



Project Coordinator

BACKGROUND

Tourism is a major economic activity with a broadly positive impact on economic growth and employment in Europe. It is also an increasingly important aspect in the life of European citizens, more and more of whom are travelling, for either leisure or business, while causing a clear impact on social and cultural integration.

In addition, the European Union remains the world's No 1 tourist destination. However, to maintain its position, the levels of knowledge, innovation, and economic, social and environmental sustainability must be increased. To achieve this goal it is worthwhile developing innovation in tourism, reinforcing the quality of supply in all its dimensions, improving professional skills in the sector, and attempting to overcome the seasonal nature of demand and diversifying the supply of tourist services.

Despite the dynamism arising in tourism policymaking and site management, many EU destinations are in need of better-trained professionals able to manage complex processes in the field of tourism, qualified for the management and implementation of professional tasks that fall within the scope of tourism services.



WHAT IS INMATOUR?

INMATOUR (Gestor Europeo de Destinos Turísticos Inteligentes y Responsables) is a 2-year Erasmus+ project in the field of Vocational Education and Training. INMATOUR aims to create a complete training path for tourism professionals and destination management experts in order to qualify them in development of ; innovation, creativity, sustainable and responsible management, social participation and Territorial Social Responsibility. The project will transfer principles, theories, methods and best practices for smarter, sustainable tourism management in EU travel destinations.



PROJECT AIMS

The main outcomes of INMATOUR are a training curriculum based in 5 Learning Areas, an exhaustive training content guide for tutors and learners, and an Open Educational Resources site available in 4 European languages. These materials will help direct and potential beneficiaries by:

- Raising the levels of knowledge, skills and competences required to deal with the economic, social, cultural and environmental aspects of the industry, as well as the critical functions of tourism marketing, distribution, planning and development
- Providing free access to innovative learning resources and background documentation through a Training Platform adaptable to different countries.
- Disseminating good practices, case studies and useful experiences in the fields of sustainable destination management, participatory approach to local/regional policy making, use of ICTS etc, among tourism professionals through a Social Community and the project blog site.

The programme promotes better understanding and exchange of practice in the fields of project management, promotion and destination marketing, sustainable local development, and socially responsible land use between European countries that send and those that receive tourists, and seeks to bring these different perspectives closer together.

PROJECT STRUCTURE

The project methodology is based around 5 different Learning Areas:



LOS SOCIOS

The entities involved in the project come from 5 European countries with a different situation in the European tourism market.

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SPAIN



UNITED KINGDOM



CYPRUS



SWEDEN



GREECE

HOW CAN I TAKE PART INTO INMATOUR?

You can take part in the project and contribute to better and more innovative destination management to the following:

- If you are a Public Administration of tourism, by participating in the rising-awareness national seminars on training needs and main areas of concern of the project
- If you are an entrepreneur or tourism professional, promotor, cultural managers...you can take part into different dissemination and testing activities, including practical demonstrations using the training tool.
- if you are a VET- organization, you can provide your experience and skills to improve and adapt the materials for continuing and professional education in your country.

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