

ESCAPE2

**Module 4: Stimulating demand**
**The Module at a glance:**

Module title:	<b>Stimulating demand – tools to develop a pipeline of new Agri/ adventure/ food/ recreation/ hospitality/ guides entrepreneurs in your region</b>
Teaching hours:	10 hours
Mode of delivery	<ul style="list-style-type: none"> <li>● Online</li> <li>● Blended</li> </ul>
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> <li>● Online learning materials</li> <li>● PPT presentation</li> <li>● Case studies</li> </ul>
EQF level:	
Learning outcomes of the course unit:	The learners would acquire practical knowledge on tools to stimulate the demand in their business/region/rural tourism site. This module aims to show to rural tourism entrepreneurs, inclusive of culture, heritage or nature-based tourism, how to stimulate the demand by implementing initiatives in their current and future SME businesses. This module demonstrates concrete practices, ideas and solutions to attract more visitors in rural areas and rural businesses.
Language of the course:	English
Detailed content for the topic/subject	<ol style="list-style-type: none"> <li>1. Why is it important to stimulate the demand?</li> <li>2. Innovative/creative tools to attract tourists in rural areas</li> <li>3. Activities/dynamics to stimulate creativity in entrepreneurs</li> <li>4. Stimulating demand by working in network and circular economy</li> </ol>

The units forming the course syllabus:

<b>Topic/Subject</b>	<b>Contents/main points</b>
Stimulating demand – tools to develop a pipeline of new Agri/ adventure/ food/ recreation/ hospitality/ guides entrepreneurs in your region	<ol style="list-style-type: none"> <li>1. Why is it important to stimulate the demand? Potential of Rural tourism</li> <li>2. Innovative/creative tools to attract tourists in rural areas Digital tools Financial tools Marketing tools Sustainability Staff training tools Infrastructure &amp; accessibility</li> <li>3. Activities/dynamics to stimulate creativity in entrepreneurs Definition of creativity Practical activities</li> <li>4. Stimulating demand by working in network and circular economy Circular economy Practical activities</li> </ol>