



EDP focus groups for the region of Eastern Macedonia and Thrace

**Overview of the day
Focus group on Tourism**

Alexandroupolis, 11-12 February 2015

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Overview of the day

09:00-10:30 Two case studies

- *Supporting SMEs in tourism – experiences from Bulgaria*
- *Regional touristic strategy of Baleares*

11:00-12:30 Parallel sessions (tasks 3 and 4)

Form partnerships

Refinement of ideas

12:30–13:00 Plenary session

Feedback from parallel working groups

Concluding remarks

Objectives of the parallel sessions

- Bring together stakeholders that are largely unknown to each other
- Create common understanding of current situation on tourism
- Increase common understanding of the future potential of this thematic area
- Generate concrete ideas for 'new' business
- Improve feasibility of collected ideas

Expected outcomes of the focus group

- List of potential business ideas
- Community building among participating stakeholders
- Increased trust
- Preliminary peer review of business ideas
- Prepare next step: "project development labs" (combine ideas from different focus groups, search for international partners, explore ways of funding)