

# TOURNET PROJECT



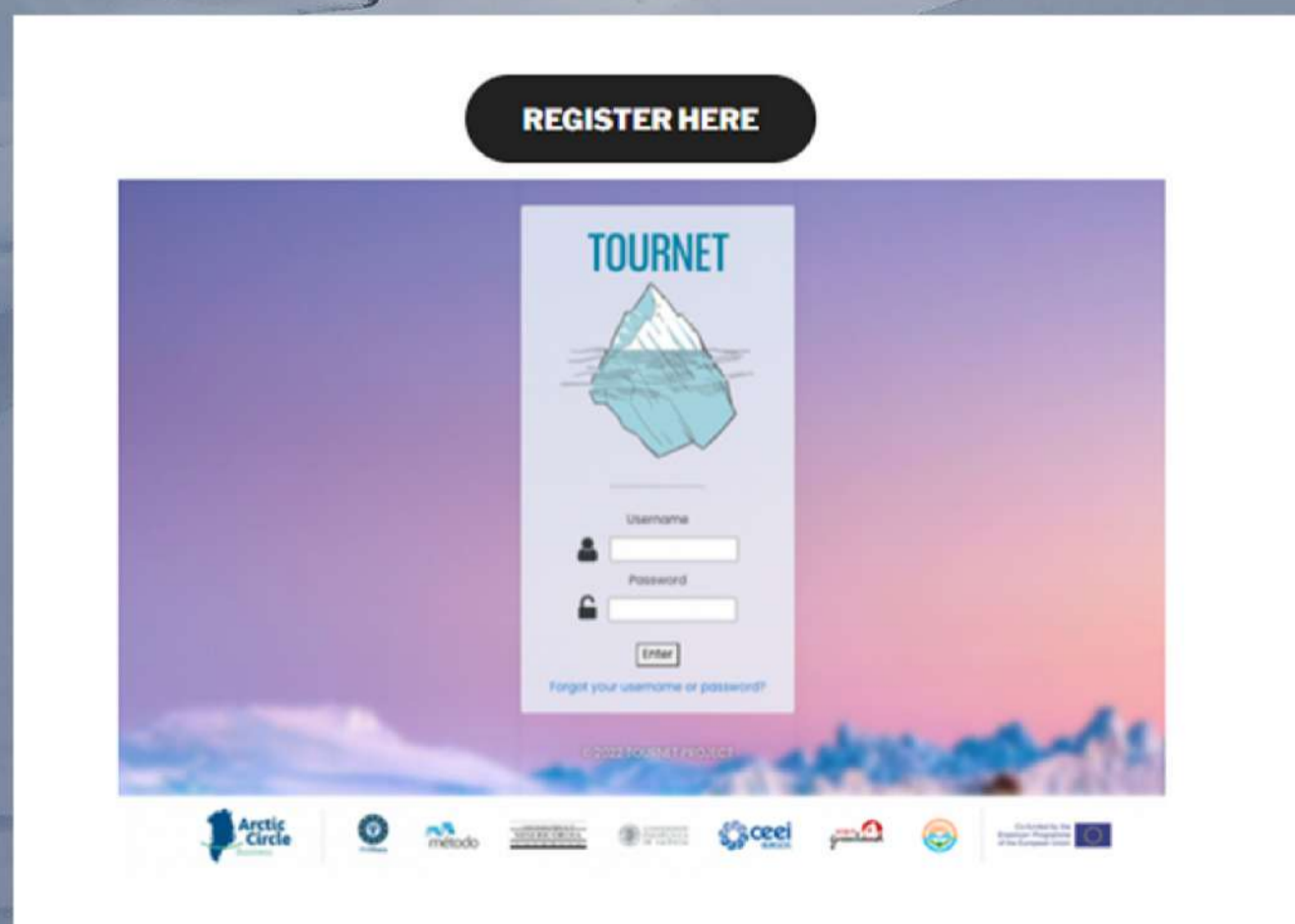
## IO1- ONLINE COURSE WITH THE MANAGEMENT TOOLS TO CREATE A CROSS-SECTOR TOURISM NETWORK (CSTN) FOR SUSTAINABLE DESTINATIONS THAT SUPPORTS THE INCORPORATION OF NEW ENTREPRENEURS

Online course for VET teachers who teach subjects related to tourism, business management and similar; VET students who want to start a business in the field of sustainable tourism; entrepreneurs who want to start a business and entrepreneurs that already have a business and want to implement sustainable practices.

The course has the tentative structure:

- Unit 1: Introduction to Cross-sectoral tourism network
- Unit 2: Multi Stakeholder platforms and facilitator role
- Unit 3: Sustainability
- Unit 4: Marketing plan for the cross-sectoral network
- Unit 5: Joint management tools for the network
- Unit 6: How to build a brand for the network
- Unit 7: Quality system for the network
- Unit 8: Cultural aspects of the local destination: how to enhance and preserve the local culture
- Unit 9: Regenerative tourism

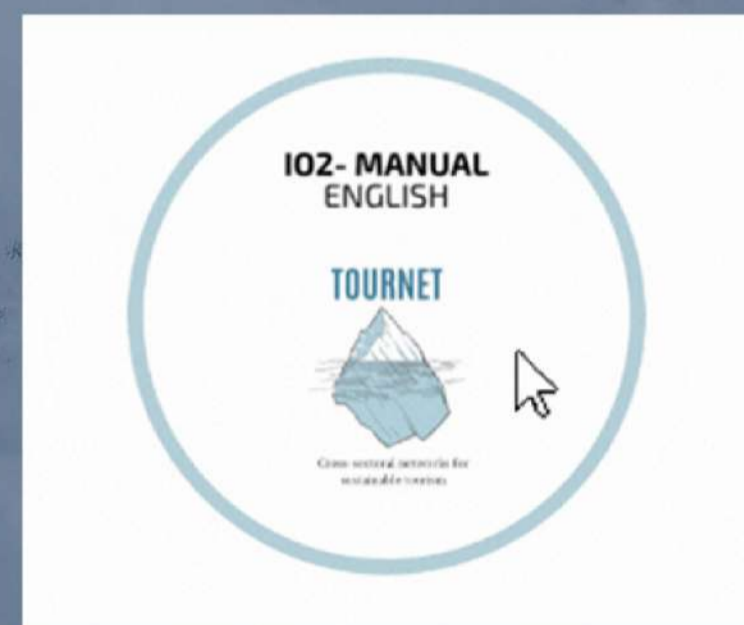
TOURNET course will be available in English, Spanish, Greek, Montenegrin, Danish and Greenlandic



**IO2- DIGITAL MANUAL FOR SUSTAINABLE TOURIST DESTINATIONS AND ECOBRAND WITH CSTN**

The purpose of this manual is to serve as supporting material for VET teachers and VET students and also to serve as supporting material to the entities that will establish the CSTN in their respective territories.

It will also serve as a guide to implement the EcoBrand in tourism business in order to promote sustainability and also to use sustainability as an added value.



This Manual will serve to:

1. Provide the elements that must be included in the sustainability strategy: water quality, biodiversity, management of protected natural spaces etc.
2. Link the sustainability strategy with the integrated CSTN marketing plan in order to have added value within the tourist destination.
3. Create an EcoBrand for the CSTN that can be adopted by tourism entities.
4. Develop tools to disseminate the sustainability actions and the environment heritage.

**TOURNET**

Email

Password

**ENTER AS TOURIST**

**TOURNET**

Email

Password

**ENTER AS MICRO-OPERATOR**

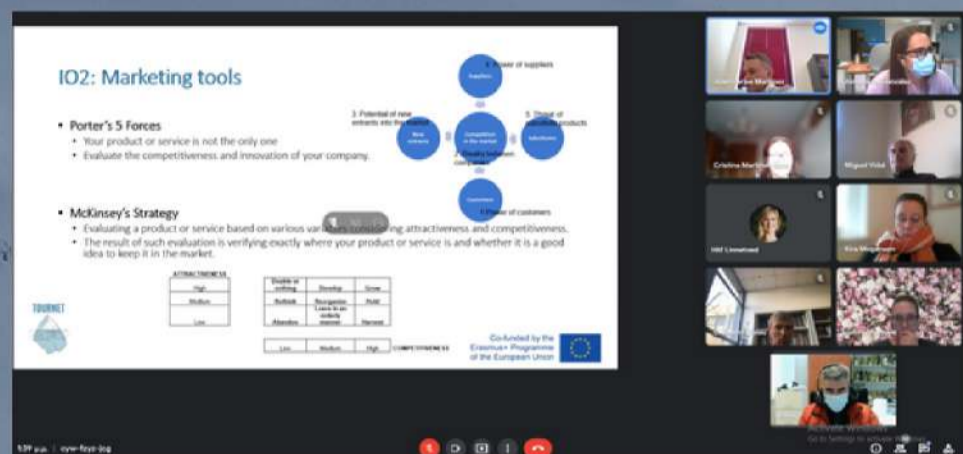
**IO3- APP FOR THE ESTABLISHMENT OF THE CSTN**

The APP will be the tool to create the network and will also serve to put in touch microoperator and tourists. Micro-operators can create a profile where they determine their area of action and the services they offer. The tourists create a profile with the area they want to visit and the activities that interest them, the app returns

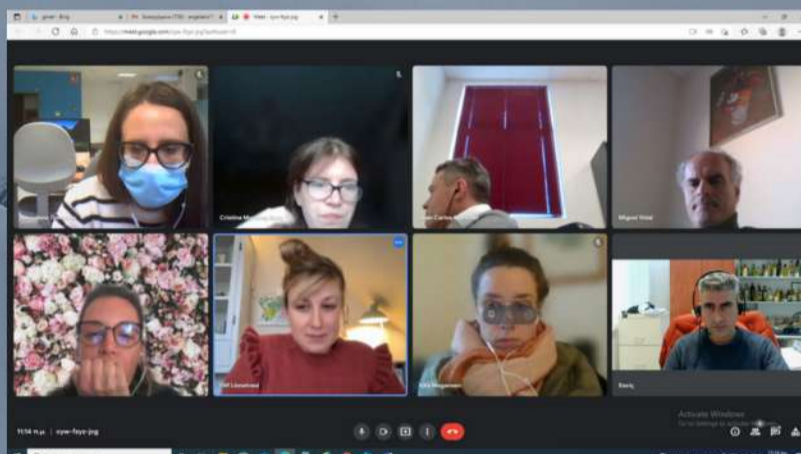
a list of the operators that offer those services, contact information etc; and suggestions for other activities for that place, and a custom-made package is mounted on that. Entrepreneurs can collaborate with each other and offer package tours to tourists.

PREVIEWS ON-LINE EVENTS

2nd TRANSNATIONAL PARTNERS MEETING



C1 TRAINING EVENT



UPCOMING EVENTS

3rd TRANSNATIONAL PARTNERS MEETING IN GREENLAND

6 MONTH EXTENSION OF THE PROJECT

The duration of this project is 34 months, from 1/ 11/ 2019 till 31/08/2022

PARTNERSHIP

