

USiTaT

Up-skilling Sustainability in Travel and Tourism: The sociocultural point of view

The project

The project is aimed at upgrading the skills of vocational training students in tourism, who represent the "next generation" of workers in the sector, by strengthening their knowledge of cultural heritage (including that of small towns or tourist destinations not affected by mass tourism), both tangible and intangible (traditions, artistic performances, lifestyles...) and its value for the creation of unique tourism experiences, able to attract and welcome tourists with different interests and characteristics, in a more sustainable and responsible way.



Expected results

1. Vocational study unit on socio-cultural sustainability in travel and tourism, to be used in educational organisations to teach and learn about socio-culturally sustainable travel and tourism.
2. Digital guide for socio-culturally sustainable travel and tourism - a digital guide to be used as learning materials on how to implement a socio-culturally sustainable service chain in the travel and tourism industry

Italian partners

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(www.scformazione.org)
in collaboration with its associated members

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USiTaT

Version to be adapted to

MT

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Hankkeesta

Hankkeen tavoitteena on lisätä seuraavaa työntekijäsukupolvea edustavien matkailualan opiskelijoiden ammatillisia taitoja vahvistamalla heidän kulttuuriperintötietouttaan, (ml. pienet kylät ja turistikohteet, joihin ei kohdistu massaturismia), aineellisissa ja aineettomissa perinneasioissa, (traditiot, taiteelliset esitykset, elämäntyyli...), ja nostamalla kulttuuriperintötietouden arvoa ja luomalla ainulaatuisia turismikokemuksia, joilla voi houkuttaa ja toivottaa tervetulleeksi turisteja, joilla on erilaisia kiinnostusten kohteita kestävämmällä ja vastuullisemmalla tavalla.



Tulokset

1. Opintojakso sosiokulttuurisesta kestävydestä matkailualalla, käytetään oppilaitoksissa opettamaan sosiokulttuurisesta vastuullisuudesta matkailussa.
2. Digitaalinen opas sosiokulttuurillisesta kestävydestä matkailualalla - digitaalinen opas miten tulisi toteuttaa sosiokulttuurinen vastuullisuuden palveluketju matkailualalla.

Italian partnerit

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Het project

Het project is gericht op het verbeteren van vaardigheden van MBO studenten in toerisme. Deze studenten zijn de "volgende generatie" medewerkers van de sector.

Ze doen kennis op van het culturele erfgoed (inclusief dat van dorpen of toeristische bestemmingen die niet zijn aangedaan door massatoerisme), zowel tastbaar als ontastbaar (tradities, artistieke optredens, levensstijl...), ze leren de waarden kennen van het creëren van unieke toeristische ervaringen, zijn bekwaam om toeristen met verschillende interesses en eigenschappen aan te trekken en te verwelkomen op een duurzame en verantwoorde manier.



Verwachte resultaten

1. Een mbo-module over sociaal-culturele duurzaamheid in reizen en toerisme, welke op scholen kan worden gebruikt om les te geven en om te leren over sociaal-cultureel duurzaam reizen en toerisme.
2. Digitale gids voor sociaal-cultureel duurzame reizen en toerisme – een digitale gids die gebruikt kan worden als leermateriaal over hoe een sociaal-cultureel duurzame dienstenketen in de reis- en toerisme-industrie kan worden uitgevoerd.

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Il progetto

Il progetto è volto all'aggiornamento delle competenze degli studenti della formazione professionale nel turismo, che rappresentano la "prossima generazione" di lavoratori del settore, rafforzando la loro conoscenza dei beni culturali (anche quelli delle piccole città o di destinazioni turistiche non interessate dal turismo di massa), sia tangibili che intangibili (tradizioni, performance artistiche, stili di vita...) e il loro valore per la creazione di esperienze turistiche uniche, in grado di attrarre ed accogliere turisti con interessi e caratteristiche diverse, in modo più sostenibile e responsabile.



Risultati attesi

1. Unità di studio professionale sulla sostenibilità socio-culturale nei viaggi e nel turismo, da utilizzare nelle organizzazioni educative per insegnare e apprendere Viaggi e Turismo socio-culturalmente sostenibili.
2. Guida digitale per viaggi e turismo sostenibili da un punto di vista socio-culturale - guida digitale da utilizzare come materiali di apprendimento su come realizzare una catena di servizi socio-culturalmente sostenibili nell'industria dei viaggi e del turismo

I partner italiani

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