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Joint Action plan - Activity 1.5

“Model of intervention - Toolbox”

Testing step
Concept Test



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1. Testing step

Based on the toolbox available from the previous step, a concept test for the model of services is implemented. Practical tests are made on those hospitality operators able to deepen the characteristics of their business environment and access to a set of highly operational services, such as business creation, developed mainly through digital marketing solutions (internet pages, online folder sharing, thematic database, single meetings, networking assistance).

The aim is to prevent aspiring entrepreneurs from neglecting problematic aspects connected to the activity they intend to carry out. Importance is given to the analysis of the capacity to access to financial aids and technical-economic sustainability of each initiative, through specific items or indicators.

The concept test, based on an excel tool (attached), is personalized on the specific socio-economic features and services of all the partners' territories, while the concrete possibility of implement a cross-border network ("Networking with other IPA countries" item) is analyzed.

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2. Concept test design

CONCEPT TEST FOR WORKATION OPERATORS

To create a concept test intended for tourism operators in the workation sector (a combination of work and vacation), it is important to clearly outline the proposal, test its appeal and obtain feedback on fundamental aspects such as the structure of the offer, the needs of customers and the price/duration¹.

CONCEPT TEST: WORKATION PACKAGE FOR TOURISM OPERATORS

1. Introduction to the Concept test:

- **Objective of the Concept Test:**

We aim to present a *workation* “Concept test” aimed at evaluate if tourism operators offer meets market demands and potentially identify areas for improvement.

- **Definition of Workation:**

A workation allows customers to combine remote work and vacation, offering comfortable accommodation with all the necessary equipment for efficient work as well as opportunities to relax and enjoy local attractions. This package is designed to meet the needs of remote workers, digital nomads, freelancers, and employees of companies with hybrid work models.

2. Concept test Description:

- **Items selected:**

- *High-speed Internet connection*
- *Coworking spaces*
- *Meeting rooms*
- *Secretarial services*
- *Video conferencing equipment*
- *Long-term stay packages*
- *Leisure and wellness activities (yoga, gym, etc.)*

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- *Excursions and tourist activities*
- *Catering and room service*
- *Printing*
- *Duration - Less than a week*
- *Duration - 1-2 weeks*
- *Duration - 2-4 weeks*
- *Duration - More than a month*
- *Target - Freelancers*
- *Target - Remote workers*
- *Target - Digital nomads*
- *Target - Companies offering workation to employees*
- *Target - Others*
- *Feedback positive*
- *Feedback negative*
- *Financial advice documents*
- *Enterprise creation quick referral guide*
- *Synthesis on funding opportunities*
- *Communication tips & tricks*
- *Project management templates*
- *Company website*
- *Social media*
- *Newsletter*
- *Online advertising (Google Ads, Facebook Ads, etc.)*
- *Collaborations with influencers*
- *Industry fairs and events*



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- *Partnerships*
- *Services oriented to discovering rural areas of Molise*
- *Qualified workforce*
- *Networking with other IPA countries*

3. Concept test weight:

- For each item is proposed a weight which allows to select the fundamental variables and assign a specific level of importance.

4. Concept test Input:

- The input voice is the score on a “1-10 SCALE” detected through the touristic operator or its communication channels.

5. Concept test Score:

- The score is the result of multiplying the weight and the score detected.

6. Concept test environment:

- This voice simply indicates the method of collecting information (from website, direct interview, questionnaire).

7. Concept Execution status:

- The concept test allows to promptly verify the variables and salient points listed above, attributing a specific score and a final judgment on the operator’s ability to offer services related to workation (Pass or False).

The test is performed on the following minimum scale of scores (minimum expected results) attributed to the specific items:

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Workation item	Weight	Input Data	Max Results	Score	Minimum expected results
High-speed Internet connection	0,6	10,0	6	6,0	5
Coworking spaces	0,3	5,0	3	1,5	0,5
Meeting rooms	0,3	5,0	3	1,5	0,5
Secretarial services	0,2	3,3	2	0,7	0,2
Video conferencing equipment	0,6	10,0	6	6,0	5
Long-term stay packages	0,6	10,0	6	6,0	5
Leisure and wellness activities (yoga, gym, etc.)	0,3	5,0	3	1,5	0,5
Excursions and tourist activities	0,5	8,3	5	4,2	3,2
Catering and room service	0,4	6,7	4	2,7	1,7
Printing	0,6	10,0	6	6,0	5
Duration - Less than a week	0,2	3,3	2	0,7	0,2
Duration - 1-2 weeks	0,3	5,0	3	1,5	0,5
Duration - 2-4 weeks	0,4	6,7	4	2,7	1,7
Duration - More than a month	0,5	8,3	5	4,2	3,2
Target - Freelancers	0,3	5,0	3	1,5	0,5
Target - Remote workers	0,3	5,0	3	1,5	0,5
Target - Digital nomads	0,6	10,0	6	6,0	5
Target - Companies offering workation to employees	0,6	10,0	6	6,0	5
Target - Others	0,2	3,3	2	0,7	0,2
Feedback positive	0,6	10,0	6	6,0	5
Feedback negative	0,1	1,7	1	0,2	0
Financial advice documents	0,3	5,0	3	1,5	0,5
Enterprise creation quick referral guide	0,3	5,0	3	1,5	0,5
Synthesis on funding opportunities	0,3	5,0	3	1,5	0,5
Communication tips & tricks	0,4	6,7	4	2,7	1,7
Project management templates	0,6	10,0	6	6,0	5
Company website	0,4	6,7	4	2,7	0,7
Social media	0,4	6,7	4	2,7	0,7
Newsletter	0,2	3,3	2	0,7	0,2
Online advertising (Google Ads, Facebook Ads, etc.)	0,4	6,7	4	2,7	1,7
Collaborations with influencers	0,3	5,0	3	1,5	0,5
Industry fairs and events	0,2	3,3	2	0,7	0,2
Partnerships	0,4	6,7	4	2,7	1,7
Qualified workforce	0,5	8,3	5	4,2	3,2
Services oriented to discovering rural areas of Molise	0,6	10,0	6	6,0	3,0
Networking with other IPA countries	0,6	10,0	6	6,0	3,0



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8. Concept test Bug severity:

- Allows to attribute a qualitative judgment on the importance and criticality detected (not relevant/High/medium/low) with respect to the specific item.

9. Concept test Evaluation:

- The final judgment expresses an evaluation of whether the test has been passed or not (PASS or FALSE), considering that at least a **minimum number of 10 favorable items** must be achieved.

¹ A specific Concept test, appropriately customized, could be submitted also to tourists or stakeholders, so to have a complete market oriented approach and ensure more efficient workation services.