TO

ALL PARTNERS IN PROJECT “COME AND SEE”

**Dear partners**,

With the present we have the pleasure to invite you to take part in a seminar on *"Using the "Design thinking" methodology for the development of destinations through creative tourism"*, which will be held under the project "Culture and Origins through Mutual Events in South Eastern Europe" (COME AND SEE ) in the village of Ognyanovo, Garmen municipality, Bulgaria, Therma Vitae complex from 28-30 March 2022.

During the seminar you will:

- get acquainted with the "Design thinking" methodology as an opportunity for destination development through creative tourism and the role of modern digital means of information and communication, as well as the opportunities they provide for development and promotion of territories and authentic cultural experiences for tourists;
- identify and analyse the common points of the Balkan area, presented by the partners, in terms of local cultural wealth, identification of unique and authentic characteristics that can be used to promote the region through experience and creative tourism.

Please, find attached an indicative agenda for the event.

Sincerely yours,

**Tereza Vakareeva**
Executive Director
LAG - Gotse Delchev - Garmen - Hadzhidimovo

EUROPEAN UNION
EUROPEAN AGRICULTURAL FUND FOR RURAL DEVELOPMENT

COME & SEE

PROGRAMME RURAL DEVELOMPENT

## LOCAL ACTION GROUP GOTSE DELCHEV-GARMEN-HADZHIDIMOVO

### *„Using the „Design thinking“ methodology for the development of destinations through creative tourism“*

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| **Activity A7.** | **Organization of common workshops**<br>**28, 29 and 30 March 2022 /three-days seminar/** |
| **Date:** | **28 March 2022** |
| **Place:** | **Therma Vitae Complex, Garmen (conference room)** |
| 10:00-10:15 | Opening of the seminar and presentation of the participants |
| 10:15-10:30 | Presentation of the LAG - Gotse Delchev - Garmen - Hadzhidimovo and the territory of the LAG |
| 10:30-11:00 | Presentation of LAG from Romania and Greece |
| 11:00-11:30 | Presentation of results from a study for the development of the concept of creative tourism on the territory of the LAG - Gotse Delchev - Garmen - Hadzhidimovo |
| 11:30-12:00 | *Networking and coffee (Lobby bar)* |
| 12:00- 13:30 | Workshop guided by expert: Introduction to Design Thinking |
| 13:30-14:30 | *Coffee break* |
| 14:30- 15:45 | Workshop guided by expert: Experience design - know your visitors |
| 16:00-17:00 | Demonstration of a creative tourism experience in Therma Vitae Complex, Garmen |
| **Date:** | **29 March 2022** |
| **Place:** | **Therma Vitae Complex, Garmen (conference room)** |
| 10:00-10:15 | Workshop guided by expert: Reflection from Day 1 and Objectives for Day 2 |
| 10:15-11:15 | Workshop guided expert: Shaping a Story |
| 11:15-11:30 | *Networking and coffee (Lobby bar)* |
| 11:30-13:00 | Workshop guided by expert: Ideate and Design for impact |
| 13:00-14:00 | *Coffee break (Restaurant)* |
| 15:00-17:00 | Demonstration of a creative tourism experience in Breznitsa village, Gotse Delchev municipality LAG - Gotse Delchev - Garmen - Hadzhidimovo<br>*Transport will be provided at 14:30 in front of Hotel Terma Vitae* |
| **Date:** | **30 March 2022** |
| **Place:** | **Therma Vitae Complex, Garmen (conference room)** |
| 09:30-10:45 | Workshop guided by expert: Share the story - group work presentations |
| 10:45-11:00 | *Networking and coffee (Lobby bar)* |
| 11:00-12:00 | Workshop guided by expert: Workshop summarizing and next steps |
| 12:00-13:00 | *Coffee break (Restaurant)* |
| 13:00-16:00 | Next steps on project activities. Things to do for other Activities, Scheduling of next meetings ***(only for the project partners teams)*** |

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