

**Contract on the Provision of Financial Resources
from the International Visegrad Fund's
Visegrad Grant No. 22120230**

(hereinafter only the "Contract")

1. CONTRACTING PARTIES

1.1 International Visegrad Fund

Address: Hviezdoslavovo nám. 9, 811 02 Bratislava,
SK
ID No.: 36060356
Bank name: Tatra banka, a.s.
Bank seat: Hodžovo nám. 3, 811 06 Bratislava, SK
IBAN: SK29 1100 0000 0029 3600 0250
SWIFT/BIC: TATRSKBX

Represented by [REDACTED] Executive Director

hereinafter referred to as the "Fund"

and

1.2 Technická univerzita v Liberci

Name: Technical University of Liberec
Address: Studentská 1402/2, Liberec 1, 461 17
, CZ
Correspondence address: Studentská 1402/2, Liberec 1 , 461 17
, CZ
ID No.: 46747885
Bank details: IBAN: CZ980300000000681641283;
SWIFT/BIC: CEKOCZPP; bank name:
Československá obchodní banka, a.s.;
bank seat: 1. máje 79/18, 460 07 Liberec,
Czech Republic
Registered VAT Payer: yes

Represented by: [REDACTED]

hereinafter referred to as the "Grantee"

1.3 The Fund and the Grantee jointly hereinafter only "Contracting Parties".

1.4 The Contracting Parties enter into this Contract on Provision of Financial Resources from the International Visegrad Fund under the conditions and with the subject matter stipulated below.

2. SUBJECT OF THE CONTRACT

2.1 The subject of this Contract is the definition of conditions for the payment of financial support from the Fund to support the activities of the Grantee within the project named "**Services in tourism in the Czech-Polish border area**", as on the base of Grantee's proposal in application submitted via the Fund's On-line System as defined below (the "Application") under serial No. **22120230** (the "Project"). To avoid any doubts, Contracting Parties declare and agree that after the Application is submitted via the On-line System, it cannot be changed by neither Contracting Party.

2.2 The Grantee specified the following project partners for the implementation of the Project:

Partner No. 1.

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|---|---------------------------|
| Name of the organization in its native language: Uniwersytet Ekonomiczny we Wrocławiu, Filia w Jeleniej Górze | |
| Name of the organization in English: Wrocław University of Economics and Business, Filia Jeleni Góra | |
| Address: ul. Komandorska 118/120, , Wrocław, , 53 345, PL | PL |
| Statutory representative: prof. dr hab. Andrzej Kaleta | |
| BIN: 896-000-69-97 | Registered VAT payer: yes |

All of the above-mentioned partners hereinafter jointly referred to only as the "Project Partners".

2.3 The subject of the Project shall be supported by the Fund with an amount of up to **€8,835.00** under conditions set forth further in this Contract (the "Grant").

2.4 The Grantee is obliged to implement the Project in compliance with the time frame and financial and other conditions stipulated in the Contract.

2.5 The Grantee is obliged to keep the Fund updated in regard to the Project via the grant management on-line system available at <http://my.visegradfund.org/> (the "On-line System").

3. IMPLEMENTATION OF THE PROJECT

3.1 The Contracting Parties agree that the Project shall last from **01/10/2021** to **28/02/2023** (the "Implementation Period").

3.2 Particular stages of implementation of the Project are specified in Attachments No. 1 and 2 hereof ("List of outputs" and "Calendar of Events/Outputs"). The Grantee is obliged to maintain an up-to-date Calendar of Events. Any change in the dates, venues or types and names of events originally stipulated in the Calendar of Events must be updated and confirmed in the On-line System no later than 10 working days prior to the planned date.

4. GRANT PAYMENT

4.1 The Grant shall be paid to the Grantee under conditions set forth in Section 4.2 hereof in 2 instalments as follows:

- the 1st installment in the amount of **€7,068.00** within 15 working days after the delivery of the valid and effective Contract by the Grantee to the Fund (the "First Instalment"); Contracting Parties agreed that the Grantee is obliged to deliver to the Fund a final report contents and requisites of which are set forth in the Grants Guidelines published and available on the Fund's website in the period under Article 6, section 6.2 of the Contract (the "Final Report");
- the 2nd (and final) installment in the amount of **€1,767.00** within 15 working days after the Final Report and Financial Statement are approved by the Fund according to Article 6 hereof (the "Final Instalment"). Parties agreed that the Final Instalment must be pre-financed by the Grantee and, if duly approved under conditions set forth hereof, the Fund reimburses the due amount of the Final Instalment.

4.2 The Grantee shall be entitled to the 2nd Instalment and Final Instalment of the Grant solely upon the approval of the Fund provided (i) the relevant reports relating to the particular instalment were delivered by the Grantee to the Fund within the periods stated in Article 6 hereof and in the Calendar of Events/Outputs as specified in Attachment No. 2 hereto and (ii) such reports were approved by the Fund pursuant to Article 6 hereof.

4.3 The Fund reserves the right to deny the disbursement of the Grant or any part of it, in case the Grantee does not comply either with the Grant Guidelines mentioned in 4.4 and applicable at the time of the Application's submission or the provisions of the present Contract. In such case the Grantee shall not be entitled to any disbursement.

4.4 The Grantee declares that prior to the signing of this Contract they made themselves familiar with the Grant Guidelines of the Fund which are applied by the Fund for the organization and treatment with the grants, including Grant provided to the Grantee under this Contract, and which are published on the website of the Fund (www.visegradfund.org). The Grantee shall be obliged to accept all such rules and principles of the Fund.

4.5 The Fund is entitled to change the Grant Guidelines and is in such case obliged to make the valid version thereof available at the Fund's website (www.visegradfund.org).

5. GRANT UTILIZATION

5.1 The Grant shall be used by the Grantee only to cover the direct expenses of the Project during the Implementation Period of the Project according to the budget plan which forms Attachment No. 1 hereof (the "Budget"). Up to 15% of the Grant may be used to cover Project overhead costs (operating costs directly linked to the Project).

5.2 The expenses required for the Project from the Grant cannot exceed the approved amount.

5.3 The Grant may be used only during the contracted Implementation Period. The part of the Grant not used during the Implementation Period shall be returned by the Grantee to the Fund upon request within 15 working days.

5.4 The Grantee shall use the Grant according to the Budget in an efficient and cost-effective way.

5.5 Any change in the qualified expenses as stated in the Budget exceeding the amount of €1,000.00 in individual budget category requires the prior approval of the statutory representative of the Fund. For such approval to be granted a written request of the Grantee is required in which the need of such change shall be justified. Without the approval of the Fund the Grant may not be used to cover such changed expenses exceeding the amount qualified in the Budget.

5.6 The financial resources of the Grant other than overhead costs cannot be used for:

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| a) capital investments (tangible/intangible assets); |
| b) VAT refund for Grantees who request VAT compensation from local authorities; |
| c) the Grantee's own indirect costs (electricity/gas/water/telephone bills, etc.); |
| d) internal costs or invoices (rent of one's own premises, one's own accommodation and board); and |
| e) Grantee's own work—e.g. coordination of the Project, salaries, financial remuneration of employees (or any expenses related to employment based on the Labour Code, including daily allowances, part-time work, etc.). |

6. REPORTING OBLIGATIONS AND RELATED CONTRACTUAL TERMS

6.1 The Grantee shall immediately inform the Fund in writing of any circumstance which may affect the realization of the Project or of any changes in contractual conditions. The statutory representative of the Fund shall decide upon such circumstances and changes.

6.2 The Grantee shall deliver to the Fund:

| <i>Report:</i> | <i>Covering the period from-to:</i> | <i>Latest delivery of report:</i> |
|---|-------------------------------------|-----------------------------------|
| Final Report | 01/10/2021–28/02/2023 | 28/03/2023 |
| Financial Statement | 01/10/2021–28/02/2023 | 28/03/2023 |
| Copies of all project-related invoices and bank transcripts | 01/10/2021–28/02/2023 | 28/03/2023 |

6.3 The reports under this Article hereof shall be drawn up in the qualified forms and according to the requirements and instructions published on the website of the Fund, mainly in the Grants Guidelines. The Fund reserves the right to deny any Report failing to meet this requirement.

6.4 All the reports shall be prepared and separately signed by the Grantee or authorized representative of the Grantee.

6.5 The Financial Statements shall conform to the budget and shall mention expenditures related to the Project and shall comply with financial documents evidencing the utilization of the Grant. All financial documents (receipts, bills, contracts and invoices, etc.) related to a project must be kept for period of at least 10 years and copies thereof delivered to the Fund upon request.

6.6 The Fund has the right to verify any data provided by the Grantee to the Fund. The Grantee hereby grants the Fund authorization to provide any acts on behalf of the Grantee necessary for verification of any data provided by the Grantee to the Fund.

6.7 In case of any reservations of the Fund to provided reports or any documentation attached thereto the Grantee shall be obliged to revise such reports or documentation according to the requirements of the Fund within the period stated by the Fund.

6.8 The Fund reserves the right to determine the eligibility of each cost to be covered by the Fund.

7. OTHER CONTRACTUAL TERMS

7.1 All formal communication with the Fund must be conducted in English.

7.2 The Grantee is obliged to specify a bank account for the purposes of the grant disbursements realized by the Fund. All Project payments must be carried through the bank account owned by the Grantee.

7.3 The Grantee shall conduct bank transfer (non-cash) transactions only.

7.4 The Grantee is obliged to acknowledge the Fund's support of the Project (i) on all premises where events take place as part of the Project (in the form of a banner or flag), (ii) in all printed materials distributed as part of the Project, (iii) in all public statements and presentations and (iv) on all web pages connected with the Project. All acknowledgements must visibly carry the current version of the logo of the Fund and, if on-line, must be directly linked to www.visegradfund.org. Acknowledgements in event venues must be present for the duration of the events; acknowledgements on-line must remain active for the whole Contractual Period of the Project, at minimum. The Grantee shall ensure that any of its Project Partners acknowledge the Fund's support for the Project to the same extent that the Grantee is obliged under this Contract. Further obligations of the Grantee regarding the acknowledgment of the Fund's support of the Project are specified in the Logo and Acknowledgement Manual (annex to the Grant Guidelines) of the Fund published on the Fund's website and the Grantee declares that prior to the signing of this Contract he made himself familiar with the Grant Guidelines and shall abide by this policy.

7.5 The Fund reserves the right to carry out monitoring visits of the Project and implementation thereof and carry out financial inspection of the Project and, if necessary, request additional documentation regarding the Project. The Grantee is obliged to allow visits from the staff of the Fund or from personnel authorized to do so by the Fund, allow a financial inspection and provide any materials related to the Project upon request.

7.6 The Fund (or person authorized by the Fund) is entitled to carry out an audit of the Grantee during the Implementation Period. The Grantee is obliged to bear such audit and provide the Fund with any accounting and other document related to the Grant and make and deliver the Fund copies therefrom.

7.7 The Fund undertakes to extend to the Grantee necessary co-operative support.

7.8 Both Contractual Parties may disclose information on the Project and enable access of the public to participate in the Project.

7.9 The Grantee takes note of the fact that the Fund accepts no responsibility for any contents of any output of the Project.

7.10 The Grantee declares that he shall be the bearer of all intellectual property rights and/or copyrights to any outputs of the Project or any part thereof (the "Outputs"). The Grantee hereby grants to the Fund under provisions of the Act No. 185/2015 Coll. Copyright Act (the "Copyright Act") a non-exclusive royalty free license, without territorial, time, material and technological limitations, to any Outputs of the Project or part thereof, so the Fund shall have mainly right to:

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| a) publicly disclose the Outputs and publish the Outputs in any way, e.g. on the Fund's website, in any Fund's materials, etc.; |
| b) alter and process the Outputs, mainly use the Outputs to create new work, according to needs of the Fund; |
| c) include the Outputs to a database under §131 of the Copyright Act; |
| d) merge the Outputs with any other outputs or work; |
| e) make copies of the Outputs; |
| f) publicly distribute the Outputs; |
| g) to deal with the Outputs in any other way that is attributable to the author under the provisions of the Copyright Act. |

7.11 The Parties agreed to adhere to the principles of environmental sustainability by all means possible in relation to the Project (saving electricity, water and other resources, preferring local goods and services and printing only if necessary and on both sides of the paper, etc.).

8. CONTRACTUAL SANCTIONS

8.1 The Fund shall be entitled against the Grantee for a contractual penalty in the amount of 20% of the amount of the Grant (the "Contractual Penalty"), if:

- a) any data provided by the Grantee turns out to be false or not up-to-date, or
- b) the Grantee fails to deliver to the Fund any of the reports according to this Contract in time, or
- c) the Grantee fails to observe the Budget or the Grant or any part of it is used in conflict with the terms stipulated in this Contract, or
- d) the Grantee breaches any of its obligation arising from Article 7 hereof.

8.2 The Contractual Penalty shall be paid by the Grantee within 15 working days from the written notice of the Fund. The Contractual Penalty payment shall not affect the Fund's right to request a damage compensation for any damages caused to the Fund.

8.3 The Fund shall be entitled to withdraw from the Contract, in case:

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| a) any kind of false/incorrect data/information is provided by the Grantee, or |
| b) any of the contractual requirements are not met by the Grantee or breached by the Grantee and the Grantee shall not remedy such deficiency or breach within an additional reasonable period provided by the Fund in the written call for the remedy, or |
| c) deficiencies are determined that could in a significant way affect the result or approved schedule during the implementation of the Project, mainly, but not limited to, the Outputs of the Project do not meet the requirement under this Contract and its attachments, or |
| d) the good reputation of the Fund is damaged by the Grantee, or |
| e) the Fund learns about a misuse of any funds granted to the Grantee by the Fund or the funds provided by the Fund are used, intentionally or negligently, to any other purpose that specified in the Project. |

8.4 The notice of withdrawal shall be delivered in writing in person or by registered mail to the address of the relevant Contracting Party stated in this Contract. The notice of withdrawal shall be considered received on the date of its delivery. If the delivery of the withdrawal notice is rejected by the relevant Contracting Party, the rejection date shall represent the date of delivery. In the case of postal deliveries, the withdrawal notice shall be considered received on the third day of its postal deposit, irrespective the addressee's knowledge of such deposit.

8.5 If the Contract is terminated upon the withdrawal of the Fund therefrom, the Grantee shall automatically be obliged to return to the Fund the amount of the paid Grant within 15 working days.

8.6 In case the Grantee fails to observe the Budget or the Grant or any part of it is used in conflict with the terms stipulated in this Contract, the Grantee shall be obliged to return the amount of the paid Grant to the Fund within 15 working days at the call of the Fund.

8.7 When the Fund determines deficiencies that could in a significant way affect the result or approved schedule during the implementation of the Project, the Fund reserves the right to suspend the payment of Grant or any part of it for a definite period.

8.8 If the Fund anytime (i.e., also after implementation of the Project) learns about a misuse of any funds granted to the Grantee by the Fund, the Grantee shall be obliged to return the full granted amount to the Fund within 15 working days of the call of the Fund.

9. FINAL PROVISIONS

9.1 This Contract shall be governed by Slovak law. Relevant provisions of the Civil Code of the Slovak Republic and other related regulations of the Slovak Republic shall apply to the relations regulated in this Contract, resulting from it and related to it.

9.2 Any disputes resulting from this Contract which could not be settled by mutual agreement of the Contracting Parties shall be resolved by Slovak courts.

9.3 This Contract shall enter into force on the day of its signing by both Parties. This Contract is concluded for a definite time period until 09/05/2023 (i.e., the implementation period + 50 working days), except the stipulations in Section 8.8 hereof which shall remain valid and effective for an indefinite time period.

9.4 Both Contracting Parties declare that they conclude this Contract of their free will, they have read its content and as evidence of their consent to its wording they voluntarily sign it as correct.

9.5 The Contract is drawn up in two identical counterparts in English. Each Contracting Party shall receive one counterpart of the Contract.

Done in Bratislava, on 08/09/2021

Signature of the Fund's statutory representative

Signature of the Grantee's statutory representative

Attachment 1

to the Contract on the Provision of Financial Resources from the International Visegrad Fund's Visegrad Grant No. **22120230**

List of Outputs:

Total approved sum: **€8,835.00**

1 Workshop (Event–Public), Liberec, CZ

25/01/2022–25/01/2022

Workshop of tourism experts, where the audience will be composed of students from both universities. The aim is to discuss and exchange information on the topic of services in tourism before the pandemic and after the pandemic in the Czech-Polish border region. The workshop will include an online discussion between workshop participants and students. The workshop will be the basis for compiling a questionnaire for primary research. The meeting of researchers and partners from both universities will be prepared immediately after the project is assigned. This is due to the necessity of precise planning of the workshop, setting deadlines and workshop participants

Direct target groups:

Students of the Faculty of Economics, Technical University of Liberec • Students of Wrocław University of Economics and Business, Filia Jeleni Góra • Entrepreneurs in tourism from the Jizera Mountains region.: 200

Selection/outreach: Workshop with a panel discussion of about 20 experts from academia (CZ, PL), director of TRJH, head of the Regional Office of Liberec Region (Department of Tourism) and representative of Dolnośląskiej Izby Gospodarczej, owners and managers of companies providing accommodation, restaurants, plus representative of travel agencies. The online audience will be students of both universities together with academics and representatives of business entities.

Dissemination/promotion

The workshop will be promoted by means of: • project website, where the workshop will be streamed • Instagram with photos and comments from the workshop • website and social networks of the researcher Technical University of Liberec and partner University of Wrocław • website of the TRJH and Dolnośląskiej Izby Gospodarczej.

Role of the applicant and project partners

The workshop will be organized by the project leader, who will provide the venue, streaming, refreshments and promotion of the V4 fund. The partner will participate in securing the workshop participants and promoting the workshop. The exact arrangement will be jointly coordinated by online communication.

2 Excursion in Poland (Event–Private), Jelenia Góra and The Jizera Mountains, PL

10/05/2022–10/05/2022

Excursion of Czech students to Jelenia Góra for a one-day visit to the university and the city. In the morning, Czech students will be introduced to study programs and teaching methods at a Polish university. In the afternoon, students will take part in a guided excursion in Jelenia Góra, followed up by a lecture on the history and culture of the city and the region.

Direct target groups:

Students of the Faculty of Economics, Technical University of Liberec: 35

Selection/outreach: Tourism students from the partner university.

Dissemination/promotion

Photos from the excursion will be promoted by: • website and social media of the partner university • project website • project Instagram page • conference

Role of the applicant and project partners

The Excursion to Poland will be prepared and implemented by the applicant, Faculty of Economics, Technical University of Liberec. The program for students and teachers will be prepared by the applicant, Wrocław University.

3 Excursion in the Czech Republic (Event–Private), Liberec and The Jizera Mountains, CZ

18/05/2022–18/05/2022

Excursion of Polish students to Liberec for a one-day visit to the university and the city. In the morning, Polish students will be introduced to study programs and teaching methods at a Czech university. In the afternoon, students will take part in a guided excursion in Liberec followed up by a lecture on the history and culture of the city and the region.

Direct target groups:

Students of the Wrocław University of Economics and Business, Filia Jeleni Góra: 35

Selection/outreach: Tourism students from the research university.

Dissemination/promotion

Photos from the excursion will be promoted by: • website and social media of the research university • project website • project Instagram page • conference

Role of the applicant and project partners

Photos from the excursion will be promoted by: • website and social media of the research university • project website • project Instagram page • conference

4 Primary research in Poland (Product)

01/04/2022–30/06/2022

Primary research, where the aim will be to compare the tourism services before and after the pandemic. The Jizera Mountains region will be divided into 10 parts in Poland, each part being assigned to a three-member group of students, which will collect data about accommodation, catering and transport in the assigned area. These data will be statistically processed and published. The whole data collection procedure will be followed: defining the research goal, creating a questionnaire, testing the questionnaires in the preliminary research, data collection plan, data evaluation and interpretation of the results.

Direct target groups:

• Service providers and employees working in tourism in Poland in the Jizera Mountains • Students of the Wrocław University of Economics and Business, Filia Jeleni Góra: 35

Selection/outreach: A precisely defined area of the Jizera Mountains in Poland territory. The goal is to collect more than 1000 responses.

Dissemination/promotion

The results of the primary research will be promoted by: • project website • conference • IC in the examined Czech-Polish territory • Dolnośląska Izba Gospodarcza. • Urząd Marszałkowski Województwa Dolnośląskiego Departament Wydział Turystyki

Role of the applicant and project partners

The research will take place in parallel on both sides of the border and the same procedure will be followed, for a possible comparison of the research results. The researcher will carry out research in the Czech Republic and is responsible for the entire course of the research. The partner will carry out the research on the territory of Poland and is responsible for the entire course of the research. The research will be coordinated throughout the activity online.

5 Primary research in the Czech Republic (Product)

01/04/2022–30/06/2022

Primary research, where the aim will be to compare the tourism services before and after the pandemic. The Jizera Mountains will be divided into 10 parts in the Czech Republic, each part being assigned to a three-member group of students, which will collect data about accommodation, catering and transport in the assigned area. These data will be statistically processed and published. The whole data collection procedure will be followed: defining the research goal, creating a questionnaire, testing the questionnaires in the preliminary research, data collection plan, data evaluation and interpretation of the results.

Direct target groups:

Service providers and employees working in tourism in the CZ in the Jizera Mountains. • Students of the Faculty of Economics, Technical University of Liberec: 35

Selection/outreach: A precisely defined area of the Jizera Mountains in the Czech territory. The goal is to collect more than 1000 responses.

Dissemination/promotion

The results of the primary research will be promoted by: • project website • conference • IC in the examined Czech-Polish territory • Regional Chamber of Commerce Liberec • Department of Tourism of the Liberec Region

Role of the applicant and project partners

The research will take place in parallel on both sides of the border and the same procedure will be followed, for a possible comparison of the research results. The researcher will carry out research in the Czech Republic and is responsible for the entire course of the research. The research will be coordinated throughout the activity online.

6 Conference (Event–Public), Hejnice, CZ

21/11/2022–22/11/2022

Conference organized in the researched area of the Jizera Mountains. This is a two-day event. The first day will be a scientific conference with the participation of external experts in regional tourism, followed by presentations by students from the Czech Republic and Poland. The evening will be dedicated to an informal meeting of students with a cultural program. The next day will feature a visit to natural monuments in the Jizera Mountains. An online compilation of the conference will be published

Direct target groups:

Students of the Faculty of Economics, Technical University of Liberec • Students of the Wrocław University of Economics and Business, Filia Jeleni Góra : 159

Selection/outreach: The conference will be attended by students and academics from both universities. Three experts from the field of tourism will be invited to the conference to give a professional lecture. Number of full-time conference participants: 4 academics 45 accommodated students 5 lecturer business representatives 5 lecturers from tourism organizations Number of online participants: 100 general public

Dissemination/promotion

The conference will be disseminated by: • project website, where a compilation of contributions and stream of the conference will be published • Instagram

Role of the applicant and project partners

Both project partners will participate in the preparation. The implementation of the conference will be prepared by the applicant; this includes the provision of transport to relevant venues, accommodation, meals, program on the first day, and a visit to natural monuments on the second day.

7 Development strategy (Product)

01/10/2022–28/02/2023

This research report will form the basic strategic document of the Tourist Region of the Jizera Mountains for the years 2023-2025 and will include both parts of the border (CZ / PL). The source for the compilation will be secondary research, which will examine three documents that concern it: • CzechTourism strategy and destinations in the Czech Republic 2021-2025 • Development Strategy of the Liberec Region 2021-2027 • Development strategy of the Statutory City of Liberec 2021+ • Lower Silesian Voivodeship Development Strategy 2020 • Strategy of the Development of the Lower Silesian Voivodeship 2030 On the other hand, data from primary research carried out by both universities in the Jizera Mountains will be used. The aim of the research report is: • analyze the potential of tourism after a pandemic, its position and weaknesses • based on the analysis, propose specific strategic goals • to propose strategies for the destination Jizera Mountains The purpose of the proposed strategy is to increase the use of the potential of the Jizera Mountains Tourist Region with regard to sustainable tourism and also all involved tourism actors, ie visitors, residents and local government

Direct target groups:

Companies involved in business in the field of accommodation, catering and hospitality, in the Czech part in the period of March 2021 there were 4,500 entities in the Polish part, that is about 1,000 entities.: 100000

Selection/outreach: These companies employ about 100,000 employees in the Jizera Mountains region.

Dissemination/promotion

Website and social networks of the researcher TU in Liberec Project website Tourist region Jizera mountains (TRJH) Department of tourism of the Liberec region. Dolnośląska Izba Gospodarcza.

Role of the applicant and project partners

The research report will be prepared by a team composed of members of both universities, for feedback the THRJ in the Czech Republic and Dolnośląska Izba Gospodarcza in Poland will be used. Contents of the research report: Analytical part: Offer analysis (Localization factors, Realization factors); Demand analysis, CR management analysis, Competition analysis, Summary SWOT analysis Strategic part: Vision, mission, priorities, goals, strategy proposals.

8 Project website (Product)

01/10/2021–28/02/2023

The project website with an English version is the main communication channel of the project, where all information about the type of project, financing, project progress and implementation of outputs will be provided. The website will be connected via an active link to the home page with Instagram, which is more suitable for the students and planned content than Facebook. The researchers will collaborate with an external agency to implement the SEO strategy on the creation of the website. Before and during the creation of the website, there will be online communication with the project partner. An ad in the Google Ads system will be used to promote the website, which will not be launched until the end of the project, when all the outputs are available. After termination of the project the website will be administered by TRJH.

Direct target groups:

Service providers and employees working in tourism in the CZ in the Jizera Mountains. -Service providers and employees working in tourism in the PL in the Jizera Mountains. -Visitors and inhabitants of the Jizera Mountains in the CZ and PL.: 7100000

Selection/outreach: Owners and employees working in services throughout the region in both territories. Visitors to this region, one-day and multi-day stays. cca 7 mil visitors or tourists for the year and 100 tis. employees.

Dissemination/promotion

Via: •websites and social networks of the researchers Technical University of Liberec •promotion via Google Ads •IC in the examined Czech-Polish territory •Regional Chamber of Commerce Liberec. •Tourist region Jizera Mountains (TRJH) • Department of Tourism of the Liberec Region. • Dolnośląska Izba Gospodarcza. • Urząd Marszałkowski Województwa Dolnośląskiego Department Wydział Turystyki

Role of the applicant and project partners

The researcher will participate in the preparation and implementation together with the partner. The research team includes an expert in marketing communication, who will be responsible for the technical implementation of the website. Everything will be regularly consulted online with the partner. The researcher will oversee the project website in the Czech territory and the partner will oversee it in the Polish territory.

Budget

| | |
|--|-----------------|
| Accommodation and board | 3,227.00 |
| Expert fees/Fees for authors or artists | 210.00 |
| Printing/publishing costs | 192.00 |
| Promotional costs | 1,650.00 |
| Rent and related technical services | 230.00 |
| Translation and interpreting costs | 453.00 |
| Transportation and postage | 1,552.00 |
| Project overhead costs | 1,321.00 |
| Total | 8,835.00 |

Done in Bratislava, on 08/09/2021

Signature of the Fund's statutory representative

Signature of the Grantee's statutory representative

Attachment 2to the Contract on the Provision of Financial Resources from the International Visegrad Fund's Visegrad Grant No. **22120230****Calendar of Events:**Implementation period: from **01/10/2021** to **28/02/2023**

| | Event | City | Country | From | Until |
|---|---------------------------------|---------------------------------------|---------|------------|------------|
| 1 | Workshop | Liberec | CZ | 25/01/2022 | 25/01/2022 |
| 2 | Excursion in Poland | Jelenia Góra and The Jizera Mountains | PL | 10/05/2022 | 10/05/2022 |
| 3 | Excursion in the Czech Republic | Liberec and The Jizera Mountains | CZ | 18/05/2022 | 18/05/2022 |
| 4 | Conference | Hejnice | CZ | 21/11/2022 | 22/11/2022 |

Financial Statement and Final Report deadline: 28/03/2023

Done in Bratislava on 08/09/2021

Signature of the Fund's statutory representative

Signature of the Grantee's statutory representative