



## NATIONAL STAKEHOLDERS' CONSULTATION REPORT BULGARIA

**Introduction Describe the preparatory work done. Indicate the workshop's date, venue and number of participants. List the project team members participated in the event.**

National stakeholders' consultation workshop was organized by the Bulgarian Touristic Chamber. The organization of the workshop was made in advance with an intensive activity to ensure the active participations of the participants and a full understanding by them of the workshop's topics, contents and final aims.

The workshop took place on December 15, 2022 and it was implemented with the support of . WeSkill project team was represented by Gerge Nikolov, Elitsa Savova, Vladimir Chugunov-BTCH

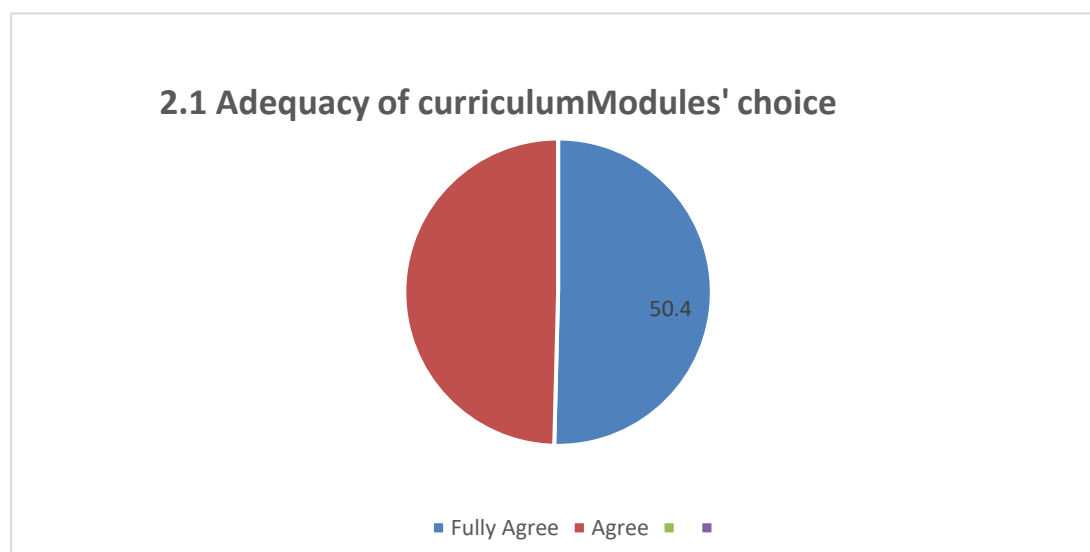
### **1. General participants' information. Overview of the workshop participants' gender and occupation.**

Altogether 14 participants registered for the workshop - 8 men and 6 women. 14 people attended the event. They represented company (100%). Specifically: BoroInvest AD (Iglika Palace Borovets) Boris Popov General Manager – Comapany, ABU Petar EOOD (Lira Sunny Beach) Angel Zaemdjikov Owner Comapany, MPM Hotels OOD (MPM Kalina Garden Hotel Sunny Beach) Martin Petkov Owner Comapany, MPM Hotels OOD (Hotel Astoria Sunny Beach) Milko Rushanov Owner Comapany, Optimax Tour OOD (Imperial Sunny Beach) Elena Ivanova General Manager Comapany, Optimax Tour OOD (Forum Sunny Beach) Teodora Borislavova Owner Comapany, Alexandria Travel OOD (Belvedere Primorsko) Antoaneta Ignatova Owner Comapany, Alexandria Travel OOD (Jeravi Primorsko, SB) Stefan Gogadjov General Manager Comapany, Intenso OOD (Mercury Sunny Beach) Panaiot Zheliazkov Owner Comapany, Palma Tur (Palma Golden Sands) Vasil Bonchev General Manager Comapany.

### **2. Evaluation of the AWC draft Joint Curriculum**

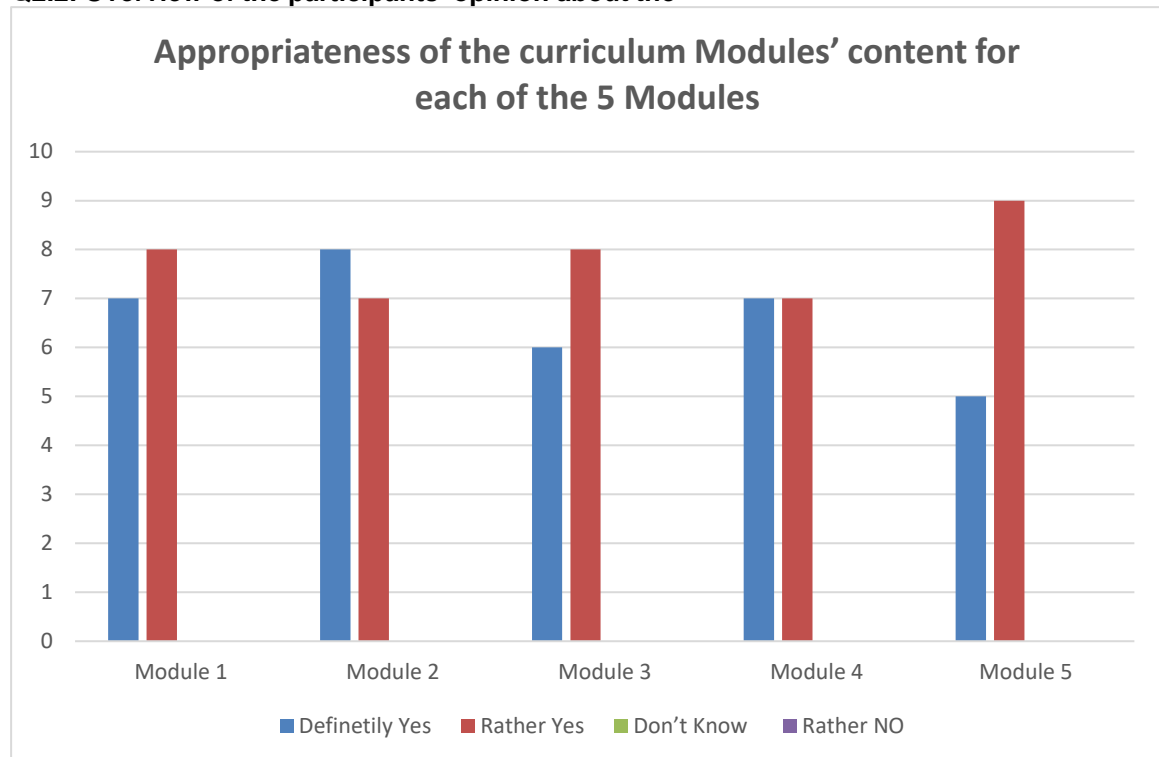
#### **Q2.1: Overview of the participants' opinion about the adequacy of the curriculum Modules' choice.**

In response to the statement "The Modules were adequately chosen" 50,4% of respondents wrote "Fully agree" and 49,6% - "Agree".





## Q2.2: Overview of the participants' opinion about the



### **1) Module “Design of Spa and Wellness products”**

Answers: “Definitely YES” – 7 participants; “Rather YES” – 8 participants

### **2) Digital marketing skills for Spa and Wellness products and services**

Answers “Definitely YES” – 8 participants; “Rather YES” –7 participants.

### **3) Digital Skill**

Answers “Definitely YES” –6 participants; “Rather YES” –8 participants;

### **4) Sustainable development in Spa & Wellness company**

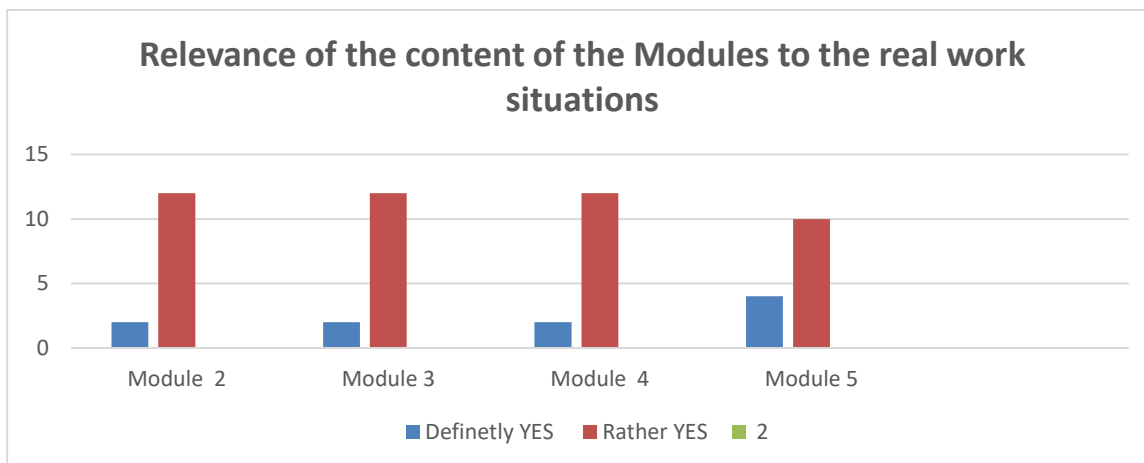
Answers “Definitely YES” – 7 participants; “Rather YES” – 7 participants.

### **5) Module “Client Oriented Communication and Service Skills and Problem Solving Skills”.**

Answers “Definitely YES” – 5 participants; “Rather YES” – 9 participants



### Q2.3: Overview of the participants' opinion about relevance of the content of the Modules to the real work situations for each of the 5 Modules.



#### 1) Module “Design of Spa and Wellness products”

Answers: “Definitely YES” – 8 participants; “Rather YES” – 7 participants; “

#### 2) Digital marketing skills for Spa and Wellness products and services

Answers “Definitely YES” – 2 participants; “Rather YES” – 12 participants;

#### 3) Digital Skill

Answers “Definitely YES” – 2 participants; “Rather YES” – 12 participants;

#### 4) Sustainable development in Spa & Wellness company

Answers “Definitely YES” – 2 participants; “Rather YES” – 12 participants;

#### 5) Module “Client Oriented Communication and Service Skills and Problem Solving Skills”.

Answers “Definitely YES” – 4 participants; “Rather YES” – 10 participants

### Q2.4: Summary of the recommendations for improvement of the Curricula.

#### 1) Module “Design of Spa and Wellness products”

The thematic content could be added with interactive tools of learning

#### 2) Digital marketing skills for Spa and Wellness products and services

It is useful to add or mention tools for managing the content and coordinating the work of employees

#### 3) Digital Skill

It is useful to add more basic knowledge about information technology

#### 4) Sustainable development in Spa & Wellness Company

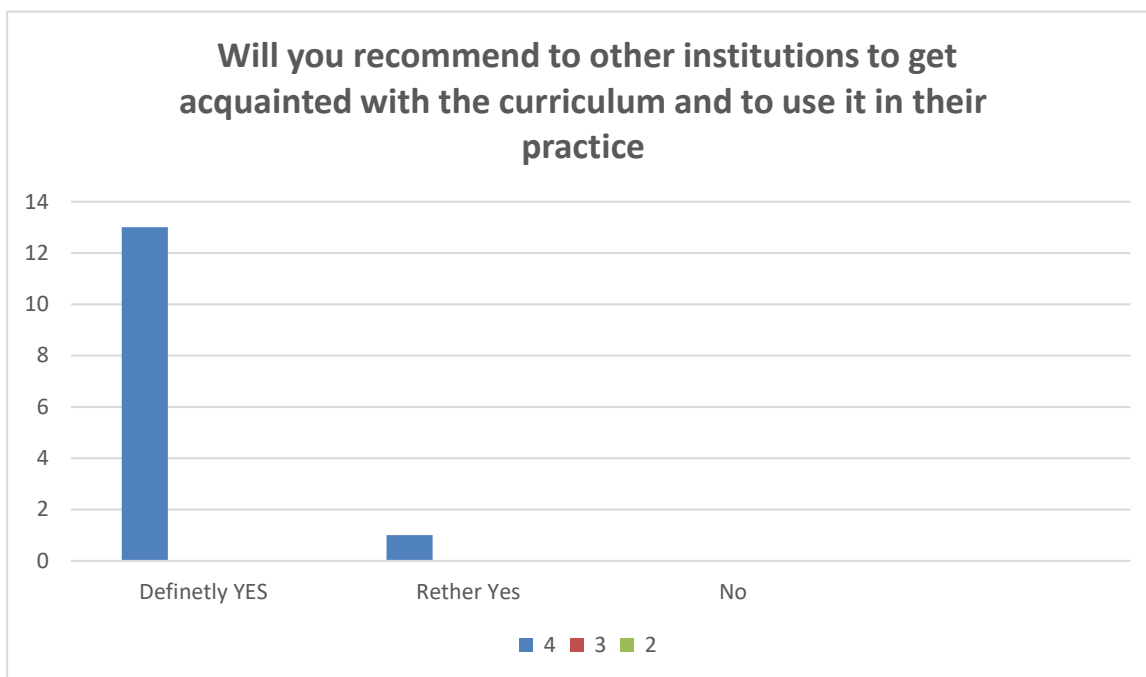
- No recommendations

#### 5) Module “Client Oriented Communication and Service Skills and Problem Solving Skills”

- No recommendations

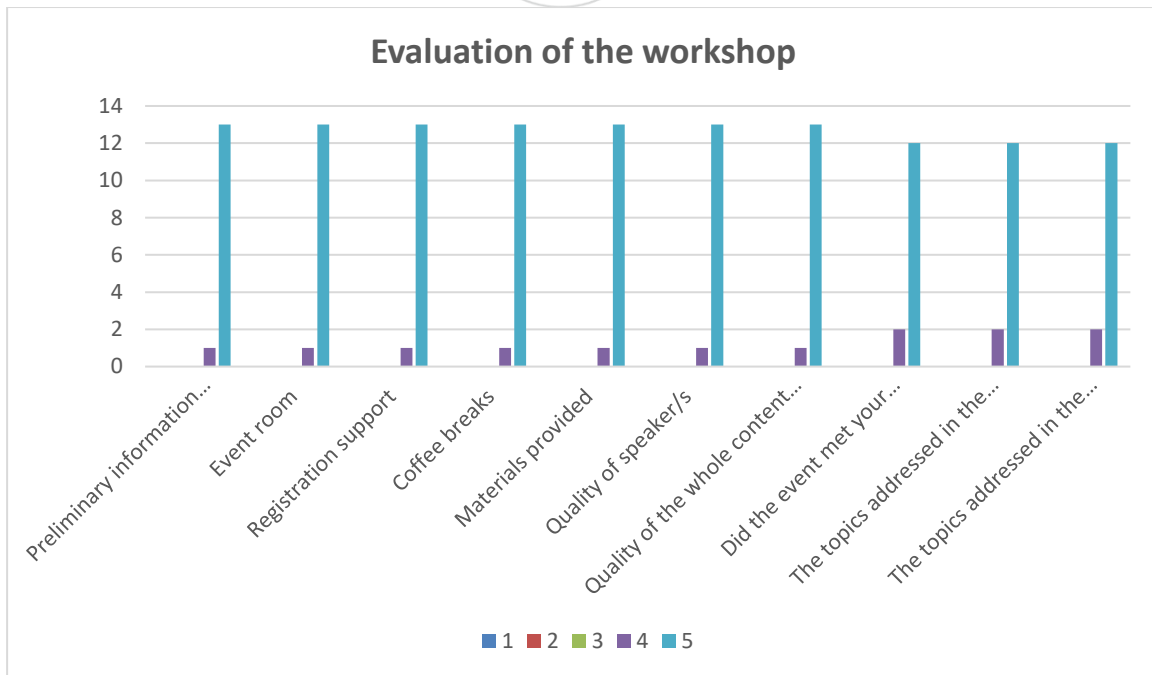


**Q2.5: Will you recommend to other institutions (companies, VET providers and etc.) to get acquainted with the curriculum and to use it in their practice?**



93,0% of the seminar participants answered “Definetly YES” to this question and 7,0% answered “Rather YES”.

### **3. Evaluation of the workshop. Summary of the workshop participants' answers.**



The results of the analysis of the workshop's questionnaires clearly show how the majority of the participants evaluated all seminar aspects as "Good" or "Very good. It is interesting to notice that we did not get even a negative answer or some negative comments or feedback regarding the workshop, its organization and its contents and purposes. As whole, the workshop and the curricula design proposed can be considered very positive and with a high rate of results.