



Structure

The learning experience needs to be considered as a levelling exercise for the supply side – tourism providers. That is to say that tourism, hospitality and leisure users are asked to familiarize with the topic presents and to deepen their knowledge according to their needs. The content created for the supply side, give tourism stakeholders a common ground to discuss the possibility of creating/enhancing tourism products. At instructional design level the supply side will have the possibility of reviewing a series of contents (case studies, best practices) on the eEducational Box. The idea behind this approach is to equip all the tourism business with theoretical and practical tools to create, market and manage tourism products.

The eDucational Box it's structured through four key modules, with two case studies each.

Product Management & Development

- (1) "Good Product is Good Business" – This case study uses Killarney, Ireland, as an example to shade lights on how small and medium tourism enterprises can improve their product management and understand the major key challenges when developing a cyclotourism product.
- (2) "Mass tourism paradise? Hmmm, I don't think so!" - This case study intended to illustrate how a small business can improve its competitiveness in the market, developing new products for seasonal tourists in a given destination and improving cyclotourism.

Networking

- (1) "Building partnerships" - This case study intends to illustrate how a new entrepreneur created synergies at a destination level, in order to accomplish cyclotourism needs and a gap market. This company will showcase an example on how to create a network with cyclotourists and a destination.
- (2) "A net-bike-working in London" - This case study intends to illustrate how a business manager develops his network contacts and a local network event. This company will showcase an example on how to create a networking event involving local communities and stakeholders.



Promotion and Marketing

- (1) “Promoting Heritage to cyclo-tourists” - This case study intended to illustrate how a local heritage business in a countryside region faces the lack of marketing activities and consumer’s achievement. Given the limited budget for promotion the Into the Ancient Wild Company needs to be original and uses low cost (i.e. below the line) opportunities to promote the business, the tours and region. Effective marketing and promotion is the key to market any business, especially when they are based on the countryside, away from mass tourists.
- (2) “Lulworth Cove, a prime Hotel & Restaurant” - This case study intended to evidence the main key challenges this family Hotel & Restaurant went through to achieve marketing effectiveness and promote their business.

Information and Communication Technologies

- (1) “Discover Bern – a cycle event perspective” - This case study intended to illustrate how a local event, used to bring awareness to cycle paths and helping local charities, developed an online presence for further promotion and digital strategy. This event will evidence the creation of a website and online opportunities that can be used for events and businesses.
- (2) “A collector’s business – an interview” – This case study intends to illustrate how small/niche businesses develop an e-commerce platform and how successful it was. -

Each module is composed by two case studies. Each case study will be composed by:

- Learning Objectives
- Rationale and problem statement
- Introduction
- Main Text
- Call for Actions
- Formative evaluation