

WHAT HAS HAPPENED SINCE OUR LAST NEWSLETTER?

The S.T.A.R.T partnership is currently working on **WP3 - PRODUCTION OF START DIDACTIC TOOLS**, which consists of five different activities:

The structure of the learning objects and, in particular, of the interactive training video pills based on the model of MicroLearning, Gamified Scenarios with narrative branches and Interactive AI-based Environment was defined.

ACTIVITY 2

'COMPLETION OF
STORYBOARDS
WITH LEARNING
CONTENTS'

ACTIVITY 1

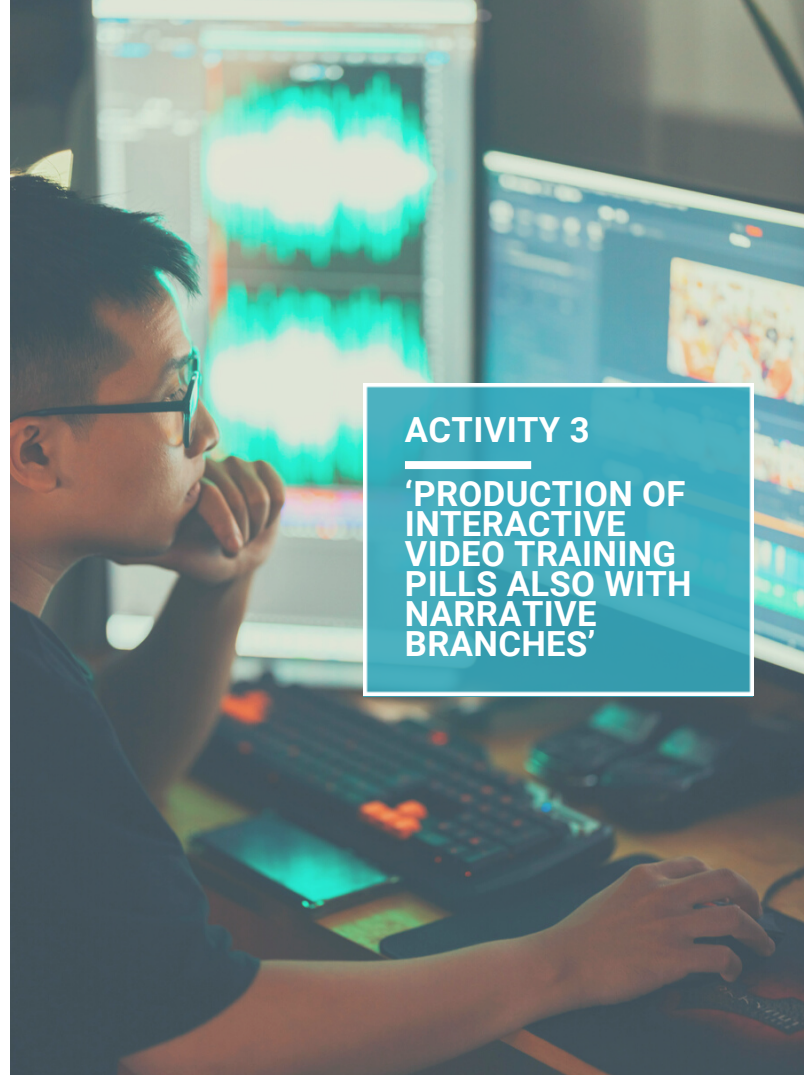
'ELABORATION OF
STORYBOARDS
FOR CONTENT
CREATION'

The objective of Activity 2 of WP3 was to design the methodology and contents of the following training modules:

- What is tourism
- The Tourists
- The Environmental Impact of Tourism – Tourism a Resources' Consuming Industry
- The main EU policies for the promotion of "twin transition" in tourism
- The Tourism Insight
- The Future of Tourism – How digitalisation will change the sector
- Digitization and Sustainability
- Social Media and Marketing in the tourism sector
- Certification of Sustainable Performance
- How to Apply - Rethinking Tourism

Based on storyboards with learning contents developed by the partnership, CONFORM is producing:

- **Interactive video training pills in the form of Microlearning:** to increase the degree of learner engagement, maximise the effectiveness of the training content and overcome the limitations of one-way streaming. In fact, learners will have control over their learning process, and can explore the different insights without having to follow a predetermined path that could make them feel like passive users.
- **Gamified Scenarios with narrative branches:** to verify the learners' correct application of the knowledge they have learnt. Learners will find themselves in a virtual environment, based on real-life dynamics, to test their soft skills, behavioural abilities, their level of knowledge of learning modules and obtain formative feedback.



ACTIVITY 3

'PRODUCTION OF INTERACTIVE VIDEO TRAINING PILLS ALSO WITH NARRATIVE BRANCHES'



ACTIVITY 4

'PRODUCTION OF INTERACTIVE AI-BASED ENVIRONMENT'

Partners are working on provision of contents (case studies, best practices, tutorials, interviews with teachers, experts, managers, etc.) that will aliment the Environment in order to guide the beneficiaries on new ways of promoting and valorising sustainable and technological approaches to rethink tourism. The Environment will adopt streaming and interactivity models that will allow users to modulate their learning paths according to their needs.

This is a methodological handbook on transformational team coaching and green-tech infusion, to enable trainers to evolve towards the role of green-tech infusion Coach, in order to guide tourism workers:



ACTIVITY 5

'ELABORATION OF THE GREEN-TECH TOOLKIT'

- in the realisation of an as-is-to be analysis for the circular transformation of their professional action
- in the "in vitro" design and implementation of digital solutions to innovate the range of tourism products/services offered in a sustainable way.

The partners are in the process of reviewing the first draft.



Partners are working very hard on all project WPs to start planning and organising the piloting phase in the 4 EU countries in March.



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