



CEL4ITM

Continuous e-learning for
Innovation in Tourism Management

NEWSLETTER



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GENERAL INFORMATION

This is the first newsletter of the CEL4ITMM “Continuous e-learning for Innovation in Tourism Management” project. This is an ERASMUS+ project, which will be delivered between October 2018 and September 2020. This project has been financed with support of the ERASMUS+ KA2, Strategic Partnerships for vocational education and training. The project is currently being developed and delivered by participating organisations in: Spain, Bulgaria, Italy, Finland and Sweden.

The CEL4ITM project aims to highlight the growth of Tourism plays as important role all over Europe with the consequence of its economic and employment potential, and social and environmental impact. It also contributes to employment and economic growth, as well as to development of rural, peripheral or less-developed areas.

The project is focused on supporting non-formal education and transfer of experience and knowledge in the field of tourism, adopting blended learning and coaching and mentoring approaches by the means of open, innovative and easy-to-use digital tools.

From one side it enhances self- and distant learning of low-skilled and low-qualified people, who will receive relevant knowledge, skills and competences to improve their employability or create their own business. From the other side, the project improves skills and competences of professionals to become coaches and mentors of new-comers and to transfer their experience in the field of tourism.

To achieve the aims, the project will carry out a **BLENDED TRAINING PACKAGE** consisting of:

1.-Mapping of skills and competences deficits in the field of tourism: It will help

- defining the content of the modular programme and resource library .
- 2.-Creation of a webportal with e-learning platform: It will contain the modular programme and resource library.
- 3.-Creation of a modular programme: It will be at two levels:
- For beginners:
 - o M 1: Introduction to management
 - o M 2: Financial Management
 - o M 3: Marketing
 - o M 4: Customer-oriented approach and customer relationship/experience management
 - o M 5: Leadership and motivation
 - o M 6: Specific ICT tools in the tourism business
 - For professionals:
 - o M 1: Coaching skills
 - o M 2: Mentoring skills

Each module will include 1 video lesson, 1 animated video, a set of handouts on the topic and a self-assessment test,

We expect to establish and extend a Cel4ITM NETWORK all over EUROPE to enhance international and intergenerational support and exchange of experience, best practices and lessons learned in the field of tourism.

MEET THE PARTNERS

The CEL4ITM Strategic Partnership is formed by 6 organisations with different backgrounds and expertise from 5 European countries.

1.- **EVM** as a coordinator is an ecosystem of people, tools and processes that are organized in an agile and innovative way to offer an effective, efficient and high added value response to the different challenges and problems that arise from any area of our society.

2.- **FORIM** as a partner is the Italian Agency of the Chamber of commerce, industry, craftsmanship and agriculture of Potenza (Basilicata) founded in 1992.

3.- **LAMK** as a partner is a multidisciplinary higher education institution (HEI) located in the city of Lahti in the southern part of Finland. Lahti UAS is the largest institute of higher education in the region.

4.- **NIKANOR** as a partner is a Bulgarian private company working in the field of recruitment, adults training and human resources management and development. It is licensed by NAVET as a Vocational Educational Training Center, specialized in training personnel for the tourism sector.

5.- **SMEBOX** is a Swedish company started in 1999 based on tools and

methods for training and developing SMEs and managers/company owners.

6.- **STPEUROPA** as a partner is Professional Training Solutions (STP Consulting) as a Vocational Training center is located in Zaragoza (Spain) and it The offers training courses and technical support to private companies, public administration in rural areas, schools, NGOs and Incubators of Entrepreneurs into innovation in the areas of education sector, and professional solutions of non-profit sector.

PROJECT ACTIONS AND ACTIVITIES



The First project meeting in Tenerife (Spain), in January 2019,

The kick-off meeting of the project was hosted in Tenerife, Spain on the 29th and 30th of January, 2019. This first meeting gave project partners the opportunity to meet each other, to get to know each other's organisations and to discuss the general aims and objectives of the project. We also used this meeting to plan our work and collaboration in the next project period. There was a good working atmosphere during the meeting; with all partners very interested in the topic and the experience of the other partners, and looking forward to our future collaboration in the project. The dates for the next partnership meeting have been agreed for the 11th and 12th of September 2019 in Finland. We will use this meeting to present the results of our first task the

Mapping of skills and competences deficits in the tourism field and the preparation of the e-learning platform and the discussion about the modular programme,



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europa@evm.net

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