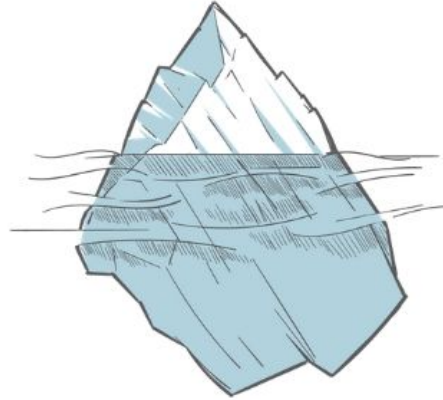


# TOURNET



Cross-sectoral networks for  
sustainable tourism

IO1- ONLINE COURSE WITH MANAGEMENT TOOLS FOR THE CSTN

Activity 1: Fine-tune training needs in sustainability in the  
participant countries.

Version: May 2020

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## Research objective

The partnership of TOURNET decided to launch this project due to a needs assessment, as it has been noted that is necessary to promote entrepreneurship in the tourism sector from a different perspective, involving VET teachers, VET students and existing entrepreneurs. To develop a tourism model that is more sustainable, all members of the value chain must cooperate.

UNESCO defines Education for Sustainable Development as a process:

**“Education for Sustainable Development empowers learners to take informed decisions and responsible actions for environmental integrity, economic viability and a just society, for present and future generations, while respecting cultural diversity.”**

UN launched in 2015, the 2030 Agenda for Sustainable Development, with 17 goals to be met by all countries of the world. These goals recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities, while tackling climate change and environmental protection. This project will make use of the concept of sustainability in the sense marked by the United Nations.

During this phase of the project, partners will conduct a detailed study to determine the real needs of the partners and of the territories in which the Cross-sectoral network will be launched. This will allow partner to adjust the training contents as much as possible to the real needs of final users.

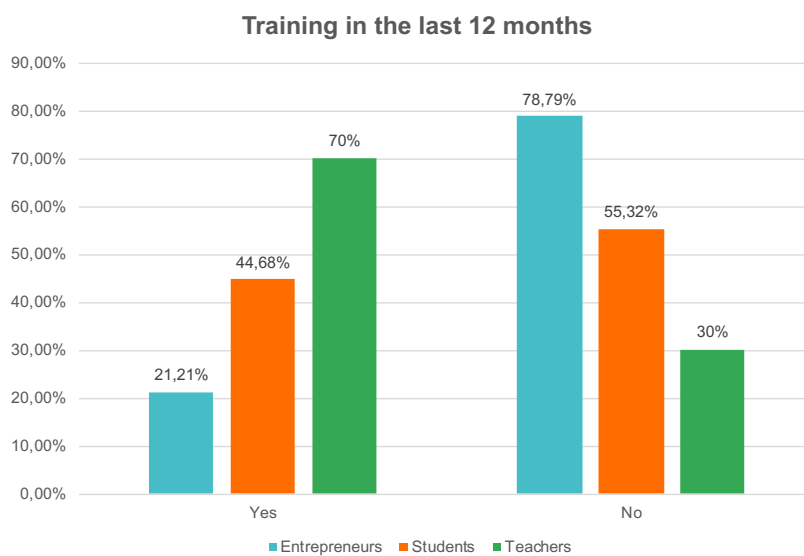
In order to do so, the research phase will try to identify the following issues:

1. The current level of knowledge that VET students, VET teachers, trainers and entrepreneurs have in sustainability.
2. Models to determine the management needs for each territory in which the CSTN will be implemented. (Management of large masses of tourists, enhancement of unexplored territories, etc.)

With this research, the modules will be coherent among them and will make up the online course. At the same time, partners will collect a wide variety of inputs from different perspectives and countries, ensuring that the training contents will embrace a comprehensive and real European approach.

## Summary

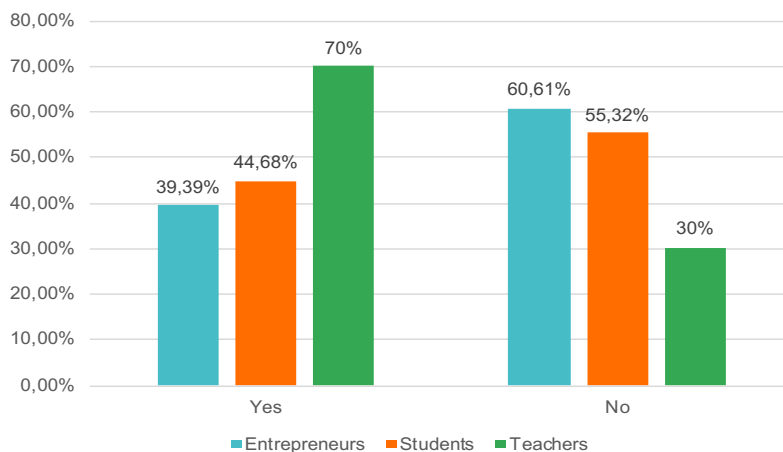
In total, **40 VET teachers, 47 VET students and 66 entrepreneurs** from tourism sector have participate on the survey to fine-tune their training needs in sustainability for tourism sector. In general; their needs are similar and they are interested in the same topics. Entrepreneurs are the group that has participated in less training activities in the last 12 months from the date of the survey; while teachers are the group that has participated in more training activities in the last 12 months.



When asking participants about the **Sustainable Development Goals** applied to tourism sector, teachers showed to be the group that is more familiar. Students and specially entrepreneurs need to increase their awareness in the topic.

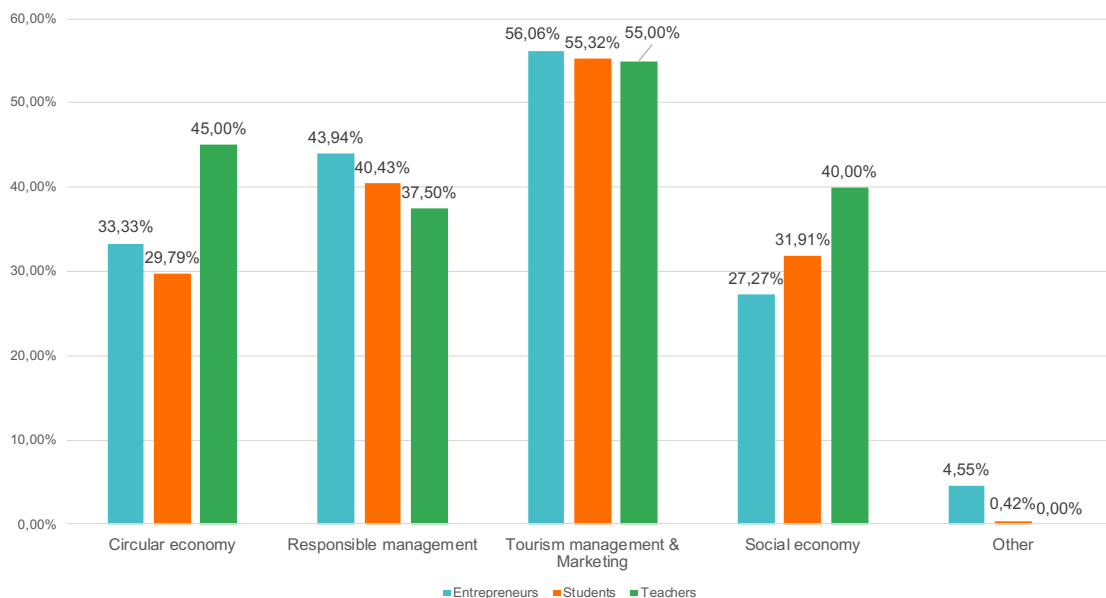
All participants agreed on the topics of interest for training activities and materials; Tourism management and Marketing is the topic that interests the most to all participants groups. Entrepreneurs and students are more interested in Responsible management while teachers

### Familiarity with SDGs applied to tourism



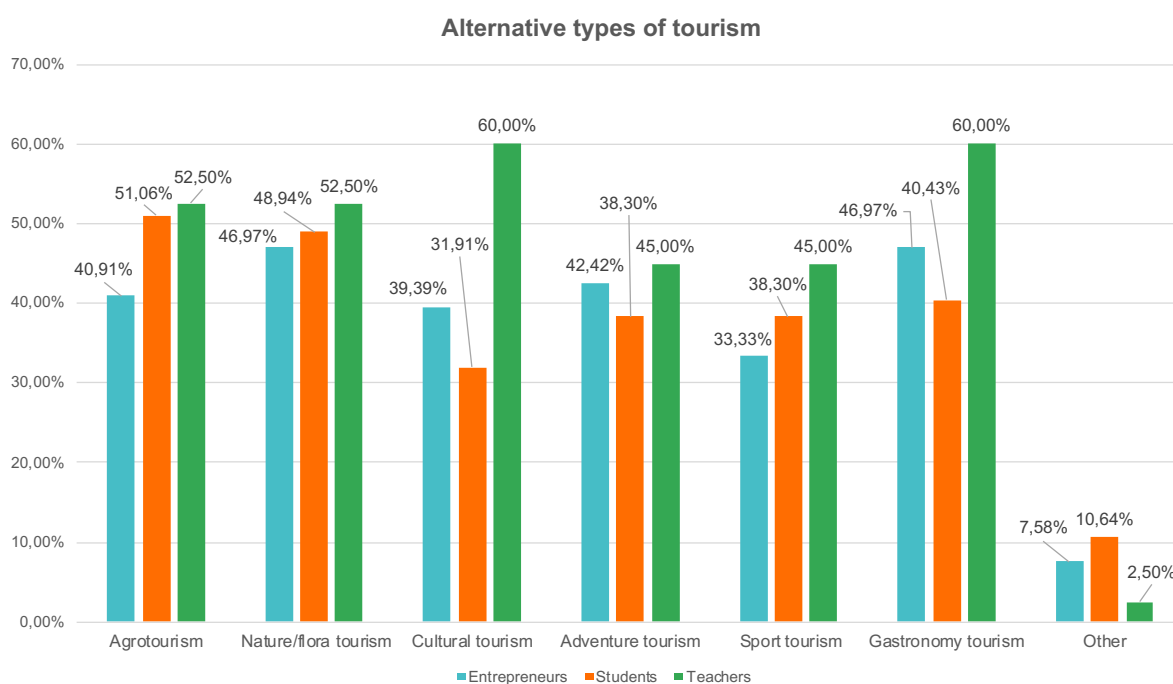
show more interest in circular economy. Other topic suggested by participants is Management of hyper-tourism.

### Topics of interest



When asking participants about the **alternative types of tourism** that may be more beneficial for their regions, the results from the participants vary depending on the group. For entrepreneurs, the most relevant types of tourism are Nature/Flora and Gastronomy tourism. For teachers the

most relevant are Gastronomy and Cultural tourism and for students are Agrotourism and Nature/Flora tourism. There have been suggestions of other types of alternative tourism that can benefit the participant regions such as Gourmet tourism, Wine tourism or Mountaineering tourism. All alternative types of tourism require a combination of services; in consequence the existence of micro-entrepreneurs in one region will benefit the network and will help them to offer a tailor-made package to all kind of tourists that visit that place.

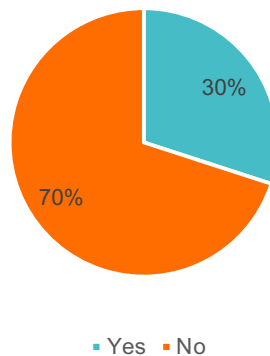


## Questionnaire for VET teachers

40 VET teachers have taken part on the survey to express their training needs in sustainability for tourism sector.

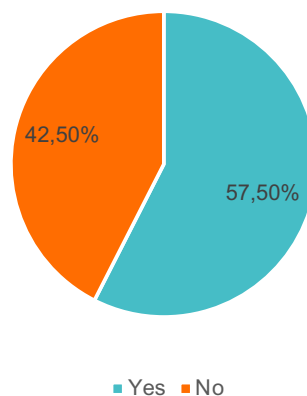
The first question of the survey, asked teachers if they have received training in sustainable tourism or touristic destination sustainability on the last 12 months. From the total of participants; 70% of them manifested that they have not received training in sustainable tourism or touristic destination sustainability; 30% of participants declared they have received training.

### Training in the last 12 months



The second question of the survey has been about the Sustainable Development Goals applied to tourism. In this case, 57,5% of participants claimed they are familiar with the SDGs applied to tourism; while 42,5% of participants claim they are not.

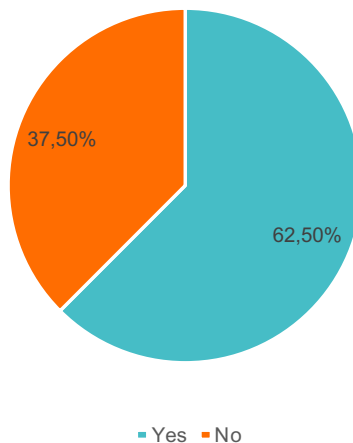
### Familiarity with SGDs applied to tourism





Teachers were asked if the subject they teach could have an approach to promote sustainable practices. 37.5% of participants said no and 62.5% of participants said yes.

### The subject you teach could have an approach to promote sustainable practices



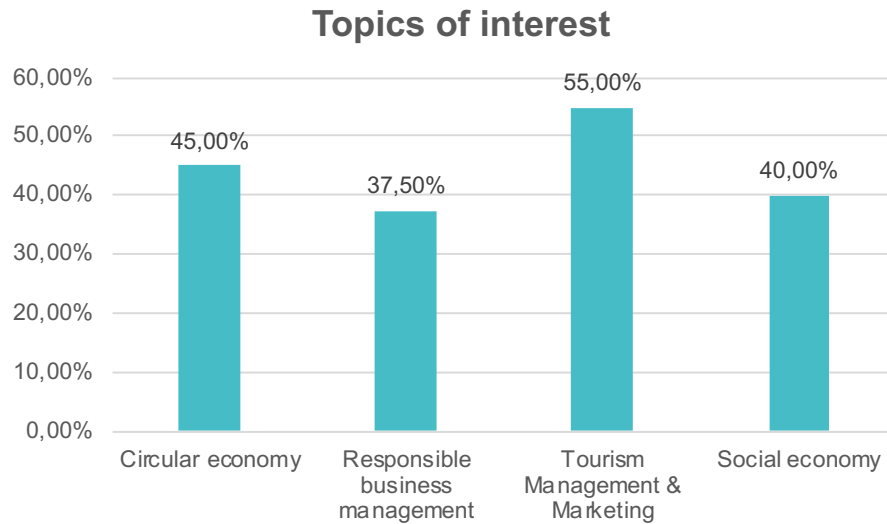
On the survey, participants that said their subjects could have a more sustainable approach, to name the subject they teach.

NAME OF THE SUBJECT
Business tourist relation and special forms of tourism
Business communication and customer service
Accounting and taxation
Foreign languages
Front and back office management
Business project
Human Resources
Tourist information services.

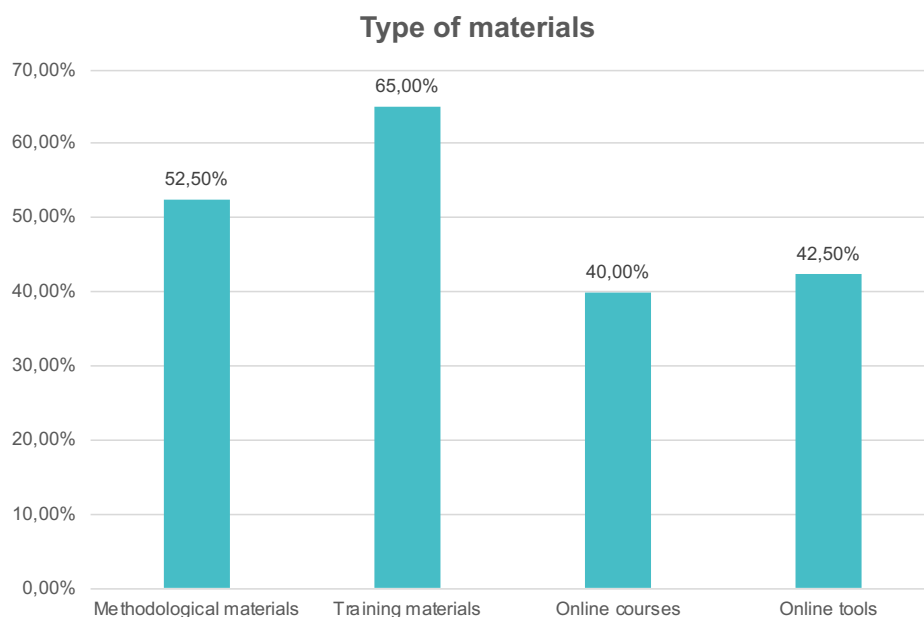
NAME OF THE SUBJECT
Business simulation
File management and communication
English
Training of Administrative Executives in Tourism
Organization of hotel operations
Computing
Promotion of agricultural products.
Tourism II
Geology

Sustainability for the tourism sector covers a wide range of topics; in consequence, the next part of the survey intended to narrow the specific topics that may be of interest of participants. They were presented some topics and chose the topics that will most interest them to be trained in.

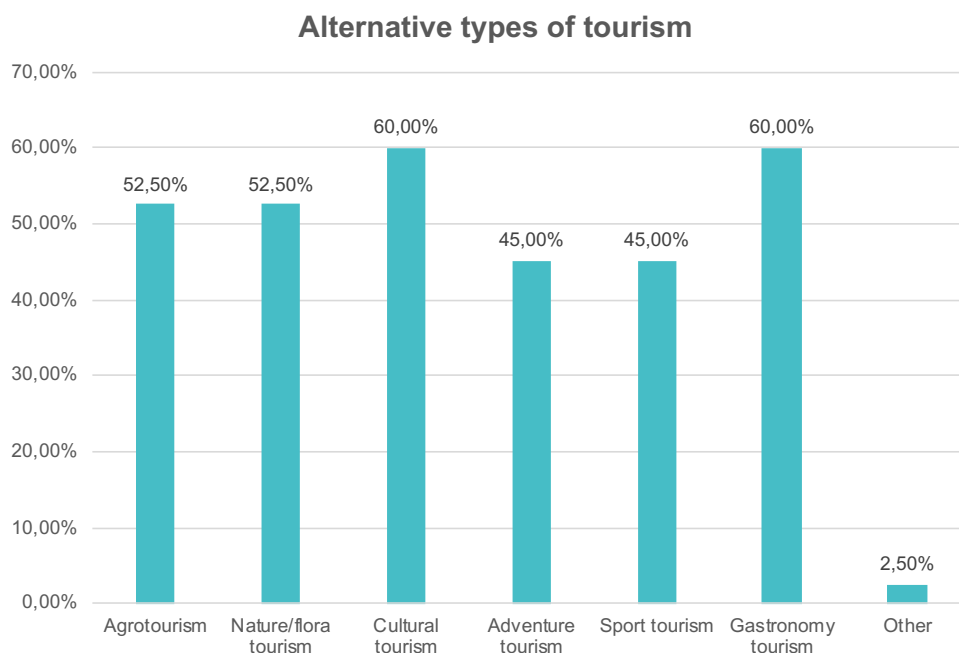
The topics have been: Circular Economy; Responsible management; Tourism Management & Marketing; Social economy or Other. Tourism management and marketing is the topic more interesting for VET teachers; followed by Circular Economy.



The next section of the survey intended to know the type of supporting materials that teachers will be interested to have; to train their students in sustainability applied to tourism sector. Teachers are interested on training materials and training methodologies; online courses are the material they find that is of less of their interest; but the rate of teachers interested on having online courses available on the topic remains high.



Last question for VET teacher was aimed at asking their opinion about what kind of alternatives ways of tourism they think could be beneficial for their area and should be taught in schools. One participant suggested Gourmet Tourism as an alternative way of tourism. In general, the most relevant alternative types of tourism for the participant countries are Cultural Tourism and Gastronomy Tourism; followed by Agrotourism and Nature/Flora tourism. Adventure and Sport tourism are also relevant for the participant regions; but in a smaller scale. Alternative types of tourism don't have to collide; while working with micro-entrepreneurs; all of them can be developed in one territory and offer a variety of activities of tourists. The networks of micro-entrepreneurs are essential to develop such services in a way that is respectful to the territory and the existing resources.

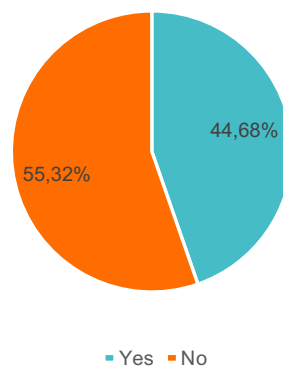


## Questionnaire for VET students

47 VET students have taken part on the survey to express their training needs in sustainability for tourism sector.

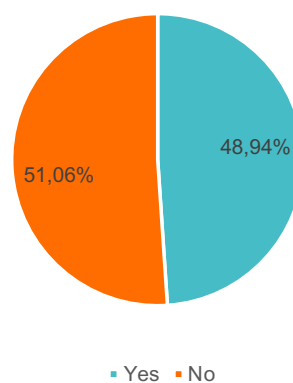
The first question of the survey, asked students if they had received training in sustainability for tourism sector in the last 12 months; 44,68% of students claimed they had. The number of students that have received training in this topic is higher than the teachers; this shows that the focus on the training activities is on the students; but at the same time, it may indicate that teachers may need support and updated materials for teaching.

### Training in the last 12 months



The second question is about the knowledge students may have in relation to the Sustainable Development Goals applied to tourism. 48,94% of participants claimed they are familiar with them; and 51,06% claimed they are not. In this case; students are less familiar with SDGs than

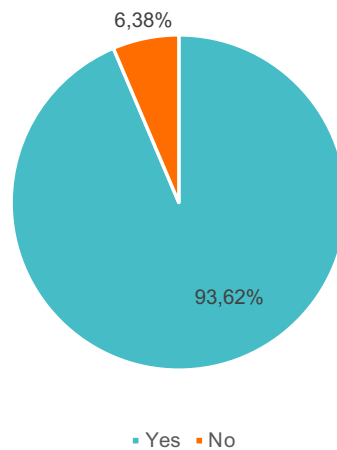
### Familiarity with SDGs applied to tourism



teachers; in both cases the numbers state the need to increase training in this topic to spread the knowledge.

When asking students if the subjects they are taking could have an approach to promote sustainable practices; the message is clear 93.62% of participants think the subjects they are taking could be oriented to promote sustainable practices. In the case of teachers; 62.50% have the same opinion, this shows that the curricula of the subjects should be revised in some cases to include sustainability as a transversal topic in many subjects.

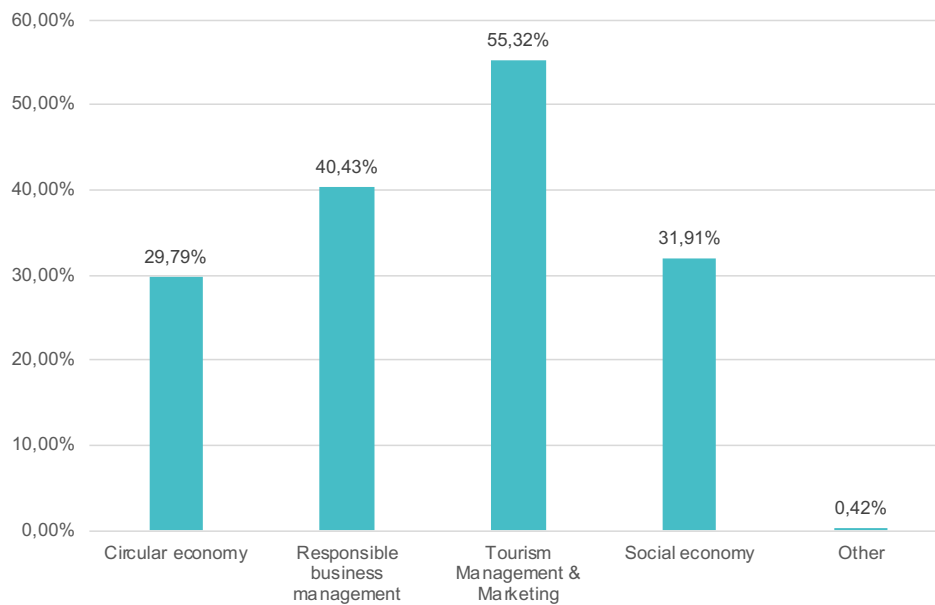
### The subject you take could have an approach to promote sustainable practices



Students have been asked to choose the topics they would like to receive training in; the topics have been: Circular Economy; Responsible management; Tourism Management & Marketing; Social economy or Other.

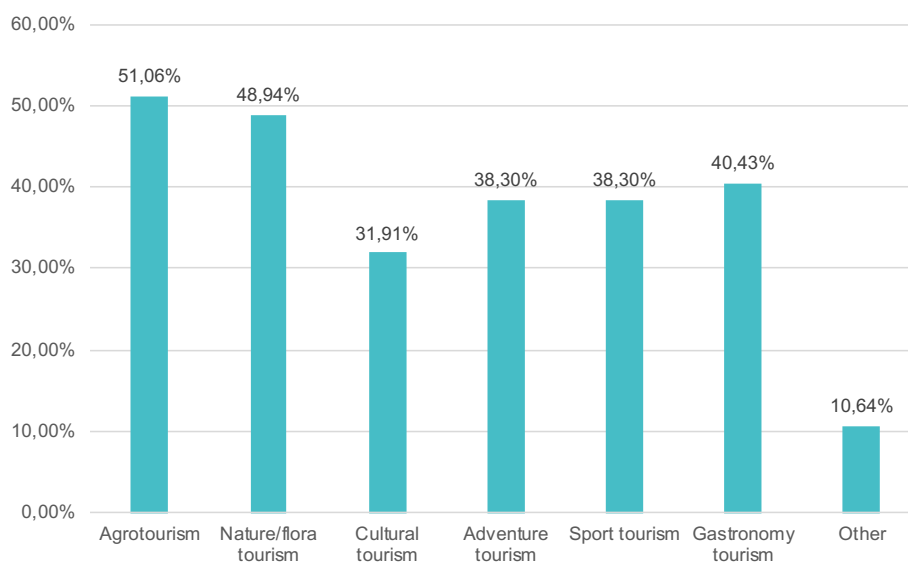
One student entered a suggestion for Other section: Management and treatment of hyper-tourism. The topics that are of interest of students are very similar to the topics chosen by teachers; Tourism management and Marketing is the topic that interest the most to students and teachers.

### Topics of interests of participants



About the alternative ways of tourism; students suggested other topics like Wine tourism a combination of agritourism and nature worship and gastronomy; Mountaineering tourism and Agricultural tourism (in places where viticulture is produced, boutique hotel style structures are created and agricultural tourism is created). All the alternative ways of tourism suggested are in line of the topic of the project and stress the need to offer tourism packages that compile different services; and in this sense is essential to promote the cooperation of microentrepreneurs and the creation of cross-sectoral networks.

### Alternative ways of tourism

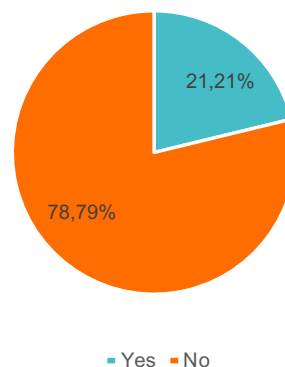


## Questionnaire for entrepreneurs

Last questionnaire had as public objective entrepreneurs from tourism sector. In this case, the survey tried to identify their training needs and their willingness to join cross-sectoral networks and what fears and barriers will prevent them to join a network. 66 people from tourism entities from the participant countries have participated on the survey. The first part of the survey followed the same structure of the survey for VET teachers and students; in order to be able to compare results.

The first question was aimed at knowing if they have received training in sustainable tourism on the past 12 months, 78.79% of participants said they had not while 21.21% of participant claimed they had.

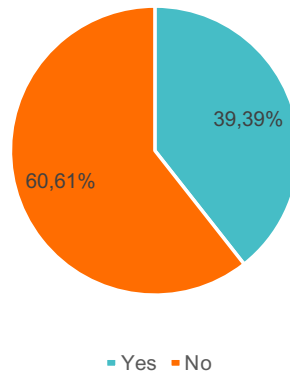
### Training in the last 12 months



The second question has been about the familiarity with SDGs applied to tourism. 60.61% of participants stated that they are not familiar with Sustainable Development Goals applied to tourism; while 39.39% of participants claimed they are familiar. The results are similar of the results from teachers and students; in general, more actions to increase the awareness of Sustainable Goals are needed for the whole society.

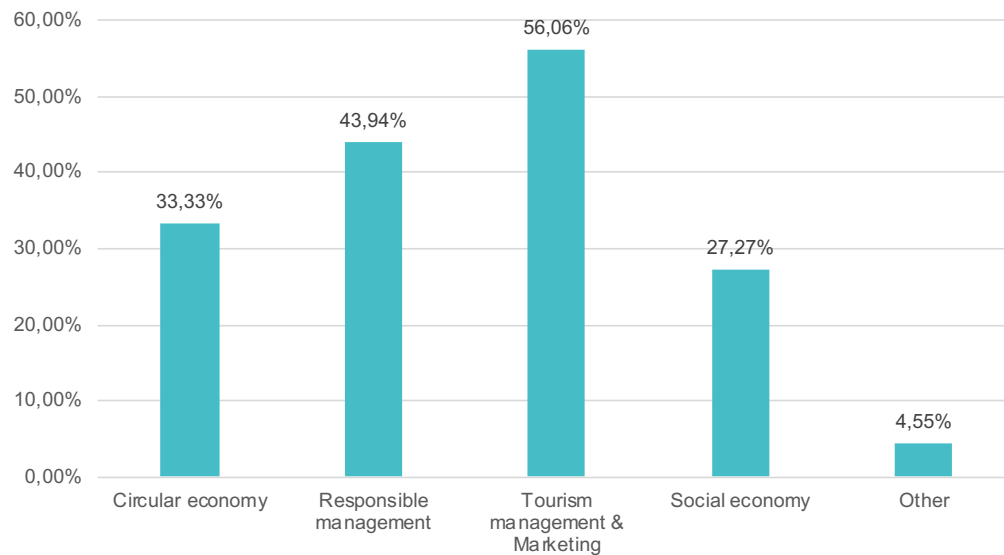


## Familiarity with SDGs applied to tourism



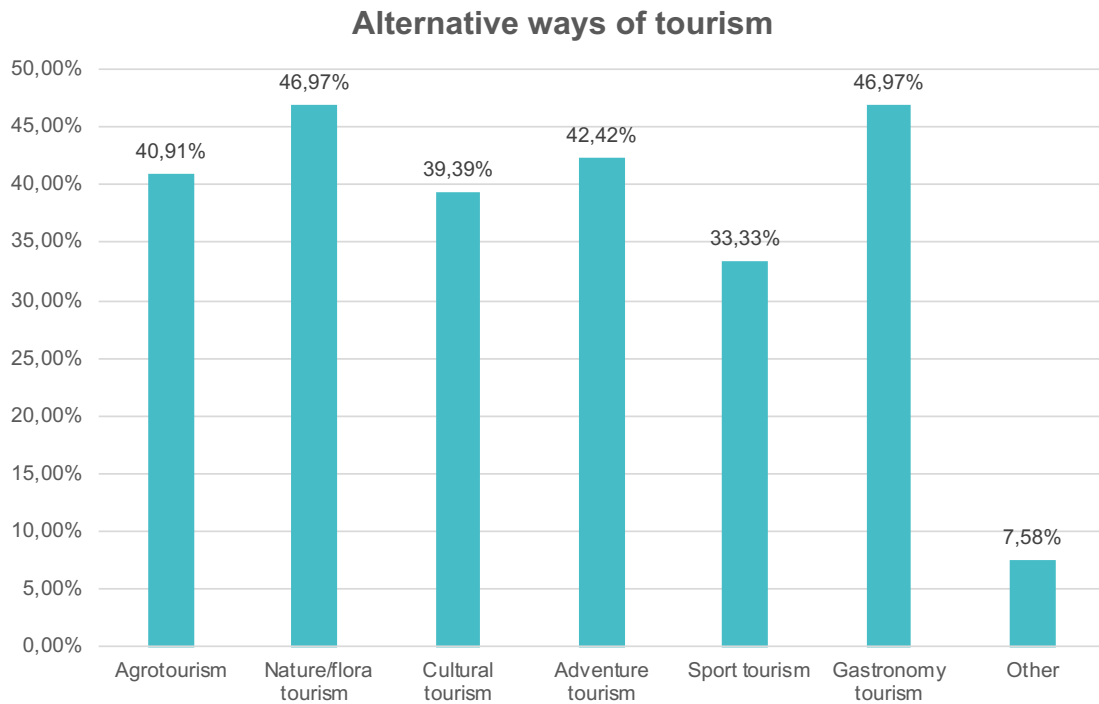
When asking participants about the topics that are more from their interest; Tourism management and marketing is on the first position; students and teachers have also shown great interest on this topic. The other topics that interest entrepreneurs are Responsible Management and Circular Economy.

## Topics of interests of participants



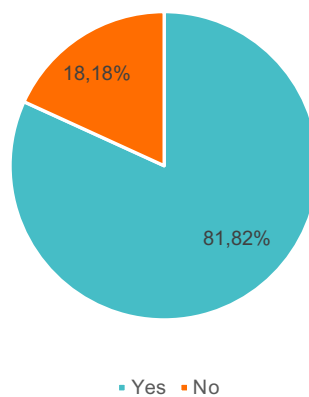
When asked about the alternative ways of tourism that they think could be beneficial for their area, gastronomy tourism and nature/flora tourism are the types of tourism that entrepreneurs think they are more beneficial for their area; followed by adventure tourism and agrotourism.

The results are very similar in all participating groups, and all types of alternative types of tourism suggested are particularly beneficial for rural areas; the cooperation of small and microentrepreneurs will contribute to the creation of stable work position in rural areas and will contribute to fix youth population in such areas.



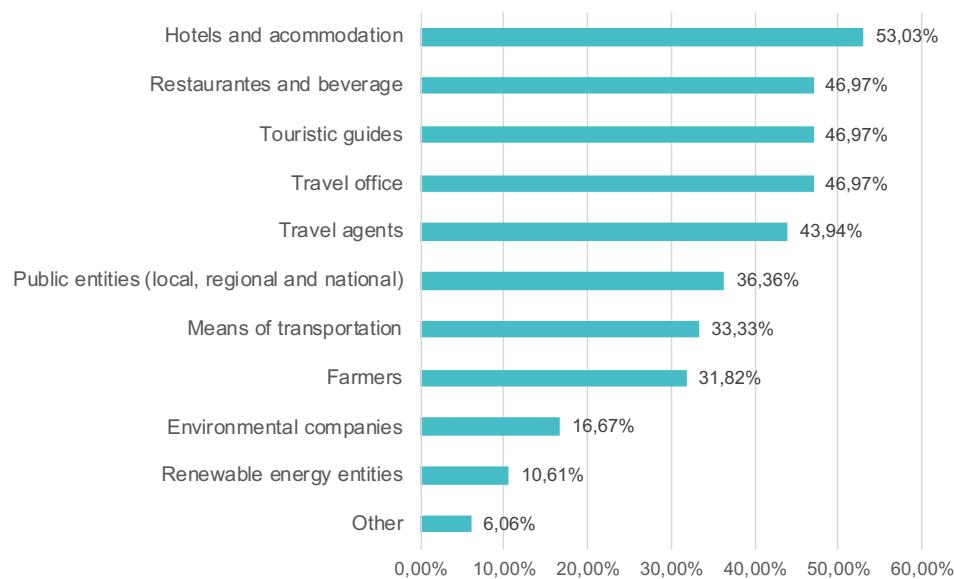
When asked if they think that small and microentrepreneurs can cooperate to compete against big tourism companies 81.82% of participants said that they can.

### Cooperation between small/medium tourism entities



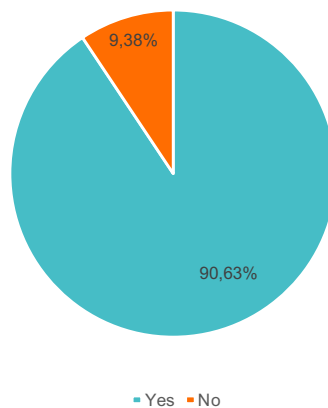
Next question on the survey was about to know what entities they think that can be part on the Cross-sectoral Networks. In general participants think that the traditional tourism entities are the most suitable entities to be part in such networks; like hotels and accommodation, restaurants and beverage or touristic guides. Public entities are also perceived as an entity that can play a preeminent role on the Cross-sectoral Networks. One participant suggested that education entities can be part of the network as well and there should be a basic transversal training course for all tourism entities.

### Entities that can cooperate



90.63% of participants state that they would be interested in joining a Cross-sectoral Network; in case they are invited to join.

### Interest in joining the network

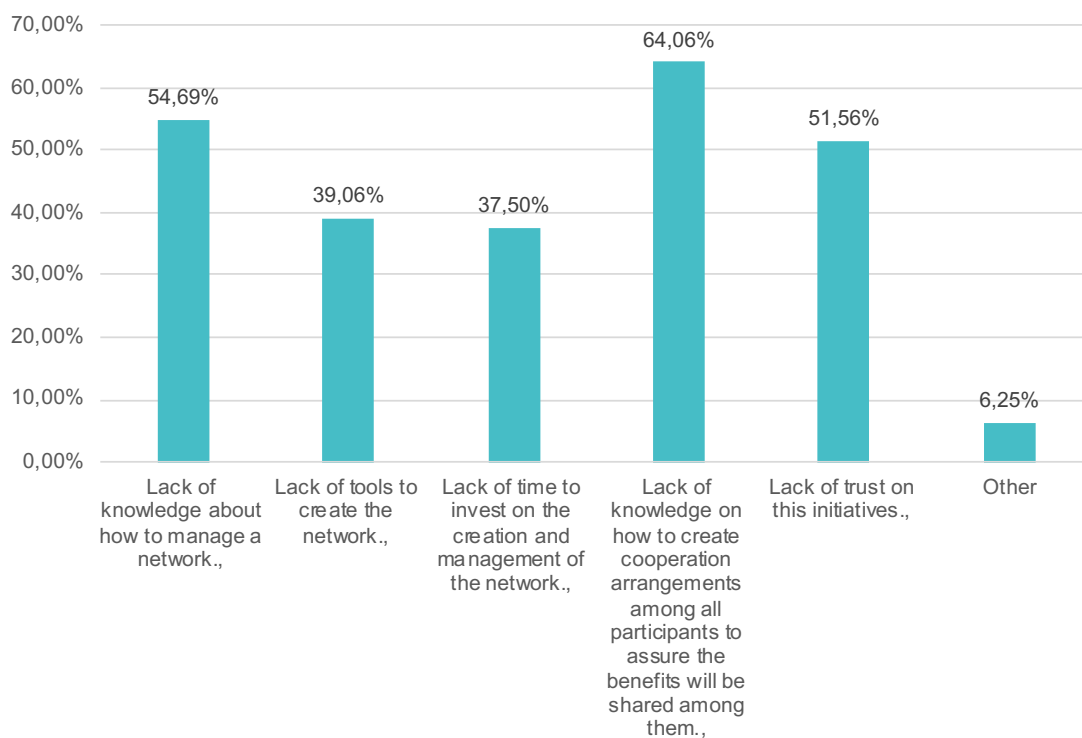


We asked participants to express the importance of some factors if they will join a Cross-sectoral Network. They ranked each factor using the following scale:

0	• I have no opinion
1	• It is not important
2	• It is of little importance
3	• It is important
4	• It is very important
5	• It is the most important

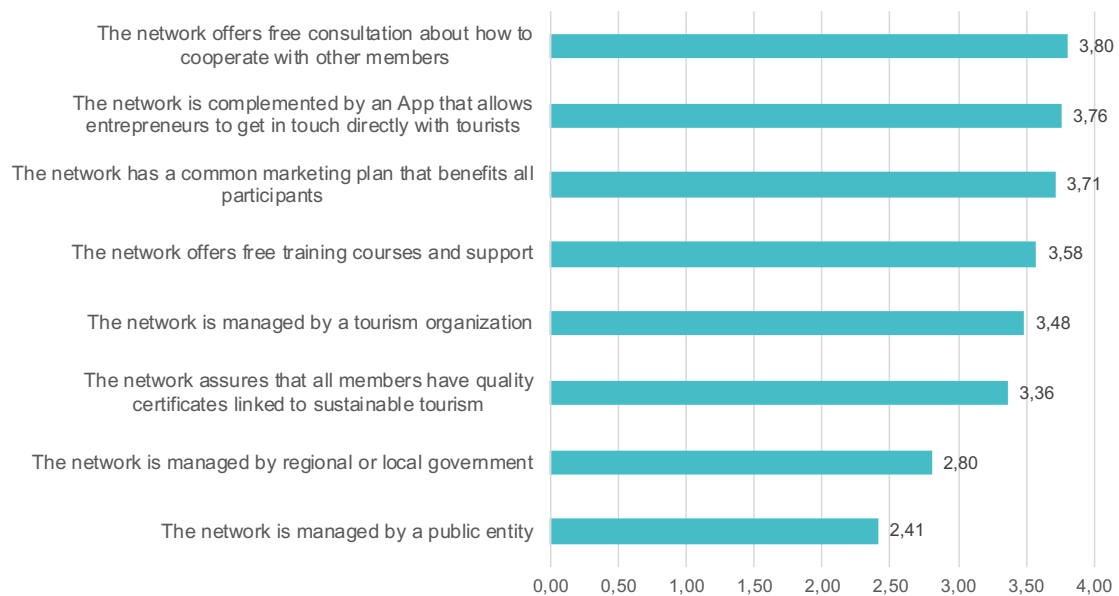
When asked participants what are the barriers that they think prevent entrepreneurs to create such networks, 64.05% of participants think that the main barrier is the lack of knowledge on how to create cooperation arrangements among all participants and how to assure the benefits will be shared among them. Other relevant barriers are the lack of knowledge about how to manage a network and the lack of trust on these initiatives.

### Barriers to create such networks



Importance of the factors that can affect the creation of the networks:

### Importance of the factors that may affect a Cross-sectoral network



These are the results of the factors consulted. The factor that participants have chosen as factor that most affect their participation in a Cross-sectoral Network is the fact that the network offers free consultation about how to cooperate with other members, followed by the network is complemented by an App that allows entrepreneurs to get in touch directly with tourists and the network has a common marketing plan that benefits all members.

## Conclusions

Tourism is a relevant economic sector in many countries; in the case of Greenland, Spain, Greece and Turkey it is special relevant.

Tourism is at the same time a source of employment and wealth; and a source of great challenges for the territories and the permanent inhabitants of those territories. Seasonality, hyper tourism or the monopoly of large tourism operators hinder the creation of stable employment; deplete natural resources or hinder access to housing to permanent residents.

The massification of certain enclaves makes it extremely difficult for tourists to enjoy them; For this reason, the need arises to value unexplored destinations and seek alternative forms of tourism that allow creating a form of non-mass, non-seasonal tourism that benefits small and medium-sized entrepreneurs.

The COVID-19 pandemic has changed travel preferences for tourists. Restrictions on international flights, quarantines imposed on travellers and other containment measures have meant that tourists are beginning to search for nearby destinations that are not overcrowded.

Tourists have started looking for destinations they can reach using non-collective means of transport such as their car; and in little crowded places where it is easy to maintain the safety distance and are not crowded. Rural and nature tourism take on special importance in this context; as well as unexplored destinations.

Rural areas have the opportunity to attract tourists and create new businesses to complement existing ones; the increase in the number of tourists in these areas opens up the possibility of creating new businesses.

In general, actors from the tourism sector have express their willingness to cooperate; the main barriers identified are the lack of knowledge and tools to create the networks and how to manage and maintain them. TOURNET project has as main aim to train and pass them the knowledge to be able to do so; with flexible tools able to adapt and provide solutions to all participant territories.

## ANNEX I: MODEL OF QUESTIONNAIRES IMPLEMENTED

### Questionnaire for VET teachers

A) Have you received training in sustainable tourism or touristic destination sustainability on the last 12 months? Yes/No

B) Are you familiar with the Sustainable Development Goals applied to tourism? Yes/No

C) Do you think the subject or subjects you teach could have an approach to promote sustainable practices in tourism or business?

D) If you have answered yes to the previous question, please enter the name of the subject you teach:

E) In which of the following topics of tourism sustainability would you be interested in receiving training:

- Circular economy
- Responsible management
- Tourism Management & Marketing
- Social economy
- Other

F) If you answered Other on the previous question, please specify.

G) What kind of materials could support you the most to pass the knowledge to your students? (Methodological materials, training materials, online tools etc.)

- Methodological materials
- Training materials
- Online course
- Online tools to simulate tourism business companies
- Other



H) If you answered Other on the previous question, please specify.

I) What kind of alternatives ways of tourism you think could be beneficial for your area and should be taught in schools?

- Agrotourism
- Nature/flora tourism
- Cultural tourism
- Adventure tourism
- Sport tourism
- Gastronomy tourism
- Other

J) If you answered Other on the previous question, please specify.



## Questionnaire for VET students

A) Have you received training in sustainable tourism or touristic destination sustainability on the last 12 months? Yes/No

B) Are you familiar with the Sustainable Development Goals applied to tourism? Yes/No

C) Do you think the subject or subjects you are taking could have an approach to promote sustainable practices in tourism or business? Yes/No

D) In which of the following topics of tourism sustainability would you be interested in receiving training:

- Circular economy
- Responsible management
- Tourism Management & Marketing
- Social economy
- Other

E) If you answered Other on the previous question, please specify.

F) What kind of alternatives ways of tourism you think could be beneficial for your area and you will be interested in receiving specific training to promote or start your own business:

- Agrotourism
- Nature/flora tourism
- Cultural tourism
- Adventure tourism
- Sport tourism
- Gastronomy tourism
- Other

G) If you answered Other on the previous question, please specify.

## Questionnaire for entrepreneurs

A) Have you received training in sustainable tourism on the last 12 months? Yes/No

B) Are you familiar with the Sustainable Development Goals applied to tourism? Yes/No

C) Do you think the subject or subjects you are taking could have an approach to promote sustainable practices in tourism or business? Yes/No

D) In which of the following topics of tourism sustainability would you be interested in receiving training:

- Circular economy
- Responsible management
- Tourism Management & Marketing
- Social economy
- Other

E) What kind of alternatives ways of tourism you think could be beneficial for your area and you will be interested in receiving specific training to promote or start your own business:

- Agrotourism
- Nature/flora tourism
- Cultural tourism
- Adventure tourism
- Sport tourism
- Gastronomy tourism
- Other

F) If you answered Other on the previous question, please specify.

G) Do you think small/medium tourism entities could cooperate to offer combined tourism packages and compete against big tourism companies? Yes/No

H) If you answered Yes on the previous question, from which sectors those entities could be?

- Farmers
- Travel agents
- Travel office
- Touristic guides
- Means of transportation
- Hotels and accommodation
- Restaurants and beverage
- Renewable energy entities
- Environmental companies
- Public entity (local, regional, national)
- Other

I) If you answered Other on the previous question, please specify.

J) This project has as main aim to create a network in which small entrepreneurs can meet and cooperate to offer combined tourism packages and compete against big tourism companies. Would you be interested in joining that type of network? Yes/ No

K) In your opinion, which are the main barriers that prevent small entrepreneurs to join or create this kind of networks?

- Lack of knowledge about how to manage a network.
- Lack of tools to create the network.
- Lack of time to invest on the creation and management of the network.
- Lack of knowledge on how to create cooperation arrangements among all participants to assure the benefits will be shared among them.
- Lack of trust on these initiatives.
- Other

L) If you answered Other on the previous question, please specify.

M) Rate from 0 to 5 how this factors are important to you if you were joining a network to cooperate with other small entrepreneurs. 0 is I have no opinion, and 5 It is the most important.

- The network is managed by a public entity
- The network is managed by a tourism organization
- The network is managed by regional or local government
- The network offers free training courses and support
- The network offers free consultation about how to cooperate with other members
- The network assures that all members have quality certificates linked to sustainable tourism
- The network has a common marketing plan that benefits all participants
- The network is complemented by an App that allows entrepreneurs to get in touch directly with tourists

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