

**Culttrips 2.0 European Slow Travel Experiences /  
European Agricultural Fund for Rural Development (EAFRD) /  
LEADER 2014 – 2020**



**Meeting Minutes**

**Train the Trainer Seminar n°2**

**in Useldange and Beringen / LUXEMBOURG**

**November 18-19th 2019**

**host:** ORT Guttland (Office Régional du Tourisme Centre / Ouest Luxembourg)

**trainer and meeting minutes:** Martin Schobert, Saint Elmo's Tourismusmarketing, Julia Schrell, Op der Schock

## Train the Trainer Seminar: FINAL AGENDA

### Day 1 - Arrival Sunday, 17th November 2019

**Late check-in** is just with CODE possible, you will get this code from the hotel.  
Therefore, please **fill in the participation list your exact arrival dates, names and e-mail-addresses!**

#### recommendation for dinner on Sunday:

- Brasserie A Guddesch, 1, am Kaesch, L-7593 Beringen/Mersch ([www.gudd.lu/restaurant-en/](http://www.gudd.lu/restaurant-en/), opening hours: 18:30-21:30)
- Fabrik, 33, rue de la Gare, L-7535 Mersch (Pizza & Burger, opening hours: 18:00-22:00)

### Day 2 – Monday, 18th November 2019

08:30		<b>greetings and get together</b> welcome through Nadine Schank <b>walk to the train station (12 min.)</b>	meeting point at the reception of the Hotel in Beringen
08:50	09:15	<b>direct departure to Useldingen by bus (445)</b> , arrival at Useldinger Burg, meeting point at the Cabaret's Sall (over the tourist information)	Mersch
09:20	10:30	<b>greetings of participants:</b> <ol style="list-style-type: none"> <li>1) agenda and scheduling / overview of the 2-day-training</li> <li>2) short review of the essential points of the first training</li> <li>3) current topics / discussion points / decisions of steering committee in Umbria</li> </ol> <b>mini-warm-up and briefing of the participants in their task:</b> the task will be to turn a classic castle tour into a creative and innovative Slow Trips – tour participants will be introduced into Slow Trips criteria, target groups and different seasons	Cabaret's Sall at Useldinger Burg
10:30	12:00	guided, classic tour with a regional guide through the castle Useldinger Burg	Useldinger Burg
12:00	12:30	discussion of the afternoon program	Cabaret's Sall

12:30	13:30	<b>lunch (regional, cold buffet from the sheltered workshop „Op der Schock“)</b>	<b>Sall Tit Schroeder (next to Cabaret's Sall)</b>
13:30	14:00	guided walking tour with Carole and Jil from tourist info AtertWark	new hotel complex "Péitche Lauer Ecolodges"
14:00	15:30	<b>distribution of participants in groups:</b> 5 Slow Trips Tours for the castle tour will be developed	Cabaret's Sall
15:30	15:45	<b>coffee break</b>	<b>Cabaret's Sall</b>
15:45	17:00	<b>presentation of the 5 tours:</b> max. 15 minutes per Slow Trips Tour	Cabaret's Sall
17:00	17:15	<b>final discussions –</b> end of 1 <sup>st</sup> Training day	Cabaret's Sall
17:30	18:00	<b>departure to Rindschleiden</b> short visit of the area  <b>dinner</b>	Rindschleiden
21:30	22:00	<b>returning to the hotel in Beringen</b>	Beringen
<b>Day 3 – Tuesday, 19th November 2019</b>			
09:00	09:15	<b>Mini-Warm-Up</b> in the meeting room	meeting room in Hotel in Beringen
09:15	10:30	<b>pricing of Slow Trips Offers:</b> 1) Business Model Generation 2) pricing models 3) costing variants 4) further reading	meeting room in Hotel in Beringen
10:30	10:45	introducing and working with the <b>SlowTrips Workbook</b>	meeting room in Hotel in Beringen

10:45	11:00	coffee break	Hotel in Beringen
11:00	12:30	<b>Slow Trips Template / Best Practices of participants</b> <ul style="list-style-type: none"> <li>• short overview as repetition</li> <li>• <b>participants will present one Slow Trips Offer (max. 10 min.) – please prepare your presentation at home!</b></li> <li>• Feedback round (max. 5 min.)</li> </ul>	meeting room in Hotel in Beringen
12:30	13:30	lunch	Hotel in Beringen
13:30	15:45	<b>Slow Trips Template / Best Practices of participants</b> <ul style="list-style-type: none"> <li>• short overview as repetition</li> <li>• <b>participants will present one Slow Trips Offer (max. 10 minutes) – please prepare your presentation at home!</b></li> </ul> feedback round (max. 5 minutes)	meeting room in Hotel in Beringen
15:45	16:00	coffee break	Hotel in Beringen
16:00	17:00	feedback round / answering open questions / conclusion, <b>end of the 2. training day</b>	Hotel in Beringen
18:30	22:00	luxemb. cooking course & dinner	Hotel in Beringen

## Participants

Train the Trainer Luxembourg 17.11. - 20.11.2019				
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5	LAG La Cittadella del Spaere et al.	2	Maria Cristina Porfidio	<a href="mailto:porfidio@lacittadelladelsapere.it">porfidio@lacittadelladelsapere.it</a>

## Experiences of the Seminar (18-19 November, 2019):

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## 1. Greeting of the participants

During the first Train the Trainer-Seminar in Romania, Cluj-Napoca, the participants learned a lot about the definition of Slow Tourism in general and the key values of our project Slow Trips (= marketing name for “CultTrips 2.0 – European Slow Travel Experiences”). This training has been done on a theoretical basis. The second Train the Trainer in Luxembourg contained more practical exercises and experiences (e.g. the evening test tours), exchange and discussions. The participants should get the possibility to put the acquired knowledge in practice and to expand it. And by means of an extensive Slow Trips Workbook and a template, the partner regions got another practical support for their work at home. In this 2<sup>nd</sup> Train the Trainer Seminar new participants were trained and the further development and calculation of existing Slow Trips Offers were discussed.

At the beginning Barbara Stumpf, the transnational project manager, summarized some important facts/decisions from the steering committee in Foligno:

- **working package management:**
  - Romanian project partners couldn't enter the project at all, therefore we are up to now 9 project partners. The entry of all project approvals into an European Database is necessary and shall be done from all management authorities in each region as soon as possible.
  - Next transnational project meeting will be held from 20-23 April in Italy, organized by our partners LAG Start 2020
- **working package T1: Product Development and Testing**
  - We are currently working on a Workbook and Brand Book. The Brand Book was presented from Martin Schobert at our transnational project meeting in Umbria, it will be finished in December. Our Workbook will be presented by Martin Schobert at this Train the Trainer Seminar. It shall help us to develop our Slow Trips Offers further. Together with the product template every partner region shall collect all information from their suppliers as soon as possible.
- **working package T2: Placement, Distribution and Dissemination**
  - The transnational website will be developed as soon as the Brand Book is finished. All regions shall provide a short regional project description and 5 photos of your region until end of December (this was discussed at the transnational project meeting in Umbria) to be able to start with a first version of our Slow Trips Website with February/March.
  - Please try to develop high quality Slow Trips Offers so that we are able to start with our booking tool Regiondo in March 2020, with the best offers of each region (you don't have to complete all of them now – but we want to start with our first offers)
  - Our 3<sup>rd</sup> Train the Trainer will be organized from 16-18 March 2020 by our project partners LAG Märkische Seen in Germany.
- **working package T3: Promotion, Communication and Dissemination**
  - Go-Live of Website is planned in the 1<sup>st</sup> quarter of 2020!



## 2. Warm-Up

The „old“ and the „new“ participants of the training (WARM WELCOME! ☺) had the possibility to introduce themselves and to reveal us a *hidden treasure* of their home region - a beautiful or interesting place – which they would like to show us.

## 3. Briefing of the participants in their task (CASTLE TOUR USELDANGE)



## 4. Guided, classic tour through the castle of Useldange

**Exercise:** Turn a classic Castle Tour into a creative and innovative Slow Trips Tour!

Please note: **1)** Insert the key values of Slow Trips into your tour.



**2)** Think about „Tourism for All“ or the different kinds of tourists. You can create the tour for one special kind but also for every kind of tourist. It's your choice, but please, mention it during your planning and presentation.

**3)** Think about the duration of the tour. You have 2 possibilities:

- half a day tour
- whole day tour

**4)** Present your Slow Trips tour in a creative way to us!

- slip into any role you want
- or use hand puppets
- use storytelling / play theater





## 5. Guided walking tour through the new hotel complex “ecolodges Peitche Lauer”



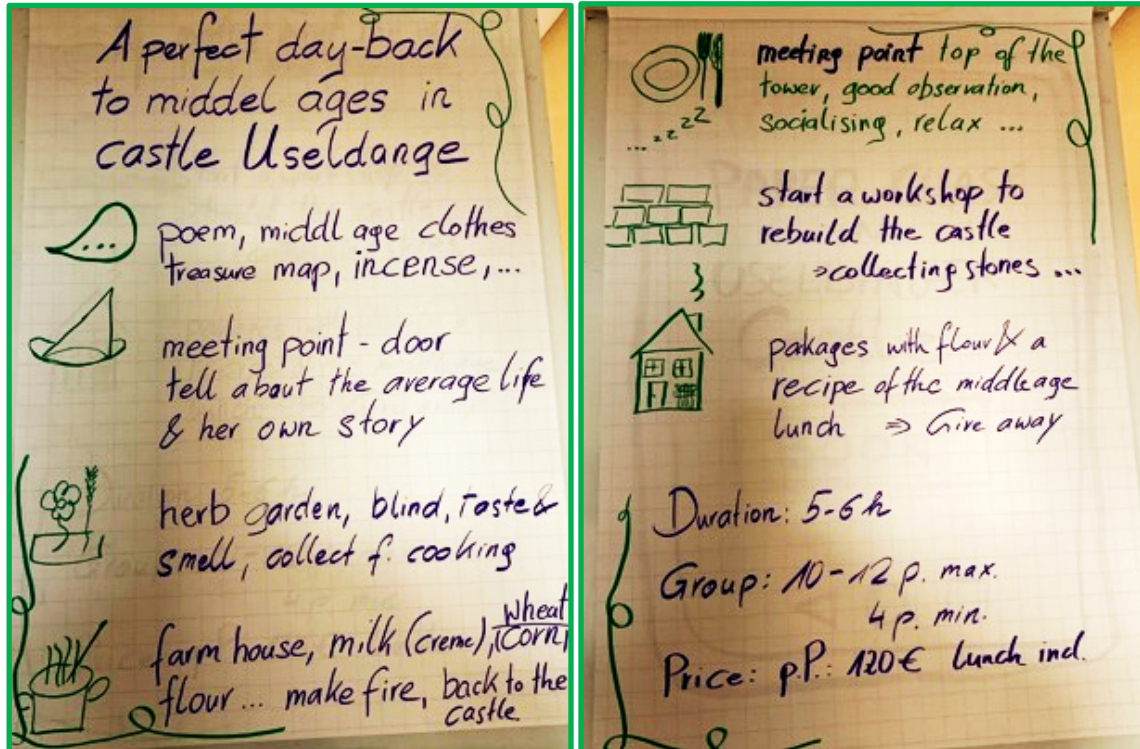
The hotel „Ecolodges Péitche Lauer“ in Useldange is a joint venture of the 11 municipalities of the LAG Atert-Wark region. The architecture with its building materials, the interior design, the concept and the location symbolize the native, local and slow tourism character of the hotel and its three „Mushrooms“. (Labels: bed + bike, EcoLabel, and from the APTR = association for rural tourism in Luxembourg: the highest award for the Mushrooms ☺)



## 7. Presentation and feedback of the new Slow Trips Tours for the castle of Useldange

The participants had the exercise to turn a classic guided tour of the Castle of Useldange into a creative an innovative Slow Trips Tour. They worked together in groups and created 4 new interesting tours, and here they are:

## 1) A Perfect Day back to the Middle Ages of the Castle of Useldange (whole day)



### Feedback:

- Very good:**
- making butter and tasting herbes as activities= participation / senses / experience / souvenirs
  - one guide explains but several characters come and act
  - it's like a playground with „Lego typical bricks“ for rebuilding the castle; suitable for children and adults
- Attention:**
- there's a lack of characters for a longer period
  - it's difficult to find the connection of a botanical garden castle
- Proposal:**
- take pictures of the (costumed) guests together with the actors



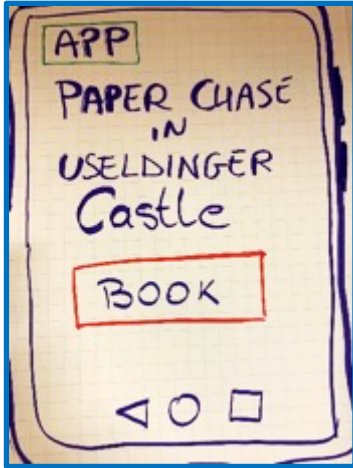
## 2) The Hexenschlupp Tour (whole day)



### Feedback:

- Very good:**
- involving the area by physical activity (biking)
  - clear target group (sporting families) and clear title with a Luxembourgish name
  - nice to have a castle tour by night
- Attention:**
- it's not a tour for the castle, it is more a tour for the area; the castle becomes secondary
  - poor interaction at the castle
  - how does this tour work in wintertime?
  - do not make fun of the Hexe (normally it's a sad story)
- Proposal:**
- add music (dancers?) to the night visit

### 3) Let Catherine Theis free! (2 hrs)



#### Feedback:

##### Very good:

- tour tells the whole story of the castle
- possibility to go through the shops to get the stamps for the paper chase

##### Attention:

- the title of the tour ist too unprecise

##### Proposal:

- think about give aways and surprises
- combine the App of the tour with local stores, restaurants, activities,...
- create your App for different target groups of the tour (families, nature-, culture- and adventure lovers)
- add more activities for the senses

#### 4) The Blindfolded Tour (2 hrs)



#### Feedback:

#### Very good:

- the characters are deeply represented
- good adventure when eyes are blind

#### Attention:

- the senses are activated („but for me: I want to use my eyes!"); with eyes bound, you can't see the beauty of the castle or take pictures of it.

#### Proposal:

- add music or sounds on the tour
- don't make the whole tour with eyes bound, so you also have the possibility to see the beauty of the castle
- audio guides for the blinds



## 8. Test and feedback of the Slow Trips Event at the Thillenvogtei / Rindschleiden



The Thillenvogtei (Vogtei = bailiwick) is an old typical Luxembourgish farm which is nowadays used as a rural museum and for cultural or private events. It is situated in Luxembourg's smallest village (4 buildings, 1 inhabitant!) which is called Rindschleiden.

Every year, lots of school classes come to visit this Vogtei, to experience in a very authentic way how rural life in Luxembourg was 150 years ago. There are a lot of activities they can try, like harvesting potatoes, baking bread, to housekeep etc. The buildings seem to be a museum for a whole village: in the different rooms, you can discover an old classroom or a hairdressing salon but you can also experience everyday situations of a rural family or meet the village priest...

Here some impressions of our tour, guided by the rather rigorous schoolteacher Charlotte...





### Feedback of the participants:

- Very good:**
- marvelous living museum and great actors
  - interaction and give away are included (language course and slate)
  - beautiful decoration (Christmas feeling, luxembourgish music) and atmosphere (baking waffles, tasting Crémant & local Schnaps)
  - traditional dinner (local food, made from a local workshop for people with mental disabilities)
- Attention:** -----
- Proposal:**
- it would be very interesting, if Elisabeth (the owner of the Vogtei) could also give visitors informations about the *actual* life of luxembourgish farmers or their rural life.

## 9. Pricing of Slow Trips Offers:

There are several other methods. We highly recommend to contact your local business administration authorities, normally they provide training courses for start up entrepreneurs. In the workbook we recommend 3 steps to define the right price for your Slow Trip Offer:

### 1) BUSINESS MODEL GENERATION

We discussed the most important (FIRST) step to define a pricing or budget for your idea: developing a business model using the business model canvas is a very easy process to define everything what is necessary to identify a new Slow Trips service. If you have done it, you know everything what will bring you costs and gain revenues. After developing the business model you can go further to find the right pricing model

### 2) PRICING MODELS

There are several models to find the right pricing model – competitor analysis, revenue maximization models, innovative visitor-based-pricing models like pay per move, pay per recycling, pay per a good cause or – we recommend to start with this – a pricing model based on total costs calculation.

During the seminar we discussed the last pricing model as described in the workbook. There were some feedback on missing costs (transportation) or ideas to include more revenue streams into the calculation example (it will be changed and a new version of the workbook will be published soon after the seminar). To find the right pricing strategy and a simple price for our services it is an easy but also tricky process. There are several methods to calculate the right price. During the seminar we discussed the pricing strategy for a simple and fictive practice – a winemaking tour including some winetasting. The prices were calculated according the strategy of a “cost related pricing” – strategy. There are several others but this is the most reliable one – you sell your service at total costs including salaries for staff and entrepreneur as well as a little “profit” for future investments in the service. Some participants mentioned that it is important to monitor competitor prices for some of the partners and offer their services in a price range which keeps them competitive. We highly recommend to calculate at total costs following the example described in the workbook to earn enough money for re-investments and financing future developments of your Slow Trips services.

### 3) COSTING VARIANTS

There are several methods to calculate costs – you can calculate at absorption costing and as variable costing, using variable costs as well as calculate prices at a marginal cost calculation. It would go too deep for this seminar to teach the different varieties of cost accounting. We recommend further education trainings or some publications for financing travel and tourism businesses. Here you can find a link to a short pdf according this topic (in german language):

<https://www.lindeverlag.at/buch/handbuch-tourismus-und-gastronomie-5074/b/leseprobe/B01906.pdf>

### 4) FURTHER PUBLICATIONS

Finanzmanagement im Tourismus (german language):

[https://www.lindeverlag.at/buch/finanzmanagement-im-tourismus-17553?gclid=EAlaIqObChMIInPG\\_39-m5glVDJSyCh2xXQZsEAQYAYABEgLBffD\\_BwE](https://www.lindeverlag.at/buch/finanzmanagement-im-tourismus-17553?gclid=EAlaIqObChMIInPG_39-m5glVDJSyCh2xXQZsEAQYAYABEgLBffD_BwE)

Handbuch Tourismus und Gastronomie

[https://www.lindeverlag.at/buch/handbuch-tourismus-und-gastronomie-5074?gclid=EAlaIqObChMI7bPUiOGm5glVWuWaCh3vuAMUEAQYASABEgIHp\\_D\\_BwE](https://www.lindeverlag.at/buch/handbuch-tourismus-und-gastronomie-5074?gclid=EAlaIqObChMI7bPUiOGm5glVWuWaCh3vuAMUEAQYASABEgIHp_D_BwE)

Restaurant Owners Handbook (english language with calculation examples)

<https://restaurantkompass.com/restaurant-owner-handbook/>

Businessplan for tourism and restaurants (german language) including excel spread sheets

<https://restaurantkompass.com/businessplan/>

Business Plan Simulator for restaurants and tourism (english language)

<https://restaurantkompass.com/free-restaurant-business-plan-simulator/>

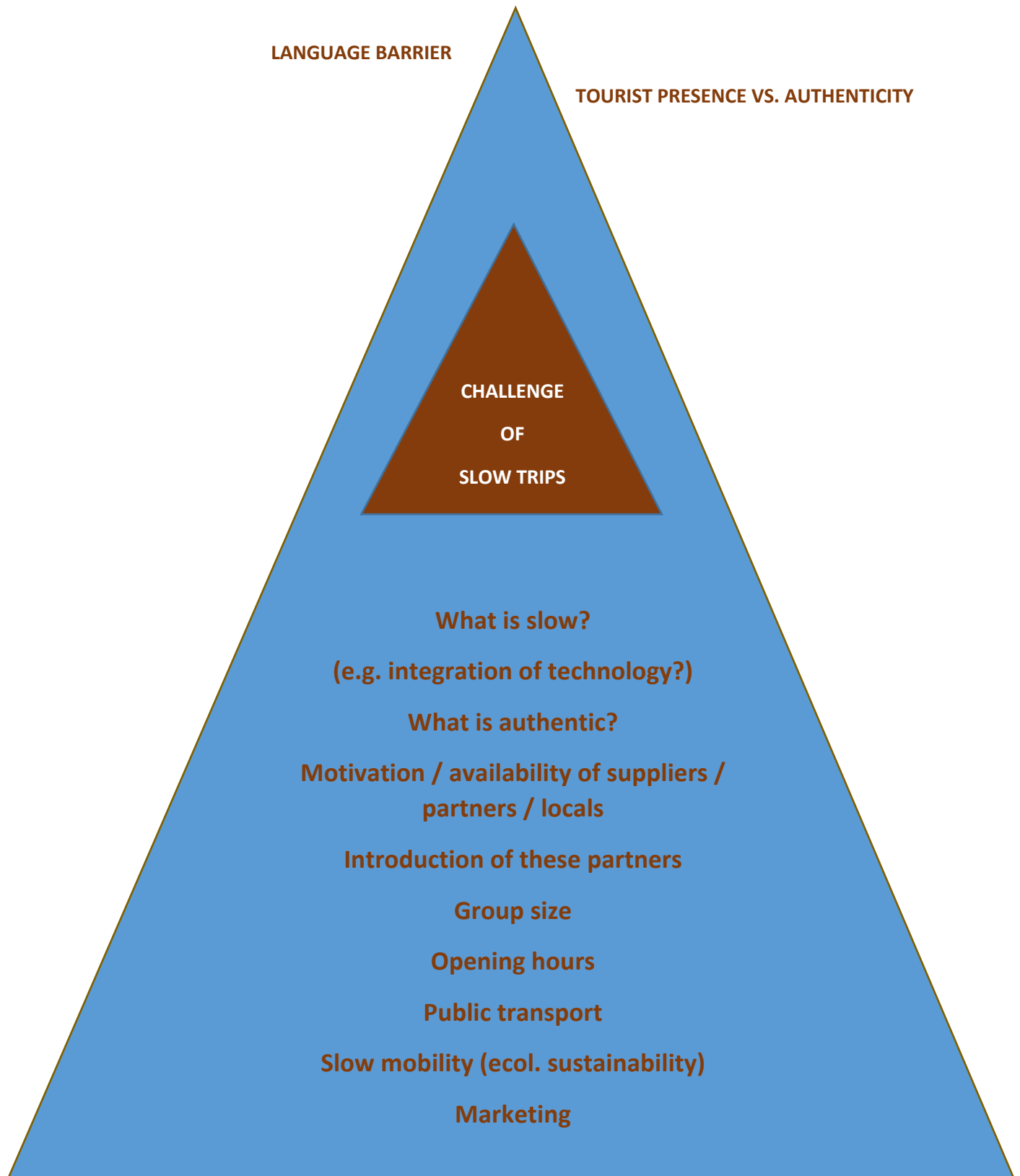
Online Restaurant Price Calculator with Slider

<https://restaurantkompass.com/online-restaurant-price-calculator/>

Travel Industry Economics – A Guide for Financial Analyses (english language)

[https://www.amazon.de/Travel-Industry-Economics-Financial-Analysis/dp/3319274740/ref=sr\\_1\\_3?\\_mk\\_de\\_DE=ÅMÅŽÕÑ&keywords=Travel+Industry+Economic%3A+A+Guide+for+Financial+Analysis&qid=1575836652&sr=8-3](https://www.amazon.de/Travel-Industry-Economics-Financial-Analysis/dp/3319274740/ref=sr_1_3?_mk_de_DE=ÅMÅŽÕÑ&keywords=Travel+Industry+Economic%3A+A+Guide+for+Financial+Analysis&qid=1575836652&sr=8-3)

## 10. teamplayer exercise



In this triangle, we can see the results of our teamplayer exercise, where the participants of the training worked together in groups. The aim of the exercise was to collect the challenges or the difficulties of their work for our Slow Trips project. If there were common challenges, they had to write them down in the middle of the triangle. If the challenges were very specific for one person or one region, they noted it outside. You can find the summary triangle of the groups up here.

## 11. Slow Trips Template:

### PRESENTATION AND FEEDBACK OF BEST PRACTICES OF PARTICIPANTS

Presentations you will find at the google drive of Slow Trips:

<https://drive.google.com/drive/u/1/folders/18Je2rbR6WOyPYItJAvetBtom7GNNiciS>

## 12. Short Introducing and working with the Slow Trips Workbook

The workbook summarizes all the content which was presented, discussed and developed during the two first Train the Trainer – Seminars of Slow Trips in Cluj, Romania and Useldange, Luxemburg. It is a handbook for practitioners and shows all relevant tasks for developing Slow Trips experiences, telling stories about them, pricing them or developing a Slow Trips business model.

The latest version of the Workbook and a calculation template for cost calculation and pricing you can find at google drive of Slow Trips:

<https://drive.google.com/drive/u/1/folders/1icoD57fLMPnwjvRSOMnZGY5RLwak87mr>

## 13. Discussion About „Dark Tourism“ and “Everyday Culture Tourism” including feedback round at the end of the training

A very interesting discussion started at the end of the seminar about the ‘border’ of Slow Trips as Slow Trips brand promise focuses on getting in contact with everyday life and life culture of locals our destinations. We discussed again why it is a Slow Trip experience if you participate and take part at the work and handcraft of a carpenter or baker but why it should not be a Slow Trip experience if you take part at a survival camp at Lithuania, which shows perfectly the current situation, behavior, needs and life culture of residents near the Russian border.

We decided that the participants at the Seminar cannot define a clear definition of that. Barbara Stumpf agreed, that she will bring this topic to the next management meeting in Italy in 2020. It will be also content in our Brand Book.

## 14. Test of the Slow Trips Offer at the Hotel Martha: Cooking Course, Wine Tasting & Dinner

The Restaurant „A Guddesch“ in Beringen provides regular cooking courses in a professionally equipped kitchen of their *Hotel Martha*. Our participants got the possibility to participate in a course about the traditional luxembourgish kitchen, like the legendary *Bouneschlupp*! On that evening, they also had the possibility to taste different varieties of luxembourgish wine, organically grown.







Voilà!

Le legendary  
**Bouneschlupp**  
with **Grompere-  
kichelcher** 😊





*MERCI!!*

... to the **ORT Guttland** (Office Régional du Tourisme Centre / Ouest Luxembourg), **Nadine, Isabelle & Max**, for the whole organisation of Train the trainer in Luxembourg, the reservations, the planning of the evening activities and the invitation to the dinner in the Thillenvogtei!

... to the **Touris-Info Atert-Wark, Carole & Jil**, for their organisation of the first day of training and the guided tour through the Ecolodges Péitche Lauer.

... to **Elisabeth** (Thillenvogtei), **Pia** (Restaurant / Hotel A Guddesch) and **Patrick & Cindy** (Op der Schock) and their staff for the warm welcome, their good work and the delicious food.

... to our **Barbara**, for her **perfect** (!) management and support in this project.

See you in March in Germany!

Julia & Martin

November 2019, Luxemburg / Austria

Meeting minutes on behalf of ARGE CultTrips Slow Travel.

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