

Idea: Promotion of the local companies as a case studies for educational trips

Number in the database: 16

Area number: 18

Idea description

Title:	Promotion of the local industry companies as a case studies for educational trips.
Idea objective	<p>The aim of the activity is to support local exceptional entrepreneurs by promoting them as good practices and interesting examples for school students. By the term "exceptional" is meant both running exceptional professions (artisanal, fading, modern, etc.), as well as running production and having exceptional and spectacular machines, processes, solutions or innovations.</p> <p>The essence of the activity is to insert the businesses into the current of the City's ongoing tourism campaign, and thus increase the visibility of the business (or several businesses). In addition to the potential benefits in the form of increased sales of products/services of these companies, the generated educational tourism will contribute to increased sales of other businesses that may participate in serving the generated tourist traffic in the City: restaurants, cultural, sports, tourism, logistics service institutions.</p> <p>Promoting a local entrepreneur in the context of educational values requires preparation both in terms of educational content, educational messages, and encapsulating these threads with other offerings necessary to secure the presence of students (tourists) in the City.</p> <p>Depending on the quality and gravity of the business to be promoted, the implementation of the activity will be associated with the generation of tourist traffic (student/class arrivals) at the local, regional and even national level, and understanding the scale of this potential is key to the promotion mechanisms carried out by the City.</p> <p>The City's role is to campaign promote the entrepreneur (or entrepreneurs) through dedicated articles in specialized media and schools, while supporting businesses in serving the educational tourism traffic</p> <p>Type of action:</p> <p>In the case of limited capacity to handle tourism by institutions in the City, the implementation of the measure may require cooperation with neighboring cities, e.g. in the context of support in the organization of accommodation or tourist attractions, e.g. within the framework of their natural/nature resources (not available in the city).</p>
Sharing process (max 1000 characters)	<p>Implementation of the measure will require the public institution to carry out the following activities:</p> <ol style="list-style-type: none"> 1. diagnosis of the educational potential hidden in local enterprises, 2. carrying out consultations on the possibility of housing the company's activities with an educational offer, 3. support of the entrepreneur in the preparation of educational content and educational offer, 4. development of a tourist offer, 5. support in the distribution of the offer to potential customers (schools, educational institutions), 6. offer promotion
Restrictions/rules (law, skills, time, other)	The implementation of the measure doesn't require specific competencies or principles to be defined as the success criteria.

<p>Procedures (if applicable)</p>	<p>Implementation of the measure may require a procedure for signing a cooperation agreement between the public institution and the entrepreneur(s) who will generate the subject of the organized educational tourism offer. In specific situations, it may be necessary to establish (in cooperation with the public institution) a local NGO to organize a new tourist offer.</p>
<p>Costs for public institutions (if applicable)</p>	<p>The action does not involve any additional costs for the part of public institutions</p>
<p>Expected result (if possible)</p>	<p>Implemented mechanism to promote local enterprise(s) as an educational offer for schools and students. Educational tourism offers based on the potential of the local economic sphere.</p>