

# TOURNET PROJECT



## C2 TRAINING EVENT

From the 23rd to the 27th of May 2022 the C2 Training Event took place in Sisimiut (Greenland), in the Arctic Circle Business premises. In that event different presentations on sustainable tourism, managing of e-learning platforms, tourism management, marketing strategies etc were presented. The e-learning platform and the TOURNET app were also tested.

More specifically, during that training activity, partners reviewed the online course developed as IO1 and the digital tools that support it: Digital manual (IO2) and the App for the establishment of the CSTN (IO3). This training ensured that all project partners that will act as contact point of the CSTN in their respective territories have deep knowledge of management tools and on how to support entrepreneurs. The training included theoretical training to review the IOs and practical training to create the CSTN, complemented with visits of good practices related to sustainable tourism in the area.



**C2 TRAINING EVENT AGENDA****DAY 1:**

**Theoretical training:** Review of IO1: Online course with management tools.

During the first day, partner from Metodo reviewed the online course. One person in charge of the development of the training material from each partner participated in this training and made the introduction of each section of the course, explaining in detail its section, the main points and the knowledge that is expected to be transmitted.

**Practical training:** each partner decided the entities that will be part of their CSTN.

Field visits also took place to the territory and to entrepreneurs to gain knowledge of the exploitation possibilities.

**DAY 2:**

**Theoretical training:** Review of IO1: Online course with management tools. During day two, partners also reviewed the comments and complains of participants on the online course on the forums of the platform and evaluated the need to make modifications on training materials.

**Practical training:** each partner decided to develop the management tools they will use on their CSTN.

**DAY 3:**

**Theoretical training:** Review of IO2: Digital manual for sustainable tourism destinations and ECOBRAND and Review of IO3: APP for the establishment of the CSTN.

During day three, partner from Metodo presented the main functionalities of Web App and participants reviewed the digital manual. One person per project partner introduced each section and explained the main points of that section and how to support entrepreneurs and tourism entities on the use of the manual and the adoption of ECOBRAND; and also how to use this manual as supporting training material for teachers and trainers.

**Practical training:** each partner designed the strategic plan to apply the digital manual and how many entities of their CSTN will adopt the ECOBRAND and the supporting actions to implement the ECOBRAND.



**DAY 4:**

**Presentation of the Management of CSTN together with Marketing strategies and alternative tourism approaches**  
**Theoretical training:** The partner from CIHEAM-MAICH presented the outcomes of the research that has made based on the results of the Observatory of Tourism of Western Crete and mentioned the high interest of the alternative tourism that tourists seek for. The partner from Bar presented good practices by combining education and tourism, Partner from CEEI presented marketing strategies and the partner from CIPFPM presented a business management plan of the CSTN.  
**Practical training:** each partner decided the marketing strategy they will use to attract users to the APP and how the CSTN will impact their territory.

**DAY 5:**

Each partner presented their CSTN strategy and all partners commented on the strategy and made suggestions. Partner from ACB made a presentation on sustainable tourism as well as provided good practices and recommendations. Moreover, partner from UPV presented a tourism management plan and its sustainability. At the end of the training event, certificates were distributed to all the partners.



**3rd TRANSNATIONAL PARTNERS MEETING**

On the 28th of May 2022, the 3rd Transnational Project Meeting took place in Sisimiut, Greenland, in the Arctic Circle Business premises. In that meeting, the current state of the project was discussed, the pilot version of the course was tested, the final version of the manual was reviewed and an agreement on the following steps of the project and dissemination was made.



**UPCOMING EVENTS**

- 4th TRANSNATIONAL PARTNERS MEETING IN MONTENEGRO
- MULTIPLIER EVENTS

**PARTNERSHIP**



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