employment time and the possibility of fruitful inclusion and full participation in the three planned days of training, without violating their work commitments. The running times were between 13.00 and 17.00 for all three days.

A second important task in preparation of the training was a distribution of responsibilities between the participants - organizers on the part of "Organic Herbs" in the Training. Prof. Yordanov was chosen as the main lecturer. four season tourism marketing and management expert, which has an interesting approach to presenting voluminous and complex matters related to management, marketing and tourism in Bulgaria, in an accessible way for the audience and with popular phrases and attractive examples from domestic and international tourism. The audience attending the workshop in November already knew it, and some participants brought their colleagues and friends to the new project event to share this opportunity to improve their qualifications. The contractor provided him with a comfortable space and an equipped computer to present the lectures in a virtual environment.

For the purposes of the smooth conduct of the training, an additional 6 technical personnel were engaged for the 3 days:

1. Technical coordinator during the event - monitored and coordinated the online registration of all participants; Coordinating and consulting during the event regarding the desire to be included, simultaneous interpretation, public sharing of information, etc. Multi-presentation; Working in mode without a microphone (muting) of the non-presenting participants; Organization of intermissions. Music and video breaks, etc. Live feeds from various points during the event. Broadcasting of videos;
2. Technical assistant during the event /technical support/ - Prepared lists of participants during the event, recorded the event with date and time, with screenshots and with the possibility of editing a film and re-broadcasting parts of an event (at the most important moments) .
3. Moderator - Responsible for the quality conduct of the event as the host of the event and coordinating the inclusion of willing participants and their presentation to the others or giving the floor to the participants on a script or for questions.
4. Secretary - maintained phone contact with participants to confirm participation, answer pre-opt-in chat questions, and navigate onboarding on the platform.
5. Translator with Greek language

6. Translator with English language

After phone consultations with the partner organizations on the project, a selection of presenting guests was made on their part, in order to familiarize the audience with the benefits of financing similar projects, to make a presentation of the connection of the training with the goals of the project and the scientific support for conducting the training different experts were invited on the respective topics on the different days detailed below. The Municipality of Mineralni Bani, as the leading partner in the project, assumed this responsibility on behalf of all participants.

A third important task in the preparatory phase of the activity was the preparation of the presentations on the current topics of the training, paying special attention to the visual identification of each element of the written and presentation files on the training - invitations, program, multimedia presentations, reports and film.

participating in the Cooperation Program "Interreg VA "Greece-Bulgaria 2014 - 2020" (The Project is co-funded by the European Regional Development Fund (ERDF) and by the national funds of the countries participating in the Interreg VA "Greece-Bulgaria 2014 – 2020" Cooperation Programme)"; (v) A phrase for non-commitment (Disclaimer) in Bulgarian and in English, respectively, depending on the language version, as follows: "The present Development (Report) is the sole responsibility of the beneficiary Southwest University "Neofit Rilski" - Faculty of Philosophy and can in no way be considered to reflect the views of the European Union, the participating countries, of the Managing Authority and the Joint Secretariat (These materials are sole responsibility of the South-West University "Neofit Rilski" and in no way be taken to reflect the views of the European Union, the participating countries, the Managing Authority and Joint Secretariat)" ; (vi) Name of the project beneficiary responsible for the work output, ie. the beneficiary Southwest University "Neofit Rilski" - Faculty of Philosophy; (vii) The name of the contractor. The Contracting Authority "Neofit Rilski" YZU provided the Contractor "Organic Herbs" OOD with the necessary information described above for visualization (logo, name of the project and of the program, name of the work result, etc.) according to the requirements of the Interreg VA Cooperation Program "Greece - Bulgaria 2014 - 2020" and the agreements reached within the project consortium for the

implementation of the project: Mineral Paths; Vacations and Nature with a blink (Mineral Paths)", financed under the Cooperation Program "Interreg V -A Cooperation Program "Greece-Bulgaria 2014-2020". All materials were distributed and used after prior discussion of their design with the Employer.

Fourth important task of the preparation of the training was the preparation of a list for sending invitations. For the effective planning and guidance of training already during the collection of information for the report under Activity 2 of the contract, but also based on the experience of the seminar held in November 2022, with the aim of reaching the set number per assignment, 80 people were included in the training, the list of organizations in the invitations was expanded with new ones to the identified target groups from the cross-border region Greece - Bulgaria - the Bulgarian part, which includes the districts of Blagoevgrad, Smolyan, Kardjali, Haskovo, paying special attention to the municipality of Mineralni Bani (Haskovo region), Devin, Yakoruda, Ognyanovo, Sandanski, Marikostinovo (Petrich municipality), Banya village (Razlog municipality), Blagoevgrad (in the city itself and in the village of Oshtava). These are managers, medical workers - therapists, rehabilitators, etc., specialists in spa and wellness activities - massage therapists, sports instructors, etc., experts from the administration of institutions - state and local authorities, etc. representatives of the functioning balneological establishments, specialized establishments for rehabilitation and physical therapy, spa and wellness centers, spa and wellness hotels, medical spa hotels, as well as local communities supporting the development of settlements with a concentration of mineral springs in the Bulgarian part of the cross-border region "Greece - Bulgaria".

Two separate tables of potential participants were prepared - the first with municipal, regional and other state and public organizations and the second with hotels and private commercial and non-governmental organizations working in the field of mineral waters and tourism.

Fifth task in preparation was sending the invitations.

In order to have a platform to share the information before it is officially uploaded to the project page, the team of the contractor "Organic Herbs" Ltd. created a separate page to their own site: <https://organicherbs.top/ObuchenieJan2023.html>, in which,

both for the seminar in November and for the current training, the link to the training platform and other materials and information related to the training was attached.

An invitation (Appendix 1) to training participants was sent by e-mail to the previously prepared list of representatives from the identified target groups (Appendix 2).

An invitation to participate in the training was also sent to the state-funded organizations of people with disabilities according to the Law on the State Budget 2022 and to representatives of the interested parties, which were pledged in the tender assignment, as mandatory:

- ❖ Association of Bulgarian Tour Operators and Travel Agents - ABTTA;
- ❖ Bulgarian Association for Rural and Ecological Tourism (BASSET);
- ❖ Bulgarian Tourist Chamber (BTC);
- ❖ Bulgarian Association for Alternative Tourism (BAAT);
- ❖ Association "Bulgarian Union of Balneology and Spa Tourism";
- ❖ National Board of Tourism etc.,

asking them to spread the word to tour operators in the region and their partners and members. Special phone calls to the contractor's expert, aimed at confirming participation and reminding about the event. To our dismay, the two groups described above explained almost without exception that they would only participate on condition of payment. We will postpone the idea of promoting the benefits of mineral water to improve the health of people with disabilities for another time.

In the invitation sent by e-mail, it was mentioned that the training takes place within the framework of the project "Mineral Paths; Vacations and Nature with a blink" (Mineral Paths), implemented under the Cross-Border Cooperation Program INTERREG VA Greece-Bulgaria 2014-2020" and the funds do not qualify as "state aid".

Evidence of letters/emails sent is presented in Appendix 3.

The training took place according to the Program (Appendix 4), fully coordinated with the needs of the audience, the technical assignment and the client.

Sixth task in preparation is the selection of films and presentations of functioning balneological establishments, specialized establishments for rehabilitation and physical therapy, as well as spa and wellness centers, spa and wellness hotels, medical spa hotels

Seventh task was the preparation of the Survey for the evaluation of the organization of the event, the level of awareness of the current topics underlying it, which provides feedback on the effectiveness of the training.

The materials and presentations on the topics in the training are presented in Appendix 5.

Stage 2 – Conducting the training

The training took place remotely on January 9, 10 and 11, 2023 from 1:00 p.m. to 5:00 p.m.

The platform (virtual hall) that was used to organize the event is Big Blue Button online platform and guarantees the following functional capabilities:

- ✓ HTML5 interface that loads fast and is accessible and works on laptops, desktops, chromebooks and mobile clients (phones and tables)
- ✓ Responsive user interface that works across devices
- ✓ Ability to use the browser's built-in capability for real-time web communication
- ✓ Real-time sharing of audio, video, screen
- ✓ Public/private chat
- ✓ Upload PDF and Microsoft Office documents
- ✓ Interactive board
- ✓ Integration with telephone systems
- ✓ Ability to chat with individuals and anyone.

- ✓ Ability to send pdf documents in chat
- ✓ You can see people, chat, videos and screen at the same time
- ✓ Make shared presentations/files downloadable
- ✓ voting options.
- ✓ Ability to see in real time how participants vote
- ✓ Publication of results.

On average, between 82-95 participants took part per day, and their participation was phased, according to the time possibilities of their professional commitments. When the results of the three days were summarized during the preparation of the report, the total number of participants exceeded 137 people, and the number of those persons who registered at least with e-mail was exactly 120 people.

The following took part in the training as leading presenters and lecturers:

- Assoc. Professor Mario Marinov, Department of Sociology, Neofit Rilski State University, Head of the Laboratory for Sociological Research, Faculty of Philosophy;
- Prof. Yordan Yordanov, main presenter and mentor, "Organic Herbs" OOD;
- Mrs. Marina Petrova, "Organic Herbs" OOD;
- Bayram Redzeb, Project Expert, Lead Partner, Municipality of Mineralni Bani, Haskovo;
- Mr. Mihail Vasilev, "Organic Herbs" OOD;

The following information was laid down and developed in detail according to the interests of the audience at the time of presentation during the training:

2.1. Theoretical part - a lecture course that covered the following thematic areas:

2.1.1. Identification of the main characteristics of the tourist area of the mineral springs, including the cross-border region Greece - Bulgaria - the Bulgarian part, which includes the districts of Blagoevgrad, Smolyan, Kardjali, Haskovo;

2.1.2. Identification of the healing possibilities of mineral springs; demand levels; possibility of extroversion;

2.1.3. Tourists as consumers; identification of the tourist profile, needs and habits of visitors; geographical characteristics / origin; financial capacity; period of travel, etc.;

2.1.4. Analysis of the wider environment affecting tourism in these areas;

2.1.5. Competitive Analysis;

2.1.6. Management and monitoring in the tourist business with therapeutic mineral springs;

2.1.7. Outline the growth prospects of the reference range (priorities and objectives set for tourism, actions and initiatives undertaken or planned, number of tourist arrivals, number of overnight stays and tourism revenue, etc.) for the individual micro-destinations with particular emphasis on "Mineral Paths" project - Mineral baths (Haskovo region), Yakoruda, Sandanski.

Growth prospects. Presentation of a SWOT analysis of the use of the mineral springs in the Bulgarian part of the cross-border region Greece - Bulgaria and a forecast of the usability of the mineral waters in the next twenty years for the spa resorts in the accent.

2.2. Practical part.

2.2.1. Practical part for consolidating Practical lessons

- ❖ seminar type discussions,
- ❖ exchange of experience through participation in solving common cases,
- ❖ presentation of the created digital maps of the general destinations of mineral springs and spa tourism.
- ❖ video information about functioning spa facilities in or outside the target region,
- ❖ presentation of specialized establishments for rehabilitation and physical therapy, as well as spa and wellness centers, spa and wellness hotels, medical spa hotels on the territory of Blagoevgrad and Blagoevgrad region (city of Yakoruda and/or city of Sandanski) or
- ❖ presentation of good practices from other regions.

2.2.2. Final summarizing seminar - summary of the main lecturer and survey presenting and proving the newly acquired knowledge, skills and competencies of the training participants.

Numerous measures were proposed to improve the state of the tourist business with mineral waters.

The leading orientation in the structuring of the Training Program was the interests, motivation and attitude of the diverse audience of participants and the assumed difference in the knowledge of the specifics of this multi-dimensional problem among those present. In order for the debate to be useful and to provoke further forms of partnership among the participants, topics and questions were foreseen, selected or united by the intention of "Further development of tourism, tourist activities and competitiveness in the border regions of Bulgaria and Greece", in support of the synergy sought by the contractors of the "Mineral Paths" Project in the development of the sector, emphasis was placed on the market-economic and management aspects needed for possible initiatives and future partnership relationships. The aim was to expand the palette of knowledge in the management of groups of factors, while also sharing the possible perspectives for coordination and integration in the activity of public, private and cooperative structures from the region with the aim of union. The cooperation of providers of tourist services, wineries and museum expositions in an urban and resort environment of Bulgaria brings real benefits to the participants and will attract new groups of tourists during the four seasons of the year. Our good market orientation today requires us to follow competently the changing interest and the idea of a memorable trip of the hobby tourists, lovers of SPA relaxation combined with tastings and impressive talks about authentic varieties of local wine. The selected current topics for the future initiatives for the development of the hydro-thermal potential of the region are mainly in view of the market trends and the development of a partner network. Particularly important for the successful cooperation of the various participants is the need to change the attitude towards the most important resource - the personnel and conditions for tying the quality of service with the professional development of local specialists in the special "centers with thermal water deposits, developed tourist infrastructure and a rich natural and cultural heritage'.

The leading role in Bulgaria in the programs for the development of the SPA sector of services in urban and resort environments should not belong to the Ministry of Health, but to the National Board for Health and Spa Tourism, led by Deputy.

Minister of Health, as well as experts from MTSP, MRRD, MNO and MMC, mayors and experts from resort municipalities, branch, class and academic representatives, according to Prof. Yordanov, due to the complex nature of the tourist services in it.

Penetration and retention of tourism products, services and packages from the cross-border region at the center of the demanding interest of the more affluent clientele from traditional and new market spaces. European health insurance funds have an untapped potential, where in Germany and Poland, for example, the state takes over the full package for the rehabilitation of health insured persons. Some of the "fashionable" trends in the interests of hobby tourists with a consumption profile combining recreational accents or seeking sensory comfort in the product symbiosis "SPA and wine" are outlined. This "product bouquet" is sought after by the representatives of different market segments, associated with the solvent demand in terms of variety and quality of service, object of interest from the sensitive and demanding public.

The training on the project coincided with the launch and premiere of the Bulgarian serial feature film "Guilts" financed by the national television on a similar topic and has a kind of synergy even with it, which shows that the guidelines for innovative development of the sector laid down by the expert trainers are absolutely correct and current.

Year-round forms of tourism with exemplary messages such as "Spa trip with the breath of wine and history" or "Experience Bulgaria - a fountain of energy, health and longevity..." have their chances in new offers of a combined assortment of unique, authentic and original combinations of products and services, causing lasting and memorable experiences for Bulgarian and foreign tourists.

The effect for local communities, organizations and residents in the dozens of municipalities with mineral springs, spas and wine locations in the study region can become multiplicative, with the inclusion of immovable and movable cultural and historical heritage in the Cooperative Tourism Mix of memorable experiences in the four seasons of the year for guests from near and far.... State institutions, branch and class organizations, museum sites, self-made collectives and educational institutions can contribute to turning the region and the whole of Bulgaria into a Four Seasons Destination, without conflict, but in symbiosis with the Holiday-Seasonal mass tourism with a new Vision and new Brands!

The training was visualized through the presentations and prepared materials, which supported the attractive and digestible presentation of all the information during the

training, which will be uploaded by the lead partner to the project site in digital form for subsequent use by the training participants.

For materials that are only in Bulgarian and it is not necessary to present them in English or this is not possible at the time of the training, a short summary in English (the official language of the program) was prepared for the reports.

"Organic Herbs" EOOD provided translation, both in English and in Greek, for all three days of the training. Three of the training participants were representatives of the Greek target groups, with whom the English translator had direct contact both before registration, in connection with receiving the invitation, and during the training outside of public communication. During the training, after a trial of both types of translation, the consecutive one was preferred, in order not to lose an audience that could not hear the original Bulgarian text.

A detailed video and audio recording of the training and the closing workshop was made, presenting the overall activity in the form of information, advertising, marketing, questions and answers. For the purposes of the report, after processing footage from a video shoot, a 3-hour film montage was made with selected moments from the three days, with additional sound and additional footage, addition of captions, visualization, etc. due to the complex nature of tourist services in it.

Stage 3 – Collecting and compiling evidentiary documents for the report to Activity 4

This stage was very time-consuming and difficult, and practically as many experts took part in it as in the training itself,

Due to the wide scope and multiple target groups, the work was distributed to part of the team implementing activity 1 and with the active assistance of the project partners and traditional partner organizations of the contractor from the target regions.

A visualization of each performed activity was required:

- ❖ To take screenshots of sent invitation emails
- ❖ To download from e-mail and from the training system all sent files for registration and Surveys
- ❖ To assemble the invitations, programs, presentations, graphics and films and review them for full compliance with the visual identification.
- ❖ To download all video recordings from the system and present them to the editors for the film
- ❖ To arrange the screenshots of the training itself by date
- ❖ To tabulate the collected files to use the data for the Training Report and the final report.

Everyone in the team worked with constant coordination of actions and consistency and precision in order not to miss any detail of the technical assignment or technical proposal, which are an integral part of the service contract between "Organic Herbs" OOD and YZU "Neofit Rilski".

The process of processing surveys and participation lists was the most difficult, because when the same person enters and exits multiple times, he registers again each time and the daily list reaches several hundred people with repeated names, and the real number of participants after clearing the repeats it's about 90-100 people a day.

By the end, some participants did not wish to submit the registration forms and did not provide a contact phone number or the organization they represent.

The prepared Surveys were uploaded to the platform and downloaded during the event by some of the participants and returned by e-mail. After analysis of the

received completed surveys, it was additionally sent by e-mail to the remaining participants. Upon their return, they assisted in the process of summarizing information on the evaluation of the training participants, providing feedback on its effectiveness.

Only 50 participants filled out completed surveys in person, sent to the e-mail of "Organic Herbs" EOOD or through the chat on the online platform Big Blue Button. The summary results of the participants' responses are presented in the following table:

A question	Answer			
	Yes	No	Partially	I do not care
1. Do you know the chemical composition and local deposits of hydrothermal mineral waters in your locality?	28	10	12	0
2. Do you know the healing properties of the mineral waters in your locality?	35	6	9	0
3. Do you know the traditions of hydrotherapy?	27	4	17	2
4. Do you know the market opportunities for mineral water application services?	25	6	19	0
5. Do you think that this resource can be used to improve the well-being of local residents and visitors to your area?	39	2	7	2
6. Do you think the local infrastructure and accessibility of the environment is important for tourism?	44	0	3	3
7. In your opinion, the additional services in the tourist assortment:	could be a competitive factor 24	are an important competitive factor 26	They do not matter 0	I have no opinion 0
8. Was the training useful to you?	43	1	6	I do not know 3

9. Would you participate in a network for cooperation and partnership in the field of tourism?	33	1	It depends on employment 14	2
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Since only a part of the participants of the training had filled out the registration forms, it was necessary, for the purposes of the report, to carry out additional communication by phone and e-mail with them or representatives of the partner organizations by region in order to prepare the list of attendees in accordance with the requirement " A named attendance list of all participants with their phone numbers and e-mails that they provided during the registration process." Once the required number of 80 participants was reached, the regulars were issued with a paper Training Certificate and sent personally or again through representatives of partner organizations by region to fulfill the requirements of the assignment. A copy of the issued certificates (Appendix 10) and a document proving their receipt by the participants or by the organization that proposed their participation - social partners, target groups, etc. are presented to the report. (Appendix 11)

Stage 4 – Preparation of the Report

The English translator translates both the preparatory and final materials for this report.

SWOT analysis of training

The summary SWOT analysis shows the strengths and weaknesses of the selected materials and of the event as a whole, the aim being to highlight both the need for new topics and the suitability of the researched ones. Opportunities and threats in the organization and conduct of the seminar are discussed.

Strengths	Weaknesses
<ul style="list-style-type: none"> - good organization and compliance with the time schedule; - using the extensive experience and numerous contacts of the contractor to attract high interest to the event; - active communication with representatives of the target groups in all possible traditional and modern ways; 	<ul style="list-style-type: none"> - excessive employment of the participants in professional terms and frequent inclusion and exclusion from the training system; - insufficient time for breaks between topics. - difficulties in adapting the program to the level of preparation and/or

<ul style="list-style-type: none"> - availability of the materials (free to use, possibility to download them, etc.); - highly qualified presenters; - use of visualization materials; - content-rich presentations covering the client's requirement; - presentation of many examples of good practices with rich video content; - presence of representatives from all targeted target groups; - combination of knowledge and skills (presentation of both basic introductory information on the subject and theoretically based in-depth information combined with practical experience). - Proposed innovative measures to improve the state of the tourist business with mineral waters. 	<p>qualification of the various participants, who by assignment had to cover all target groups;</p> <ul style="list-style-type: none"> - insufficient verbal activity of those present; - timidity on the part of some partners to share the positive experience and successes they have achieved up to this stage and transformed their regions; - too large a scope such as the number of participants and short communication time in order to create an opportunity for their active inclusion in the practical part of the training;
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> - increasing efficiency when conducting a seminar; - enrichment of topics with video materials; - use of innovative technologies in presenting the trainer's interactivity type; - development of useful business relationships; - increasing trust between the participants in order to create partner networks; - application of good practices from the practical part of training to improve services in the field of balneotourism 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> - lack of interest in certain topics from some participants (employed in the field of tourism, for example) and for those who are strictly professional from the public administration; - not good personal technical security of the participants. - excessive complexity of the topics and terms for translation and the danger of overloading the translator, in a case like this, when there is only one person in a language for 3 hours; -lack of cooperation between sectors and regions;

and management of a tourist micro-destination of this type;

- development of partnerships in order to implement policies between the balneotourism sector and the authorities managing mineral waters as a natural resource.
- to the question from the survey "Would you participate in a network for cooperation and partnership in the field of tourism?" – 33 answered "yes" and 14 "Depends on employment", which shows their readiness for its creation.
- Increasing the efficiency and quality of the work of employees and workers who have completed the training in activities related to mineral springs.



List of applications

- Appendix 1 - Invitation to participate in training
- Appendix 2 - List of identified target groups / participants
- Appendix 3 - Evidence of sent letters/e-mails (print screen)
- Appendix 4 - Training program
- Appendix 5 –Materials and presentations on the topics presented at the training
- Appendix 6 - List of films selected to better illustrate good practices during training.
- Appendix 7 -Detailed audio and video recording of the event (3 hours).
- Annex 8 - List of participants
- Appendix 9 - Questionnaire (form)
- Appendix 10 – Copy of the issued certificates
- Appendix 11 – Documents proving the receipt of the certificates by the participants.