



## WHAT HAS HAPPENED SINCE OUR LAST NEWSLETTER?

The partners have been very busy over the last few months undertaking research on educational courses available in the European countries of the partnership and holding validation workshops with stakeholders to assess the draft version of the training programme on Sustainability and Digitization in the Tourism Industry.

The findings reveal a common need for training content that addresses the specific themes of sustainability and digitization as local businesses are exposed to the challenges of digital transformation and sustainable adaptation and need support. In fact, tourism SMEs are worried about the strong competition and their own competitiveness capacities. They are aware of the digital transformation of the tourism sector and they need support to adapt. They know that sustainable performance is important but are not sensitized enough to deploy operational policies to facilitate it.



## THE TRAINING PROGRAMME ON DIGITAL AND GREEN UPSKILLING IN THE TOURISM SECTOR

The definitive version of the “S.T.A.R.T. - Sustainable and Technological Approach to Rethink Tourism Training programme has been drafted.

It will consist of 10 modules in the form of Open Educational Resources:

 OER 1 - What is Tourism?

 OER 2 - The Tourists

- OER 3 - The Environmental Impact of Tourism – Tourism a Resources’ Consuming Industry
- OER 4 - The main EU policies on Sustainability Affecting Tourism
- OER 5 - The Tourism Insight
- OER 6 - The Future of Tourism – How digitalisation will change the sector
- OER 7 - Digitization and Sustainability
- OER 8 - Social Media and Marketing in the tourism sector
- OER 9 - Certification of Sustainable Performance
- OER 10 -How to Apply - Rethinking Tourism



**WHAT NOW?**

The next step will see all partners involved in developing learning materials based on their field of expertise.  
Watch this space to find out more.



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