ESCAPE

Enhanced Skills, Competence and Practice for the Economy

**INNOVATION CAMP**

Innovation Camp is an educational approach that supports creativity, critical thinking, collaboration and communication among young people

ESCAPE Innovation Camp is a workshop where students of 7 countries (Austria, Bulgaria, Czechia, Hungary, Romania, Slovakia and Slovenia) come up with ideas which would solve the problem, it lasts 3 hours: **9:15 – 12:15** on Thursday morning)

**CHALLENGE**

“How to attract Chinese tourists to Tábor, South Bohemia”

Introduction  
Basic characteristics of Chinese tourist behaviour in the Czech Republic (search the Internet in English) – the number of arriving tourists, travel habits (individuals or groups, one country or more countries package tour, sightseeing preferences), shopping behaviour, language skills, incentives for a journey to the Czech Republic (marketing-film-regular direct flights), where tours to Czechia are advertised

Main ideas  
How to motivate Chinese tourists to visit Tábor, what services should be offered (accommodation, restaurants, shops, transport), what services/programme should information centre offer   
What social media to include, apps to prepare, content of stay that would attract, cooperation with other towns/cities

**Output (Word document)**

* Include introduction (one paragraph describing the target group)
* Propose 5 solutions and justify them, each one in a separate paragraph
* Word document, 400-500 words (2 pages) + photos/graphs/icons, links to resources
* Criteria of evaluation: original idea, content (no plagiarism), graphic design, links to resources
* Oral presentation of the output for Friday morning (5-7 min long, no PPT, show the document and present your work on the topic)