



UPREST

UP- & REskilling Sustainable Tourism in a new digital era



Co-funded by the
Erasmus+ Programme
of the European Union



Vänerns
kommun



UNIVERSITY WEST



COMUNE DI CERVIA



KVARNER
Diversity is beautiful



SERN



BACKGROUND

In the aftermath of the **Covid-19** pandemic and its devastating effects on the European tourist sector in general, it is vital that appropriate **policies and measures** are taken at the local level across Europe to ensure that the new, post-pandemic tourism industry becomes **competitive and relevant** to needs and expectations of future visitors.

BACKGROUND

Both **digital experiences and sustainability** are key issues for many tourists today when deciding which cities and countries they want to visit, and so we believe that these two issues hold a great potential for development in the respective partners' local ecosystems. To take advantage of such a potential, it is necessary for local officials together with tourist organizations and professionals in tourist sector to get upskilled through innovative continuing education and training.

General Objective



to **increase** the **digital skills** of the actors in the field of sustainable tourism while promoting **new learning pathways** in order to contribute to the recovery of the sector.



Specific Objectives



- To identify **gaps in the skills** of the local business actors and develop training solutions accordingly;
- To **develop re-scalable training solutions** for business actors in the field of tourism related to new digital solutions to be applied locally;
- To **improve cooperation** between the local authority and the business actors by developing a learning ecosystem focused on sustainable tourism.



Outcomes:

- Increased knowledge about the **training needs** of the professionals and civil servants:
- Improved **digital skills** among local business actors in the field of sustainable tourism;
- A Better use of **open data** at local level among civil servants and professional;
- **Best practices** discussed exchanged;
- **Peer review** methodology shared among partner and modelled to the specificity of the business sector;
- **Increased contacts** between the local ecosystem and the municipalities
- A **long-term approach to C-VET and learning** at local ecosystem level adopted in the partner organisations



Three project results:

01

**Map of the
local
training
needs**

02

**Training
Package
fostering digital
skills in
sustainable
tourism**

03

**Guidelines for
continuing
follow-up
activities on
sustainable
tourism**



part 1

WHAT

A set of local “maps” providing a detailed picture of the situation in terms of knowledge and skills, and related training needs, among the organisations of the sustainable tourism ecosystem.

The local Maps will be developed through an online survey (SERN and Högskolan Väst)

TARGET

Local Businesses and Civil Servants (Local and Regional)



part 2

WHAT

The collection of best practices carried out through desk research and by exploiting the European Commission Network ICC, the national networks of contacts the partners have in the field as well as results of existing EU projects funded under other programmes.



FOCUS AREAS OF THE SURVEY

A)The use of data

B)Learning through devices

C)Artificial intelligence and automatization in the field of sustainable tourism

D)The use of virtual reality

E) The use of new smart materials and nano technology

ACTIVITIES LEADING TO THE PROJECT RESULT

| TASKS | WHEN |
|---|-----------------------|
| Task 1.1 Identification of the items constituting the survey (SERN and Högskolan Väst) | 8 - 31 March 2022 |
| Task 1.2 Preparation of the materials pertaining Survey in national languages (All partners) | 1 - 15 April 2022 |
| Task 1.3 Administration of the Survey (All partners) | 15 April - 6 May |
| Task 1.4 Analysis of the results and preparation of first draft of the maps(SERN, Vänersborg, Högskolan Väst) | 7 May -1 June |
| Task 1.5 Definition of the tools for the collection of the best practices (all partners) and collection (Part 2) | 1 March - 2 May 2022 |
| Task 1.8 Preparation of the final version of the best practices identified (all partners) | 2 May - 1 June 2022 |
| Early June 2022 LTTA in Sweden | |
| Task 1.7 Drafting of the final version of the map (SERN) | 6 June 2022 - 30 June |
| Task 1.9 Finalization of the output (including translation in national languages) and publication on the website (SERN) | June-July 2022 |