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Answer to question to public tender "Market Trends – Nature as a Driver for Sustainable Tourism and Local Development":

Question 1

In the Specifications of Requirements it is stated that the desk research should focus on applied literature and not so much on science studies and popular articles. Can you please elaborate on your interpretation of the term 'applied literature' and what it comprises?

Answer

The main reason behind the focus on applied literature is that the requested report should be usable for partners and SME's. Results should be applicable as well as it has to be easily understood and used by local SME's in the partner regions. Therefore the report should focus not so much on theoretical academic studies but usable for product development and marketing of new products from the partner regions to specific markets.

In the specification of requirements we have given examples of what kind of report could be relevant but of course the list is by no means exhaustive.