

# INNOVATION IN TOURISM TRAINING COURSE

## NOVEMBER 16–21, 2014 PRAGUE

	Sunday 16/11	Monday 17/11	Tuesday 18/11	Wednesday 19/11	Thursday 20/11	Friday 21/11
9:00–9:15		Ice breaker activities	Brainstorming on innovations			
9:15–10:30	Arrival day	Innovations, innovative individual, innovative thinking - barriers breaking	Marketing in tourism, marketing research, innovative marketing strategies	Tourist friendly product Meeting the needs Motivation-based tourism	Green tourism	Final wrap-up Conclusions and evaluation
Break 10:30–10:45						
10:45–12:00		Innovations development techniques	Case study analyses	Case study analyses	Equal opportunities in tourism	Departures
Lunch 12:00–13:30						
13:30–15:00		Case study analyses	Tourism product/service specifics	Opportunities for financing tourism from EU sources (Horizon2020, Erasmus+ and COSME Programme)	Discussion and preparation of own project proposals	
Break 15:00–15:15						
15:15–17:00		Case study presentations by the participants	Product/service creation process	Practical examples of project proposals	Site visit outside Prague Innovative tourism product –	
Dinner Time						
20:00–?		Social dinner				Detěnice Castle, Brewery and Medieval Pub