

EUBike Project Overview


The project partners will cooperate with cyclists, cyclotourism associations and tourism providers, in order to **build a network** devoted to cyclotourism development, and specifically to **create and test online training and networking tools**, focused on recognizing the “informal” competences of cyclists in co-development of touristic products, in collaboration with private and public tourism providers.

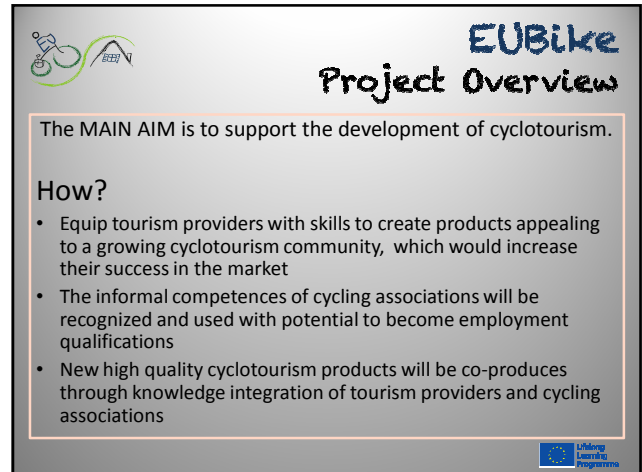
Project Duration:
January 2014 – June 2016

Pilot Regions:
Italy, Austria, Germany, Switzerland

Key Questions:

- What are the needs of bicyclists while traveling?
- How can we recognize the competences of bicyclists?
- How can we make our territories more attractive to cyclotourists?
- How can we adapt and adopt innovative practices in the touristic offer production?






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The MAIN AIM is to support the development of cyclotourism.

How?

- Equip tourism providers with skills to create products appealing to a growing cyclotourism community, which would increase their success in the market
- The informal competences of cycling associations will be recognized and used with potential to become employment qualifications
- New high quality cyclotourism products will be co-produced through knowledge integration of tourism providers and cycling associations





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Tools

EuBike partners will develop open access electronic learning materials:

- eEducational Box will enable recognition and valorization of informal competences of cyclists, and serve to enhance competences of tourism providers
- eMarketing Platform will enable cyclists’ participation in reviewing of the tourism products and support co-creation and co-management of tourism products by tourism providers and cyclist associations





EUBike The Consortium



