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EXperiential TOurism for sustainable Rural development

LU6 EU Funding and Norms for SMEs Opening and/or Development

Partner: OTC

Co-funded by the European Union

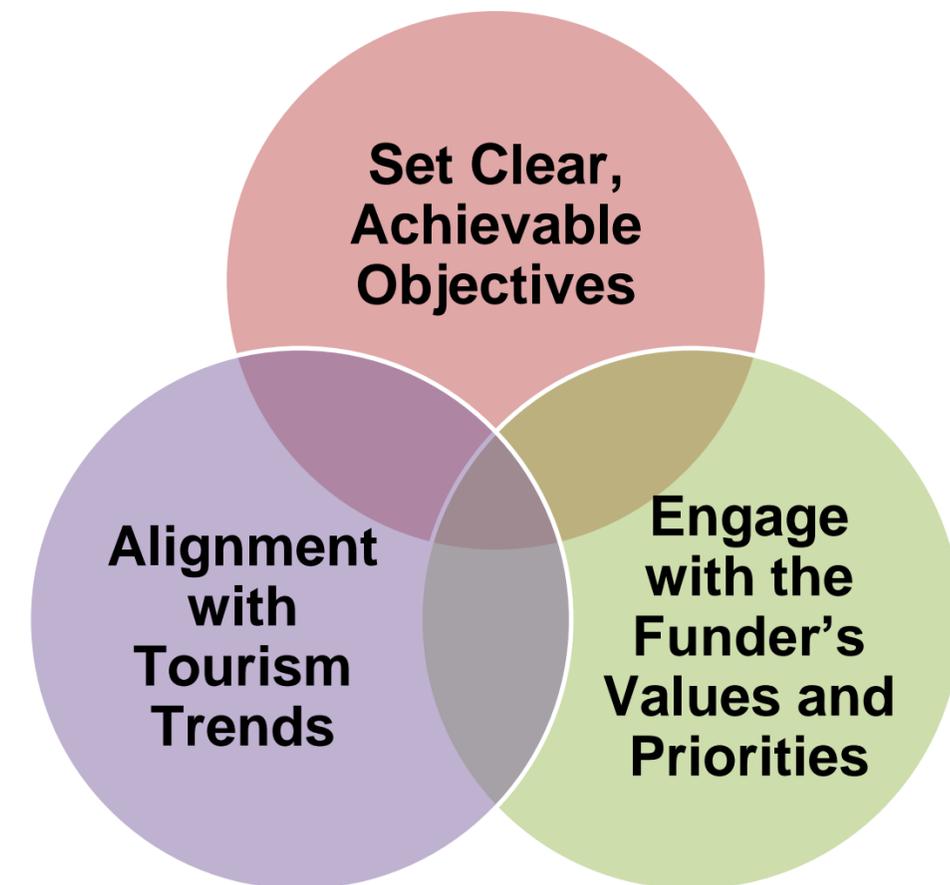# Lesson 1: Key EU Funding Mechanisms for SMEs

- European Regional Development Fund (ERDF)

- European Investment Bank (EIB)

- Creative Europe Program

- European Agricultural Fund for Rural Development (EAFRD)

- European Social Fund Plus (ESF+)

- LEADER Programme

- EU COSME Program

- Other EU projects (ERASMUS+, HORIZON, LIFE,...)

- INTERREG

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the European Union

Application Process for EU Funding

- Identify appropriate funding program

- Review eligibility criteria

- Prepare detailed project proposal

- Include clear objectives and timeline

- Create detailed budget breakdown

- Submit through EU Funding & Tenders Portal

- Work with National Contact Points (NCPs)

Set Clear, Achievable Objectives

Alignment with Tourism Trends

Engage with the Funder's Values and Priorities

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Documentation Requirements

- Business registration proof

- Tax identification number

- Financial statements

- Detailed business plan

- Project proposal

- Impact assessment

- Legal documents (property, insurance)
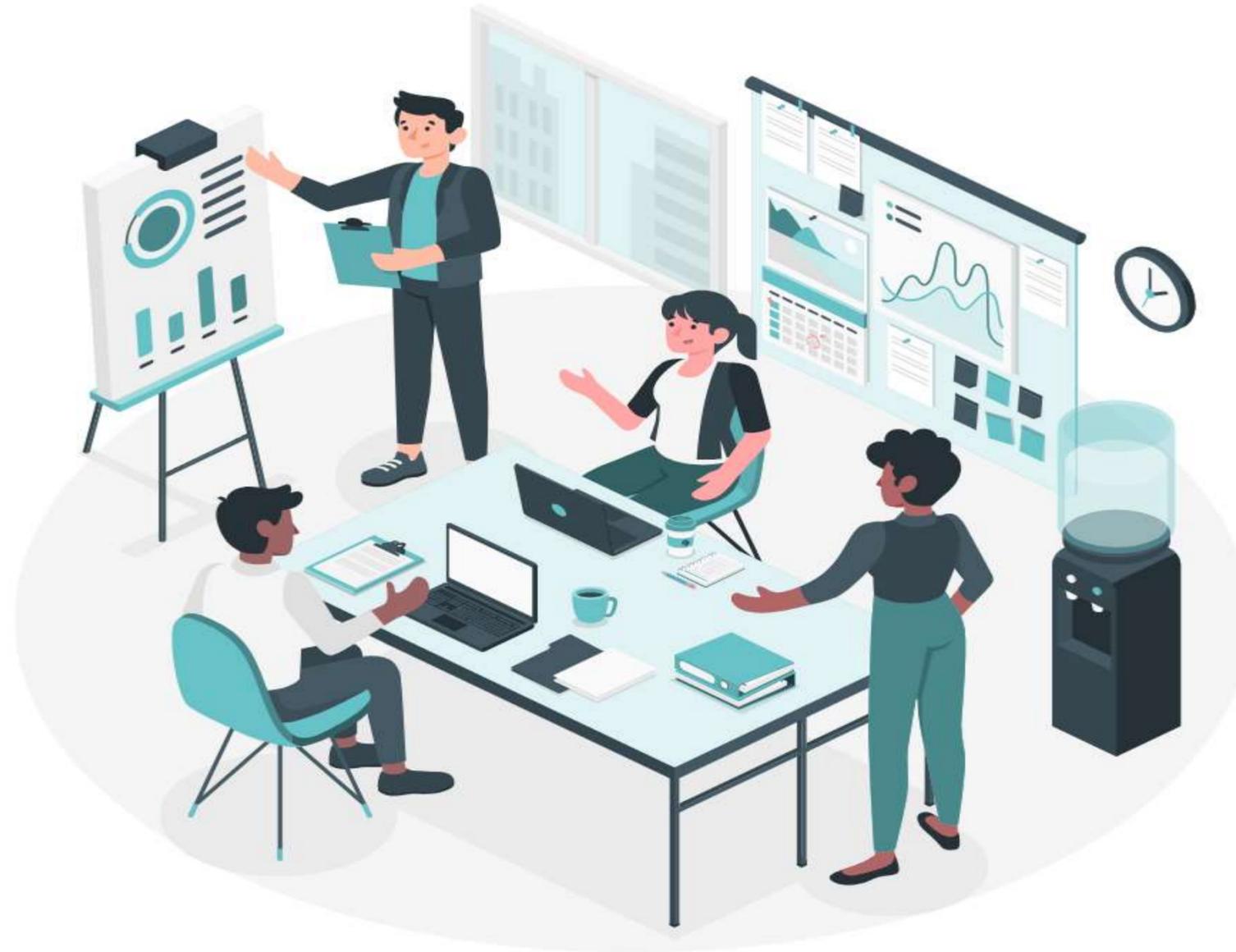
- Environmental compliance documents
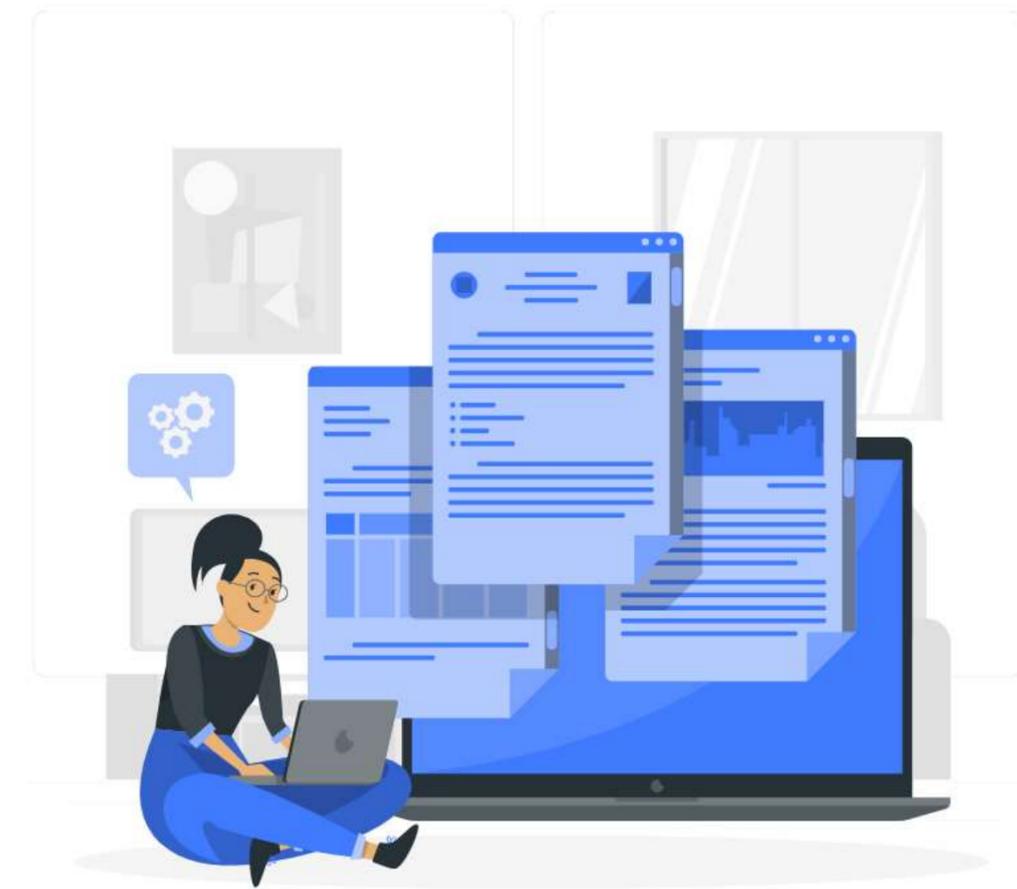
Guide on EU funding for tourism

This online guide highlights the wide range of funding programmes financed by the new budget, multiannual financial framework 2021-2027, and Next Generation EU.

Lesson 2. Setting up an SME in the EU: Licensing, tax structures, and legal compliance.

Consumer Protection Requirements

- Package Travel Directive compliance

- Clear pricing transparency

- Detailed cancellation policies

- Financial protection measures

- Fair commercial practices

- Distance selling regulations

- Customer rights documentation

Environmental and Sustainability Standards

- European Green Deal alignment

- Waste management protocols

- Energy efficiency measures

- Environmental impact assessments

- Eco-certification options

- Sustainable tourism practices

- Natural resource conservation

GDPR Compliance in Tourism

- Obtain explicit customer consent

- Protect personal data

- Implement security measures

- Enable customer data access

- Allow right to erasure

- Manage international data transfers

- Document data processing activities

[GDPR checklist](#)

GDPR compliance checklist

The GDPR is especially daunting for SMEs. Use the EU's GDPR compliance checklist to focus your efforts and ensure that you understand the practical steps required to avoid penalties.

Lesson 3. Rural Development Policies

Best Practices for Success

- Quality service delivery

- Sustainable operations

- Local community involvement

- Innovation in tourism products

- Regular staff training

- Customer feedback implementation

Measuring Success

- Key Performance Indicators (KPIs)

- Sustainability metrics

- Financial benchmarks

- Customer satisfaction

- Community impact

- Environmental footprint

Lesson 4. Business Development for SMEs in Rural Tourism

Business Planning Elements

- Executive summary

- Market analysis

- SWOT analysis

- Strategic goals

- Marketing strategy

- Operations plan

- Financial projections

- Sustainability metrics

Market Analysis for Rural Tourism

- Target market identification

- Competition assessment

- Consumer trends

- Sustainability opportunities

- Local market dynamics

- International visitor potential

Financial Planning

- Budget development

- Revenue projections

- Cost analysis

- Break-even calculations

- Funding requirements

- Cash flow management

Sustainability Focus

- Environmental impact

- Social responsibility

- Economic viability

- Cultural preservation

- Resource management
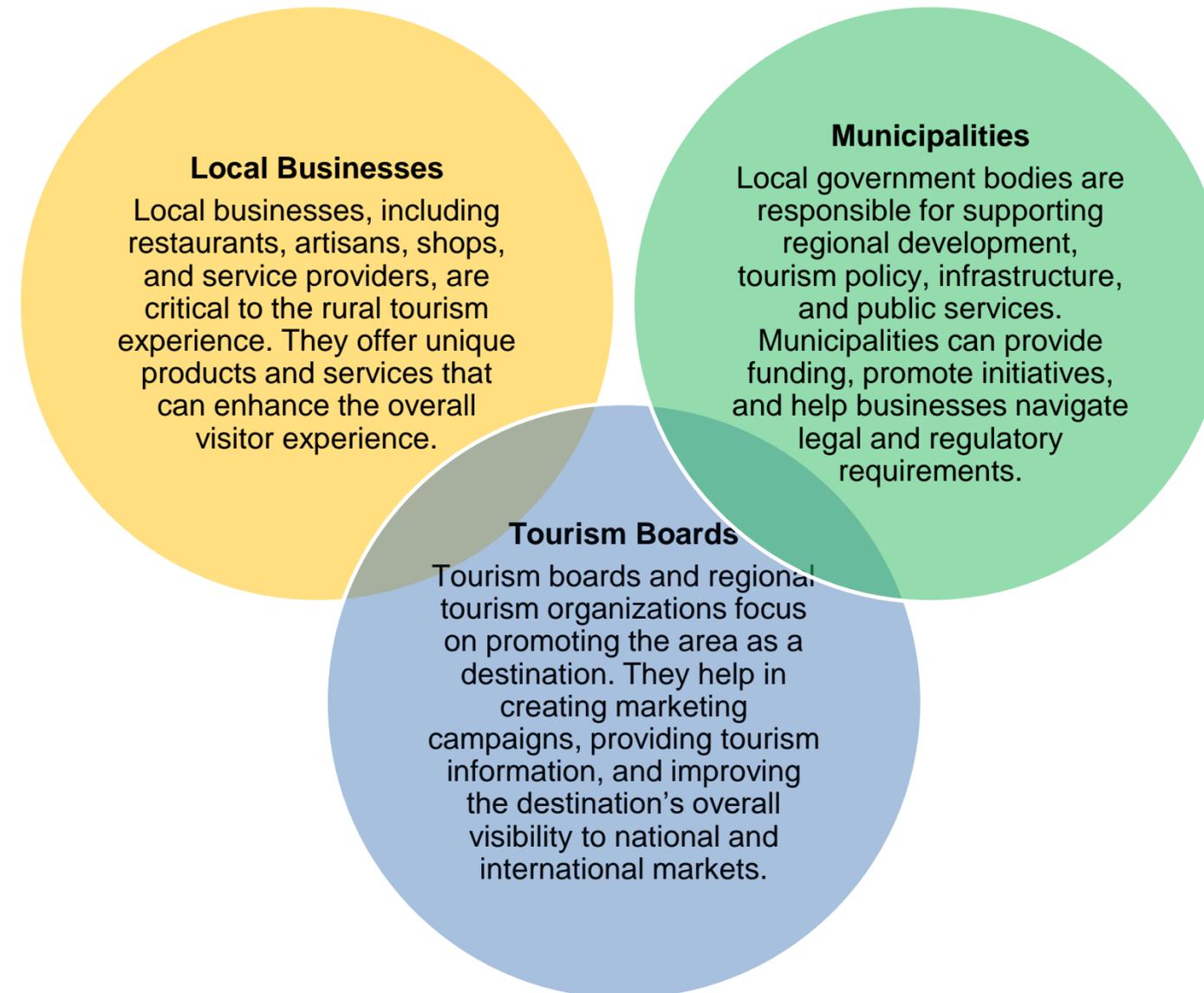
- Community benefits

Digital Transformation

- Online booking systems

- Social media presence

- Digital marketing strategies

- Customer relationship management

- Website development

- Mobile accessibility

Lesson 5. Partnerships and Networking

Local Businesses
Local businesses, including restaurants, artisans, shops, and service providers, are critical to the rural tourism experience. They offer unique products and services that can enhance the overall visitor experience.

Municipalities
Local government bodies are responsible for supporting regional development, tourism policy, infrastructure, and public services. Municipalities can provide funding, promote initiatives, and help businesses navigate legal and regulatory requirements.

Tourism Boards
Tourism boards and regional tourism organizations focus on promoting the area as a destination. They help in creating marketing campaigns, providing tourism information, and improving the destination's overall visibility to national and international markets.

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Building Local Networks

- Partner with local businesses

- Engage with municipalities

- Connect with tourism boards

- Create joint marketing initiatives

- Share resources

- Develop collaborative events

- Establish communication channels

Cross-Border Collaboration

- INTERREG program participation

- International partnerships

- Cultural exchange programs

- Joint tourism packages

- Shared marketing campaigns

- Regional tourism initiatives

- Cross-border event planning

Resources and Support

- EU Tourism Website

- National Contact Points

- Tourism boards

- Professional associations

- Funding portals

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THANK YOU!