

Understanding FuTour

FuTour is a partnership of 5 organisations from Germany, Italy, Poland, Cyprus and Greece. One higher education institution, one technical implementation and staff sourcing company providing highly skilled ICT services and staff to organisations and three VET schools of tourism industry have joined forces to offer solutions to curb and overcome the economic crises in the tourism sector, enable operators to be compatible but also competitive as well as endure in the future sustainable smart tourism in Europe

FuTour stands for Frameworks for Future Tourism.

Our team of academicians and researchers from the field of Tourism and Hospitality, economists, marketing professionals, ICT specialists and consultants, sociologists and VET facilitators and trainers **aims to**

- support VETs of the tourism field to redefine themselves, establish and develop innovative strategies and smart approaches
- create partnership possibilities, mastermind new services, develop innovative solutions and answers
- equip the VETs with the latest updates, trends, methods as well as tools in order for them to have genuine curricula and courses so that they prepare competitive and employable future professionals/employees of the tourism field
- strengthen digital competences and skills of the learners so that they pave their career path independently and successfully in the tourism industry, have sustainable income as well as overall socio economic outlook of the best practices and the innovations, and knowledge of more green and sustainable methods of the field



It is our pleasure to present the 1st FuTour newsletter and briefly present our project and the results and activities we have so far accomplished.

FuTour Team



- Are you a VET or SME of the tourism industry interested in promotion of sustainable tourism and hospitality branch and innovation and digitalization in education? Visit FuTour official webpage: www.futour.erasmusplus.website. There you can find what we do, what we offer, how to realize that and why it matters.
- Contact us if you have any questions and/or offers.

FuTour is co-funded by the European Union. The project started in March 2022 and will last 30 months, i.e. till August 2024.

Why is FuTour relevant

Tourism is a powerful industry providing employment to millions of people. Yet, it was hit hard by the COVID-19 crisis in 2020. This is a major concern for economies as tourism is not only a vital source of foreign currency, but has also potential to serve as a development 'tool' to strengthen supply chains, improve local firm productivity, create jobs and provide income.

Hence, recovery should be deliberate and wide-ranging. The future of tourism can no longer be viewed through the prism of 2019.



Everything starts with education!

Our Target group

- VET providers and SMEs in the field of tourism and hospitality. The project aim is to prepare curriculum development, e.g., handbook/guidance for this specific target group,
- Students, professionals and experts, and others, who do not have a direct background in the field of tourism and hospitality, but they want to upgrade their knowledge for their own (individual) purpose only based on self-learning

To tackle the challenges, FuTour produces:

1. Training Kit for Trainers

An informative curriculum that reflects the growth, impacts and associated implications of digital tourism on tourism and hospitality providers in this field.

This curriculum should help VET providers in tourism and hospitality to understand the important role of digital and sustainable tourism.

- content of the curriculum development should be sector-specific and outline the relevant impacts of the growth of digital tourism on tourist practices and behaviour, urban and rural planning, and enterprise.
- As well, the curriculum will offer insights into the importance of sustainability in tourism and the relevance of digital tourism to destination marketing and management.

2. MOOC Design

MOOC is an open access type of online course, which provides extensive participation via the web based on the use of open educational materials (OERs).

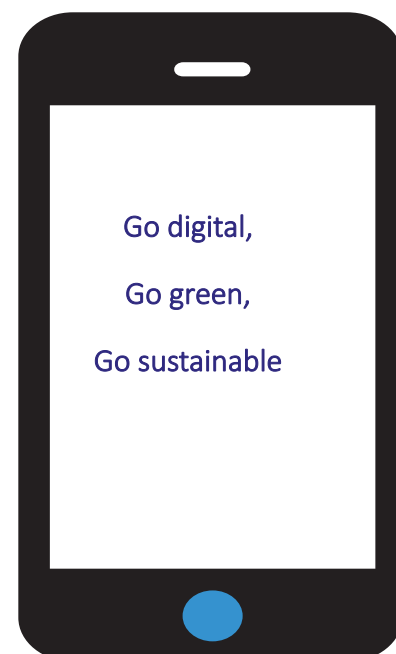
- The aim is to implement a MOOC in VET courses (permeable to HE) to learn the digital methodological framework and its innovative approach in the tourism and hospitality sector to activate innovative teaching and learning tools to support career construction.
- The course will offer online materials, such as podcasts, videos, and webinars. It will incorporate collaborative construction functionalities (being a cMOOC) of a

shared corpus instead of transmitting a corpus "state of the art" through classic MOOC designs.

3. Online Matchmaking Platform

The matchmaking platform will serve as a complementary tool to the training materials and MOOC

- It aims to support VET providers embracing the digital transformation of the hospitality sector. It will actually demonstrate an open and free to use online environment that matches the demand of the hospitality market for digital solutions and digitally skilled professionals with the skills that VETs gained through the project training.
- It is to complement the hands-on training by providing an environment that allows VET providers to come into direct contact with the intended market and better understand the needs that they will come to satisfy in order to successfully sustain their businesses in VET provision.



From Kick off to First Results

Our work of the first 7 months of the Project lifetime has included a lot of preparations, meetings, research and activities to prepare the fundament of the project and present first results



Our face-to-face meetings

Kick-off Meeting

The kick-off meeting took place on 19.04.2022-20.04.2022 in Bochum. The meeting aimed to constitute the partnership, agree and all administrative matters and plan the next steps regarding the development of the Project Results and the general project proceeding.



2nd transnational meeting of the partners

The took place in Limassol, Cyprus on 12.10.2022 – 13.10.2022. Hereby the partners evaluated the achieved project progress and planned the next steps and priorities. Especially, we discussed the finalization of the sector-related analysis for Curriculum 1 (training kit for Trainers) as well as sector-related analysis for Curriculum 2 (MOOC for learners). The partners have also agreed on the further steps for the development of the education material/courses for both of the Project Results. The partners have also discussed the design and the status for the development of the Matchmaking Platform (R3





FuTour first results

The first important output of the project is ready. The partners have prepared a report on the skills, competences and critical knowledge needed for the VETs and SMEs of the tourism industry. The report provides a state of the arts, literature review and sector analysis.

This report will be a key tool for our further steps. Specifically, the resources from the literature review will be used when developing educational materials, e.g., weekly presentations, as well as recommended readings and additional readings in the course's outline for our learners. The sector analysis results, e.g., case studies, will be used as good practices, examples, and sources for weekly forum discussions.

What is next within the FuTour project

Since September 2022, the FuTour team has been progressing positively with the development of the Education Material for the Training Kit for Trainers (PR1) and MOOC design for Learners (PR2)

For more information on the Project, please visit the FuTour Project website: www.futour.erasmusplus.website

