



TOURing

Pact for TOURism - Skills Towards
a greener G & a more digital Tourism Era

Project 101087478 - TOURing



Newsletter 4
December 2024

Shaping the future of tourism



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TOURing Project concludes with landmark events in Brussels

The **TOURing project**, a ground-breaking initiative under the Pact for Skills in the tourism industry led by **AKMI S.A.**, aims to prepare the tourism sector for the twin challenges of green and digital transitions. The project recently reached a major milestone in **Brussels**, the heart of **Europe**. On **December 5th, 2024** the Final Conference of the **TOURing Project** took place at the Directorate General for Internal Market, Industry, Entrepreneurship, and SMEs (DG GROW) in **Brussels** with representatives of tourism industry from across **Europe**.



Final Conference: "Shaping the Twin Transition"

The Final Conference, entitled "**Navigating the Twin Transition: Upskilling & Reskilling for the Future of Tourism**", served as a platform for knowledge sharing and collaboration. It focused on the project's mission to strengthen the tourism workforce - particularly in small and medium-sized enterprises (SMEs) - and highlighted the critical role of **education, innovation** and **skills development** in promoting sustainability and resilience.

Thodoris Grassos, Secretary General of EVBB and Director of AKMI International, opened the event by highlighting the creation of the **TOURing Project**. He emphasized how the initiative was designed to address the growing need for workforce transformation in the tourism sector, aligning with the **EU's green** and **digital policies**.



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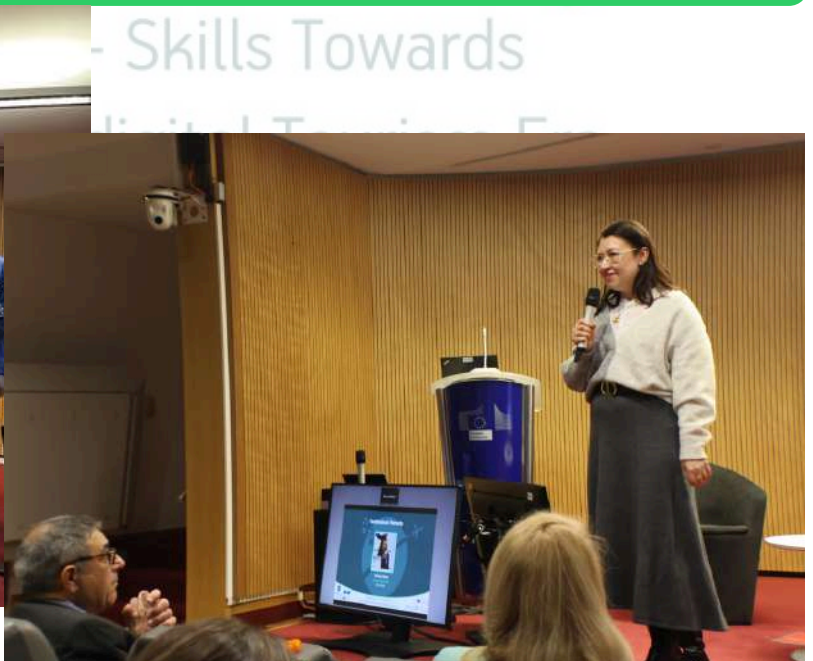
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Marievi Grets, Project Coordinator of @TOURing on behalf of the AKMI (lead partner) served as the moderator for the Second Panel: Upskilling and Reskilling of Tourism SME - TOURing Experience & Training Material.



The **TOURing Project** is a key part of the Pact for Skills in tourism industry initiative, aimed at promoting skills development and fostering long-term resilience in the **European tourism sector**.

Among the many highlights was the exploration of micro-credentials and cutting-edge training methods, which are fast becoming essential tools in professional development. These approaches equip tourism professionals with the skills to adapt to new demands, such as sustainable practices and digital technologies.



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Highlights from the Final TPM

On December 6th, the **TOURing project** partners gathered for the final Transnational Project Meeting, kindly hosted by the **European Association of Vocational Training Institutes (EVBB)** at its headquarters in Brussels.

This meeting brought together project partners to review achievements, finalise deliverables and strategies on how to sustain the impact of the project beyond its formal conclusion.

Discussions highlighted the importance of maintaining momentum, particularly in fostering collaboration and supporting SMEs as they navigate the complexities of the green and digital transitions. EVBB's involvement underlined the value of cross-sectoral collaboration to ensure that vocational training meets the evolving needs of the tourism industry.

A heartfelt thank you to all the 13 partners of the **TOURing project** from **Belgium, Cyprus, Greece, Germany, Italy** and **Portugal** for their dedication, collaboration and commitment throughout this transformative journey. Together, we have laid a strong foundation for a more resilient, inclusive and sustainable tourism sector.



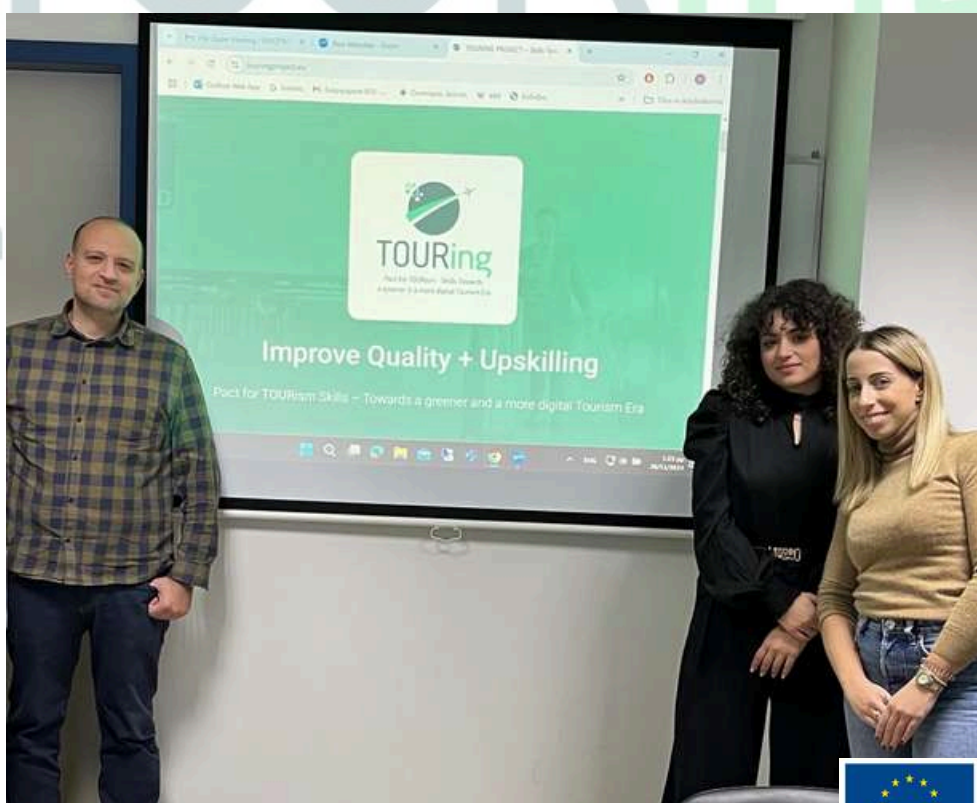
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Piloting Sessions on Touring digital tools

GREECE

The impact of the piloting session conducted in Greece, focusing on the integration of digital tools and sustainable practices in tourism. Our beneficiaries demonstrated extensive use of tools for marketing and operational efficiency, alongside a strong interest in training and micro-certifications for specialized tools, such as revenue management software. Sustainability emerged as a key priority, with participants recognizing the need for additional training and resources.

Challenges identified include limited access to funding, cultural resistance, inadequate infrastructure, and regulatory mismatches. Recommendations from the session emphasize the importance of transparent communication, supportive public policies, financial aid, and simplified bureaucratic processes. Continuous training and fostering a sustainability culture were highlighted as essential. The session underscored how digitization and sustainability can create market differentiation, enhance transparency, and optimize operations, with adaptability and innovation as key drivers for long-term success.



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Piloting Sessions on Touring digital tools

CYPRUS

With the participation of managers of small and medium sized enterprises in the tourism sector, **POVEK** organized a series of pilot meetings for upgrading digital and green skills within the framework of the European TOURing project.

The trainings were held to showcase and make use of the practical online tools that have been produced as the TOURing project is being completed.

The event took place on 27 November 2024 at 17.00 at the POVEK Hall in Nicosia. POVEK General Secretary Stefanos Koursaris spoke about the aims of the project, highlighting that businesses have at their disposal, completely free of charge, a range of learning and training tools for their staff.

POVEK together with **Opinion & Action** are the two partners from Cyprus participating in the multi-stakeholder TOURing partnership from a total of 6 European countries: Greece, Italy, Germany, Belgium, Belgium, Cyprus, Portugal and Germany.

The pilot trainings were conducted by the lifelong learning trainers Philippos Demetriou and Evelthon Iakovides of the POVEK Research Institute and Stelios Pierides of Opinion & Action. Participants were invited to organise their own tailor-made action plan for the digital and green transition and participated in a focus group for feedback.



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Piloting Sessions on Touring digital tools

PORTUGAL

Five dozen students attended the online course “Waste Management to Reduce Environmental Impact”, created internationally by the TOURing project, supported by the Erasmus+ program. These students, like their counterparts in the other countries where the project's VET partners are based - Cyprus, Greece, and Italy - achieved the proposed objectives:

- a. To articulate the fundamental principles of waste management.
- b. To identify and implement viable alternatives to excess packaging and single-use plastics, promoting sustainable packaging solutions.
- c. To demonstrate sustainable cleaning practices and planning.

This course, and others dedicated to improving the skills needed for the digital and environmental transitions of current and future tourism professionals, are available in Portuguese, free of charge, on the project's learning platform.



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Piloting Sessions on Touring digital tools

ITALY

For the Italian members of the partnership, training providers ENAIIP Veneto and Apro Formazione successfully conducted the test phase of the project's resources: firstly, through a two-sessions focus group, local micro&SMEs in tourism offered a feedback on the usability of the digital tools section and funding toolkit in our website. The participants showed interest in many tools, adfirmed to already know and use some of them in their businesses, and also provided insightful considerations on the green and digital needs for today's tourism industry. In a second occasion, both VET providers tested with students the online course aimed at fostering the green and digital transition, designed for micro, small and medium-sized enterprises in the restaurant and hospitality industry. Digital modules, such as Fundamentals of Digital Operations in Hospitality and Digital Communication and Content Management for Tourism, attracted great interest, with students enthusiastic about exploring new technologies and communication strategies. Green courses, such as Waste Management to Reduce Environmental Impact and Sustainable Ingredients for Green Cuisine, offered concrete insights into reducing environmental impact in the industry. Becoming a beacon of green tourism also stimulated reflections on the importance of sustainability in tourism businesses. Students provided useful feedback and suggested incorporating practical examples to facilitate the application of knowledge. The experience confirmed the effectiveness of these training courses in preparing future professionals for the challenges of the sector.



Skills Towards



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Piloting Sessions on Touring digital tools

GERMANY

BK-Consult has successfully completed the piloting sessions as part of the TOURing project, paving the way for innovation and capacity building in the tourism sector! The Piloting sessions were divided on three different events, taken place on 18th October, 27th of November and 28th of November 2024 in Germany with a total of 29 participants.

During these sessions, tourism micro and SMEs managers and employees engaged with the project's tools, including:

- ✓ The Self-Assessment Tool for Digital and Green Skills
- ✓ The Digital Toolkit for tourism managers and employers
- ✓ The Competences Catalogue for skill development
- ✓ The Funding Toolkit for EU and national financing

Participants explored strategies to enhance their businesses, bridge skills gaps, and embrace green and digital transitions, essential for thriving in today's competitive tourism industry.

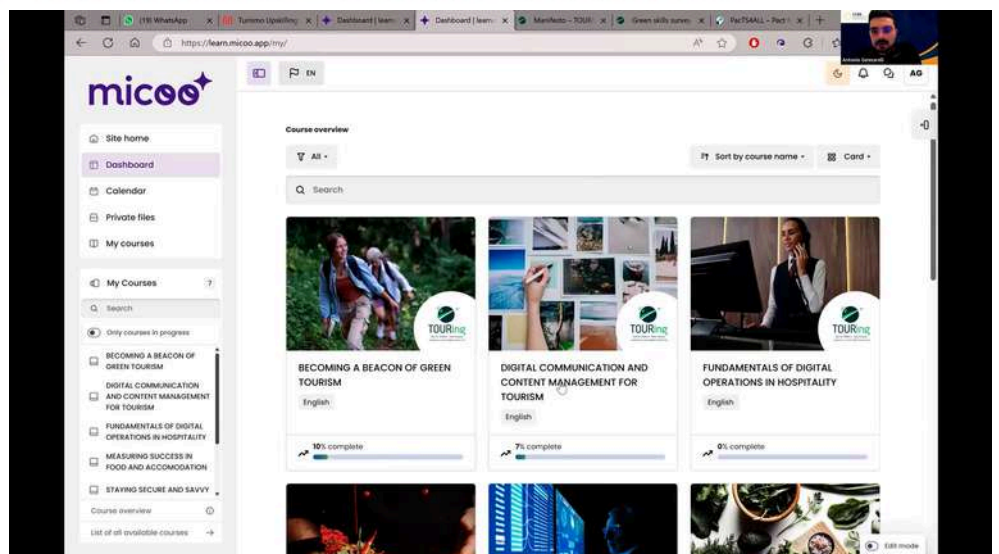
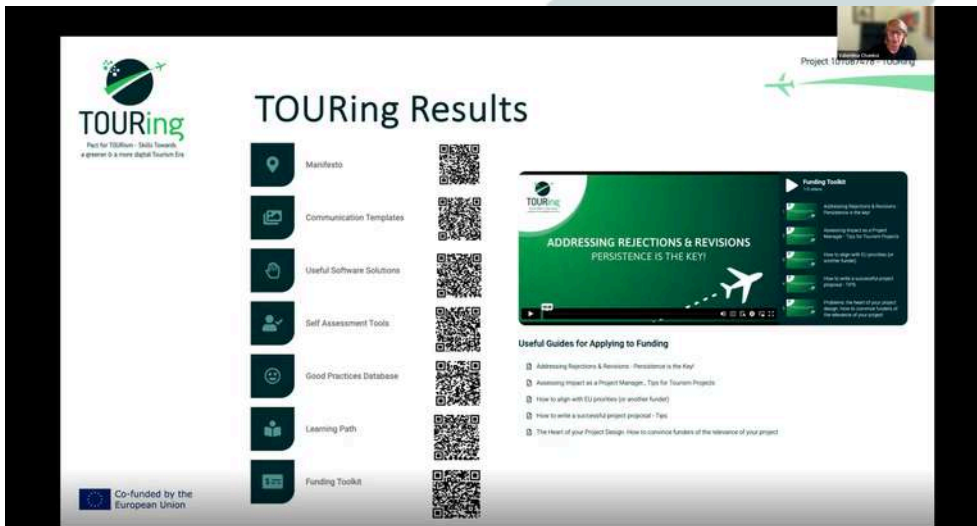


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Piloting Sessions on Touring digital tools

BELGIUM / INTERNATIONAL

The three VET Associations from the project have also carried out a series of piloting sessions. These have been carried out with the collaboration of educational and tourism experts from Belgium and Europe, for a total of 20 participants coming from the tourism ecosystem. The sessions have gathered accurate feedback on the Digital and Funding Toolkit, together with the innovative educational materials uploaded on the micoo.app platform. Relevant feedback was shared on the high quality of results and the consistent approach to support the digitalisation and more sustainable operation of SMEs.



Skills Validation Platform

Modules of the E-Learning

Digital Competencies for Sustainable Tourism:

- Fundamentals of Digital Operations in Hospitality
- Digital Communication and Content Management for Tourism
- Measuring Success in Food and Accommodation
- Staying Secure and Savvy

Green Skills for Sustainable Tourism:

- Waste Management for Reducing Environmental Impact
- Sustainable Ingredients for a Green Cuisine
- Becoming a Beacon of Green Tourism

Register [here](#)



Improve Quality + Upskilling

Pact for TOURism Skills – Towards a greener and a more digital Tourism Era



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Touring Manifesto

- Show your commitment to the sustainable tourism movement in Europe by supporting this Manifesto.
- This Manifesto is grounded in the "Tourism Skills Pact," the European Commission's flagship initiative for tourism. It addresses current and future challenges in the sector through collaborative efforts between social partners, training, and education.
- By participating in this Manifesto, you will have the opportunity to explore European best practices and utilise our digital tools, alongside your community, to shape the future of tourism in your area.

If you want to help transform sustainability in Europe, sign up here:

<https://touringproject.eu/manifesto/>



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EfVET - European Association of Institutes for Vocational Training - EVBB

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