

# Gestor Europeo de Destinos Turísticos Inteligentes y Responsables

## Welcome to the first issue of INMATOUR project newsletter:

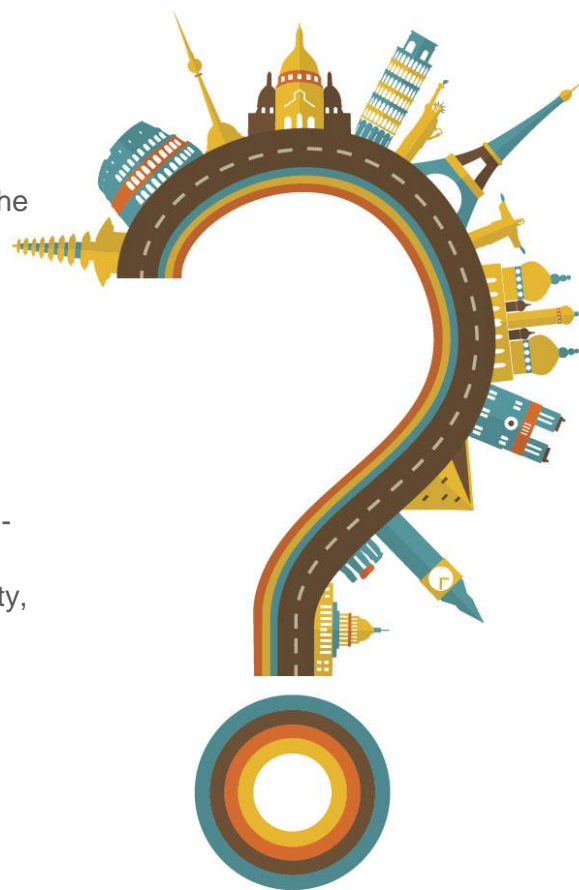
In this issue we will introduce you to the basic project concepts and aims, the main expected results and outputs and the partners participating towards the common goal.

## INMATOUR project

The importance of innovation in tourism, one of the sectors that generates greater economic return at European level, is key in the current process of economic, social and environmental development model restructuring faced by the majority of EU countries. Knowledge and innovation are drivers of change supporting higher levels of employment, social cohesion and environmental and economic sustainability.

Facing this reality, INMATOUR is aimed at designing a new vocational training itinerary based on development of five curricula with skills and knowledge required for an effective, real-life tourism management or destination context. The innovative character of the materials comes from the adaptation of Creativity, Sustainability and Territorial Social Responsibility, Governance and Social Participation and ICT management to the levels of destination planning and management.

As a result, the final goal of this project will be to contribute to adapt the occupational profile of the destination managers and related professions in relation to local, national and EU tourism industry from a very applied and action-based learning and teaching approach.



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## Project contribution to the modernization of the set of knowledge, skills and attitudes of Destination management professionals

Continuous focus on training and on upgrading the staff skills on destination management, tourism service administration and policy design and implementation of tourism action plans.

The training curriculum is intended to provide workers with qualifications necessary to deal with the changes that are taking place in tourism sector (globalization, emergence of new tourist product, such as creative, intelligent and responsible tourism, de-seasonalization, growing importance of ICTs, etc., and to stay active in the labor market. The curricula will address issues of management of innovation applied to tourism destination level.

The project will examine how innovative approaches can generate concepts, theories and practices in tourism management based on application of ICTS, knowledge management systems, Local Sustainable Development and CSR, or development of effective Governance and Participatory management systems. All these aspects will be key to respond to deep changes in tourism competitive landscape and overcome the environmental, cultural and territorial crisis caused by mass-tourism in many European destinations.

This will be implemented through development of an innovative learning solution, and at the same time, by establishing national and European networks with tourism companies and entrepreneurs, as well as public organizations with 2 interrelated objectives: a) to boost creation of value and public-private synergies within tourism sector aimed at creation competitive and sustainable advantage. b) To highlight the key role to be played by destination managers in the new tourism market consumption context (adaptability to change).

In addition, the project will create an Open Educational Resources platform and a Social Community serving as virtual campus for learners and trainers.

Finally, through dissemination activities aimed at sensitizing professionals and experts in Tourism, as well as VET/CVET policy makers, the project will achieve greater impact on target, taking steps forward to its practical testing with end users and transfer to other EU countries.

### TARGET GROUP

During the project, the following group categories will be targeted:

- Tourism administrators and management professionals engaged in tourism and cultural sectors or development of Tourism Plans.
- Local Development Agencies.
- VET students in Tourism Management programmes.
- CEOs and managers of tourism companies and services.
- National Agencies involved in VET or CVET.
- Public Employment Services.
- Social Partners.
- Training providers, educational institutions.
- Tourism policy makers at local, regional, national and EU levels.



## News

### The kick-off meeting of the project took place in Santander on 8th&9th January 2015

During the first project meeting, all partners had the opportunity to present their organizations. In addition, they shared opinions about the most relevant issues at the initial project stage: explanation about the objectives and results of the project, estimated delivery dates of the intellectual products and dissemination events, partner’s sharing of tasks and responsibilities, presentation of the Evaluation and Dissemination approach, and finally, of the project, as well as the management of the project and financial aspects

More specifically, the teams discussed on the structure and approximation to content of INMATOUR training curriculum. Now partner are working on the development of content and having several online meetings to decide on the final version of the products. The initial draft will be ready on March 2015.

<p>1. Creativity and fostering talent in Tourism Destinations (P1) U.K.</p>	<p>2. Strategy integration to make tourism activities more sustainable (P4) SWEEDEN</p>	<p>3. Use of tools and mechanisms based on ICT to design, produce and promote tourist products (P3) CYPRUS</p>
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<p>4. Social Participation and Good Governance at Tourism Destinations (P1) SPAIN</p>	<p>5. Contribution of business sector to a global concept of Territorial Social Responsibility (P5) GREECE</p>
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### EXPECTED RESULTS OF THE PROJECT

- Training itinerary (Training curriculum+Training package)
- Open Educational Resources platform.
- INMATOUR Social Community and blogsite on Innovation Management in Intelligent and Responsible Tourism Destinations, to enhance the meeting of minds and cooperative learning at the EU level.
- Joint staff training event for participating organizations and external experts.
- 3 Dissemination and raising awareness events in all partner countries.



## PROJECT PARTNERS

The INMATOUR project consortium consists of 5 partner organizations from 5 different European countries. Each partner has specific expertise in key project areas, has adaptation of professional qualifications in areas such Tourism, Hospitality and Leisure, and access to better employment persons and is involved in national and European networks relevant to the INMATOUR project topic.

- [DOCUMENTA](#) (ES), project coordinator, is an organisation specialized in the fields of social research and introduction of sustainable development strategies in Intelligent Territories and Tourism Development master plans.
- [RINOVA](#) (UK) specializes in the design, development, implementation and evaluation of learning programmes, with a specialism in terms of the interface between VET, employment, employability, enterprise and cultural learning.
- [MMC Management Center](#) (CY) provides training courses for Adult Learning and for VET, and gives specialized courses in the tourism sector.
- [FOLKUNIVERSITETET UPPSALA](#) (SE) is a national Adult Education Association which offers a wide range of VET and Adult education training courses throughout Sweden and several EU countries.
- [DIMITRA](#) (GR) one of the leading Vocational Education and Training organizations in Greece holding extensive experience in both methodology development and production of practical solutions matching specific vocational and professional development needs.



Project partners during kick off meeting in Santander, Spain.



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