



## **Aim**

The eEducational Box aims to train the supply side to create, promote and manage new bike tourism products; it provides tourism industry with knowledge, skills and attitudes through a series of cases studies, best practices and resources. This will enable tourism providers to define, create, and deploy new tourism products through the use of EuBike's instruments.

The transfer of knowledge and enhancement of skills and competencies is reachable throughout the acquisition of four key modules: Information and Communication Technologies (ICT), Networking, Product Management and Development, Promotion and Marketing, available within this platform.

Therefore, the eEducational Box will meet the following aims:

- Enhancement of knowledge, skills and attitudes for tourism providers;
- Delivery of formal learning resources;
- Creation of new products and promotion of small business - as the goal is new cyclo tourism product creation, the training received by the supply side will be essential to the understanding of travellers' requirements and new product creation.
- Sharing of new ideas, networking and co-creation;
- Expansion of management skills and community approach;