



D 4.1 Guidelines for Pilot Testing

Work Package 4 Pilot Testing & Validation





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Abstract	This document represents a tutorial for supporting the pilot testing activities. . It consists of a set of guidelines including institutional, organisational and sociocultural procedures to facilitate the pilot testing in each country, including supporting tools and templates to be used for the assessment process.
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Scope of this document

EuBike



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This document represents a tutorial for supporting the testing activity. It consists of a set of guidelines including institutional, organisational and sociocultural procedures to facilitate the pilot testing in each country, including supporting tools and templates to be used for the assessment process.

Structure

The first part of this document describes the guidelines for the implementations of the pilot testing. The second part links to supporting tools and templates.

FIRST PART: Guidelines for the Implementation of the Pilot Testing



Why testing?

- In order to test and validate the model developed in WP2 and WP3 in real context
- To single out barriers, criticalities and strengths of the proposed model and optimize the model
- To Identify mechanisms to reach the target group;
- To enhance the communication between supply and demand side and involve both sides in the co-creation of tourism products

Testing What?

- **The eDucational Platform**
which will train the supply side to create, promote and manage new bike tourism products;
- **The Social & Sharing Platform and the Mobile App**, which will be used by the demand side to complete semi-structured reviews for the supply side;

Who?

The following partners (in cooperation with their **local partners**) are responsible for the organising and implementing the pilot testing in the different pilot regions:

- **Superficie 8** (P1) in Italy (Umbria: Trasimeno Lake, Cascata delle Marmore)
- **IMC UAS Krems** (P4) in Austria (Thaya valley)
- **ETE** (P5) in Germany (Teutoburger Wald)
- **ZOI** (P7) in Switzerland (Canton of Geneva and its surroundings, Lemman region)
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How and when?

Local partners will identify cyclotourism paths (e.g., 1 per pilot region) and will describe them in the **Social & Sharing Platform**. They will also contact local tourism providers and ask them if they would like to present their products/services on the platform. Later on travelers (cycling experts, cyclists) will be asked to participate in tours, organized and guided by the local partners in order to test and review the platform contents and leave a series of reviews and enhancements of the already existing products. Meanwhile a special workshop will be organized for the supply side, in order to introduce the learning platform and the virtual discussion space for co-creating tourism products.



1. We recommend to implement **two cycling tours** for the demand side (cycling experts and cyclo tourists) in order to review and test the bike products and services within the **Social & Sharing Platform** and to test the platform and the **Mobile App**, which is the feedback tool for the cyclists. Before the **first cycling tour** local partners will upload information about local tourism services and points of interest, which will be visited during the tour and cyclists will be asked to write their reviews about them via the Mobile app. After the first tour, supply side participants will be asked to read the cyclists' reviews in the virtual discussion space in order to understand and discuss their needs. The period for the organization of the first tour is set **from the beginning of September**.
2. The meeting/workshop for **testing the eDucational Platform** should be organised separately, since the target group for this digital tool includes only the supply side (e.g. tourism experts, sight and destination managers, tour operators, hoteliers, cycling associations etc.). Local tourism providers will be asked to familiarize with the contents of the eDucational Platform and with the presentation of their products and services on the Social & Sharing Platform. If possible, the **workshop for the supply side** should take place **after the first cycling tour and before the second one**, so that participants can read and discuss already uploaded reviews by cyclists and start with the co-creation/enhancement of their products. The products will be then tested again during the second cycling tour. An important objective of the supply side workshop is to create a network of suppliers and to launch the co-creation of products through the use of the virtual discussion space.
3. **The second cycling tour** ("Educational and demonstration event" as per project proposal) at the end of the tourist season (**October/November**) should also involve beginners and non-professionals (cyclists), who would test the optimised ICT tools and the path along with the participants in the first tour and give feedback from a customer point of view. After the second tour tourism providers will again have the chance to enhance their services according to the tourists reviews
4. At the end of the pilot testing there should be a final promotional **event**, organized by the local partner, where supply and demand side will get together and meet in person. Supply side should present the new optimized products and/or the enhancement of the current bike products following the suggestions of the cyclotourists.

With whom?



As mentioned before, the **supply side meeting**/workshop should gather local tourism experts and providers (e.g. tourism experts, destination managers, tour operators, hoteliers etc.).

For the first cycling tour we recommend to contact local **cycling clubs and cycling experts** from the region. The participants in the first tour could then contact other cyclists (beginners, families etc.), who would like to participate in the second testing. The second tour should test the usability of the tools also for **beginners**.

Promote the second tour in social media (e.g. Facebook event) in order to reach more potential participants and to disseminate the EuBike activities.

How to proceed?



eDucational Platform, **Social & Sharing Platform** and Mobile App are being developed for different target groups (supply and demand side), so we recommend you to divide the testing in the following phases: (1) Testing of the eDucational Box and eMarketing Platform for the *supply side*; (2) Testing the eMarketing Platform and Mobile App for the *demand side*

Testing the e-Ducational Platform and the Social & Sharing Platform (for supply side)

Target group: supply side/local tourism providers & cycling associations

Participants: ~ 20 pax¹ per pilot region

Timing: after finalizing the translations of the modules

Duration: 1 day

Objectives: to make local tourism providers familiar with the contents of the eDucational Platform; to explain how the Social & Sharing Platform works and to discuss their products, presented on the platform; to introduce the virtual discussion space, where future products will be co-created

1. Get in touch with the local **tourism providers** (especially with those you will “visit” on your tours) and ask them to send you information and pictures of their products/services, in order to upload these on the Social & Sharing

¹ If there are not enough participants in this piloting phase, please make sure to disseminate the digital tools developed within the project among other cyclists from the region, in order to receive enough feedback on the developed tools (at least 20 questionnaires).



Platform. Upload the data before the start of the pilot testing, so that the tourism product information is visible for both, supply and demand side.

2. Invite local tourism providers to a **workshop** for making them familiar with the contents of the eEducational Platform and the Social & Sharing Platform. Provide them with links to the platforms, so that they can get to know the platforms in advance.



If you organise the workshop for the supply side after the first cycling tour you will be able to discuss with the local tourism providers the reviews written about their products/services during the pilot testing.

3. Guide the workshop participants through the eEducational Platform and present the **different topics and learning materials**. If some topics are not relevant for all participants, focus on those, which are interesting for everyone.
4. **Present** the Social & Sharing Platform and explain to the participants, which are the benefits of the platform for the supply and for the demand side. Discuss with the participants the presentations of their products on the platform and try to define crucial aspects of this type of online promotion.
5. Introduce the **Virtual discussion space (forum)** and explain how it is going to be organised. If there are any reviews uploaded by cyclists, discuss how their comments could contribute to the developing and optimising of the tourism products. Discuss the possibility to co-create tourism products via the virtual discussion space by interacting with other suppliers and by using the cyclists' feedback.
6. Try to outline the way in which providers will present their enhanced/co-created products at the final event, where supply and demand side will meet in order to discuss the outcomes of the pilot testing
7. Distribute the [feedback tool](#) and ask participants to fill out the questionnaires in order to give their feedback on the ICT tools.
8. Write a short **report** on the Pilot Testing Workshop ([use template](#))
9. Demands for the **venue**
 - o ... a cosy atmosphere for good working conditions
 - o ... internet access for all participants / trainees (WLAN)



- ... a projector and screen
 - ... seminar materials like pin boards, flipcharts, etc.
 - ... flexible positioning of chairs and tables
 - ... possibilities to split into smaller working groups
 - It is recommendable that participants bring own laptops, paper, etc.
10. The **selection of participants** follows the following (recommendatory) criteria: participants should ...
- ...be local tourism providers or working in local tourism organisations (DMOs, NGOs etc.)
 - ... have a personal connection to the respective destination
 - ... be willing to present their products/services in the Social & Sharing Platform and to enhance them or to co-create new products (in cooperation with cycling experts)
 - have enough computer and internet skills to use the platforms
 - ... be willing and capable to implement (or contribute to the implementation) of concrete tourism products to develop the tourism profile of the destination

Testing the Social & Sharing Platform and the Mobile App (for demand side)

1. First cycling tour (+workshop for the demand side)

Target group: Focus group participants + other professionals/cycling experts

Participants: max. 20 pax² per pilot region

Timing: September 2015

² If there are not enough participants in this piloting phase, please make sure to disseminate the digital tools developed within the project among other cyclists from the region, in order to receive enough feedback on the developed tools (at least 20 questionnaires).



Objectives: introducing the Social & Sharing Platform and the learning materials for the demand side; testing the Social & Sharing Platform and the Mobile App developed in WP2; testing the tourism products/services provided

- 1.1. Define the route in detail, choose the points of interest and the service, which will be used and to introduce them to the potential participants. Decide where you will stop for evaluating the route and testing the Mobile app (writing reviews). Agree on the duration of the tour and discuss every part of it: meeting point, equipment, lunch break, stops, accommodation (if the tour is longer than one day), alternative means of transportation etc.
- 1.2. Contact the **tourism providers** you have chosen in order to inform them about the tour and to make reservations. Ask them if they would like to present their services on the Social & Sharing Platform.
- 1.3. Upload on the Social & Sharing Platform the information about the services provided during the tour.



Design the tour in a way that allows you to test and evaluate in as much detail as possible (such as road marking and signposting, distances, type of roads, difficulty grade, bike repair shops, attractions, restaurants, accommodation, transport etc.)

- 1.4. Organise a short “workshop” (2-3 hours) for the demand side before the start of the tour. Present briefly the pedagogical model and the objectives of the pilot testing. Explain how the different platforms work and focus on the Social & Sharing Platform, by introducing the learning materials for the demand side. Make sure that all participants can download the Mobile app and know how to use it. Distribute the [questionnaires](#) provided for **feedback** and identify some important details, which participants need to focus on in the evaluation.
- 1.5. If the group is big, divide into groups of 4-5 persons. Make sure that there is at least one person in each group, who knows the route well.
- 1.6. Ask the participants to use **the Mobile App** (on Android) to add or correct information and upload pictures, when you stop for a break. If there are participants who are using iPhone, ask them to write their reviews directly on the Social & Sharing Platform after the end of the tour.
- 1.7. At the end of the first tour there should be a **discussion** where participants can exchange their experiences and views and outline



the most important details for optimising the ICT tools and also to fill out the questionnaires.

- 1.8. Choose a date for the second tour (in October/November) and discuss who would be other potential participants for the second phase (ask participants if they are interested in participating in the second tour as well, so that you have an approximate idea of the participants number).



Note that the second tour should take place about two months after the first one, in order to allow sufficient time for the tourism providers to work on the improvement of their products.

- 1.9. Write a short **report** about the first Pilot Testing Tour ([use template](#)).
- 1.10. The **selection of participants** follows the following (recommendatory) criteria: participants should ...
 - ...be experienced cyclists/cycling experts
 - ... have a personal connection to the respective destination
 - ... be willing and capable to implement the pilot testing on a continuous base within the respective destination
 - ...be willing and capable to advise supply side on their cycling tourism products/services
 - ... have (at least basic) knowledge in tourism/product development
 - ...have basic ICT skills and a mobile device

2. Second cycling tour ("Educational & Demonstration Event")

Target group: participants in the first tour & beginners/tourists (max 20-30 pax³)

Timing: October/November 2015

Duration: 1 day

Objective: testing the optimised Social & Sharing Platform and the Mobile App; testing the improved (co-created) tourism products

³ If there are not enough participants in this piloting phase, please make sure to disseminate the digital tools developed within the project among other cyclists from the region, in order to receive enough feedback on the developed tools (at least 30 questionnaires).



- 2.1. Contact potential participants and promote the tour via cycling clubs and cyclists in the region.



It is important to involve also "beginners" in the second tour in order to test both the suitability of the region and the usability of the ICT tools for non-experienced cyclists.

- 2.2. Carry out the second tour in the same way as the first one. Focus on the different way in which "beginners" experience the path and deal with the ICT tools.
- 2.3. Try to find out if there are any crucial aspects of the pilot testing, which have not been optimised after the first pilot testing phase.
- 2.4. The selection of participants follows the following (recommendatory) criteria: participants should ...
 - o ...be non-experienced cyclists/"everyday" cyclists
 - o ... have a personal connection to the respective destination
 - o ... be willing and capable to implement the pilot testing
 - o ...be willing and capable to advise supply side on their cycling tourism products/services
 - o ...have basic ICT skills and a mobile device

Final Event

Target group: all participants

Timing: January 2016

Duration: 1 day

Objective: presentation of the optimised/co-created tourism products; networking

In the end of the pilot testing supply and demand side will get together for an event (as per project proposal) where the supply side will present the actual new products and/or the enhancement of the current bike products following the suggestions of the cyclo tourists.

1. Choose a date and a venue for the event (coordinate with the participants)



2. Make sure that local tourism providers have enough time for preparing presentations of the new optimized products (after having discussed them with the demand side)
3. Agree with local tourism providers on presenting the tourism products in a similar manner
4. Present the outcomes of the pilot testing and the optimized ICT tools

Evaluation and Feedback

After every piloting phase the local partner in charge of the piloting is supposed to write a short report (in English) using the report templates and submit them to the lead partner of WP4 (IMC FH Krams).

The feedback tools for the supply and demand side (questionnaires), which are to be distributed among all participants need to be translated in the local language. Local partners are supposed to summarize the trends and outcomes of the collected feedback (in English) and submit it to the lead partner of WP4 (IMC FH Krams). If there are not enough feedback questionnaires filled out, due to lack of participants in the piloting phases, local partners can distribute the developed digital tools (eEducational Platform, Social & Sharing Platform and Mobile App) among other cyclists/tourism providers from the region, in order to collect additional feedback. The digital tools have to be tested by **20 tourism providers** and **50 cyclists** in every pilot country.

Web Support Space (Facebook)

The web support space will be created in Facebook. Every piloting region will create a Facebook account (as a person). All piloting regions and all participants in the piloting will communicate within this private Facebook group. Piloting regions are supposed to post short stories and pictures from the different piloting phases, as well as share ideas and issues concerning the piloting. Participants also need to be informed about the upcoming phases of the piloting and the Facebook group will give them the chance to follow the piloting plans of the partners. The lead partner of WP4 will share ideas and recommendations for the piloting on a regular basis and will support partners during the piloting phases via Facebook, email exchange and skype calls.

Methodology

1. The testing workshop will be organized for local tourism providers, mixing theoretical and practical approaches. The structure and content of the workshop:
 - Explanation of the Pedagogical model



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- Content and structure of the modules
 - The technical tools behind the workshop (The e-Educational Platform, the Social & Sharing Platform, the virtual discussion space, the mobile application)
 - Evaluation and updating of the content and structure of all modules
 - Evaluation and updating of the functioning of all technical tools
2. The testing tours will be organized for local cycling experts and tourists, providing an itinerary for the selected path. The structure and content of the tours:
- Explanation of the Pedagogical model
 - Creating the itinerary
 - The technical tools (Social & Sharing Platform, Mobile app)
 - Informal learning materials on the Social & Sharing Platform
 - Evaluation and updating of the functioning of all technical tools

SECOND PART: Supporting Tools and Documents

[Feedback tool for the supply side](#) – to be filled out by every participant from the supply side (see Attachment 1)

[Feedback tool for the demand side](#) - to be filled out by every participant from the demand side (see Attachment 2)

[Reporting the pilot testing workshop](#) – to be filled out by local partners (see Attachment 3)

[Reporting the pilot testing tour](#) - to be filled out by local partners (see Attachment 4)



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