

TOURNET PROJECT



PROJECT SUMMARY

It is a European project dealing with "Cross-sector Tourism Networks for Sustainable Tourism/ TOURNET", funded by the European program ERASMUS +. As a strategy, this is a novel philosophy of grouping small tourism entrepreneurs in a sustainable destination and acting as an umbrella environment to help entrepreneurs.

PROJECT IDEA

The project idea was developed starting from the major challenges of the sustainable tourism: Preserving natural and cultural resources; Limiting negative impacts at tourist destinations, including the use of natural resources and waste production; Promoting the wellbeing of the local community; Reducing the seasonality of demand; Limiting the environmental impact of tourism-related transport; Making tourism accessible to all; Improving the quality of tourism jobs.

SUSTAINABILITY

Sustainability is a key element as fragmented tourist destinations are more sustainable if they can develop CSTNs and limit massive tourist structures. At the same time, with our ECOBRAND sustainability will become also an added value to foster the tourist destination.

CHALLENGES

Based on the challenges identified, the long-term expected results when project will be completed will include: opportunity to strengthen ties or/and build in new relationships with other organizations/institutes/ actors around Europe interested in the same issues, providing to the target groups the concepts of the sustainable tourism and the circular economy by improving their knowledge, skills and competences; creating job opportunities and enhance at the same time decrease unemployment rate and increase the income and the standards of living.

INTELLECTUAL OUTPUTS

During this project, the following Intellectual Outputs will be produced:

- IO1: Online course with the management tools of CSTN.
- IO2: Digital manual for sustainable tourist destinations and EcoBrand.
- IO3: APP for the establishment of the CSTN.

The online course is also supported by other two digital tools, the Digital Manual (IO2) and the Application (IO3). The course, along with the other IOs of this project, will seek the incorporation into touristic market of new micro, small and medium enterprises, while boosting existing ones. The APP will play a prominent role to ensure the multiplication of results and also on the project sustainability. Digital tools are essential for small fragmented tourist destinations, as they have a low maintenance cost and allow entrepreneurs to reach a wider audience.

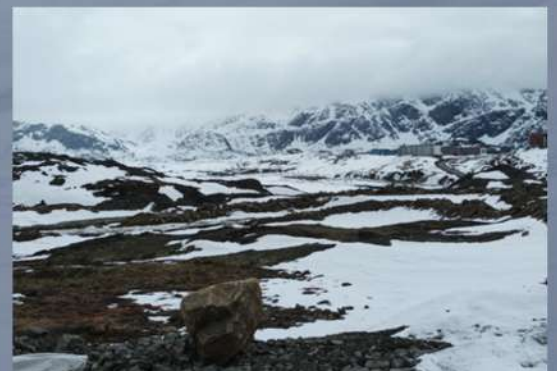


CROSS-SECTOR TOURISM NETWORK

The generation of CSTN has a double mission - to value unexplored territories that receive a reduced number of tourists and provide sustainable management tools for those territories that receive a high number of tourists in certain periods. It seeks to generate entrepreneurship opportunities for young people through a model of sustainable and deseasonalized tourism, which allows to generate stable and quality jobs mainly in rural areas.

MAIN TARGET GROUPS

- VET teachers
- VET students
- Entrepreneurs and small tourism companies interested in tourism networks and sustainability.





OUTCOMES OF THE PROJECT

- Train VET teachers in elearning methodologies, sustainability and innovative methodologies for tourism management. (IO1)
- Train VET students in sustainability and entrepreneurship. (IO1)
- Create an enabling environment for entrepreneurship and support networks for new entrepreneurs and support to the tourism entities that are already operating. (IO2 and IO3)
- Encourage the implementation of sustainable practices in tourism companies. (IO2)

KICK OFF MEETING

During the period 13-14/11/2019, the Kick-off Partners Meeting of the project took place in the Agromuseo Vera, managed by the Universitat Politecnica de Valencia. All the partners participated in the Meeting, presenting the activities of their Institutes, the tasks of each partner concerning the implementation of the project as well as related projects and research implemented by each Institute. Participants on the meeting were project managers from participant organizations and/or the main researchers that will participate on project implementation. During the first day partners also had a guided visit to the museum and could learn about traditional practices on agriculture from the Valencia region.



UPCOMING EVENTS

- 2ND TRANSNATIONAL PARTNERS MEETING IN GREENLAND
- C1 TRAINING EVENT IN CHANIA

DURATION OF THE PROJECT

The duration of this project is 28 months, from 1/11/2019 till 28/2/2022

PARTNERSHIP



Arctic Circle Business (Greenland), Coordinator



CIHEAM-Mediterranean Agronomic Institute of Chania (Greece)



METODO Estudios Consultores SL (Spain)



Centro Integrado Público de Formación Profesional Misericordia (Spain)



Universitat Politechnica de Valencia (Spain)



Asociation para la gestion del centro europeo de empresas e innovacion de Burgos (Spain)



Visit Greenland (Greenland)



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