



## THE PROJECT

The goal of the project is two-fold:

- To raise awareness about the actions taken in response to COVID-19 as well as the impact on cultural tourism.
- To implement novel ICT-enabled trainings for digital upskilling so as to help rural citizens and tourism professionals to acquire properly safeguard the cultural sector.

## THE BACKGROUND

Cultural Tourism moving fast towards digitization, with accessible tourism being a game changer for destinations.

As the need to make cultural tourism accessible is increasing, digital job opportunities in the field are constantly being developed. But, do everyone has the skills to cope with this digital shift?

# THE CONSORTIUM



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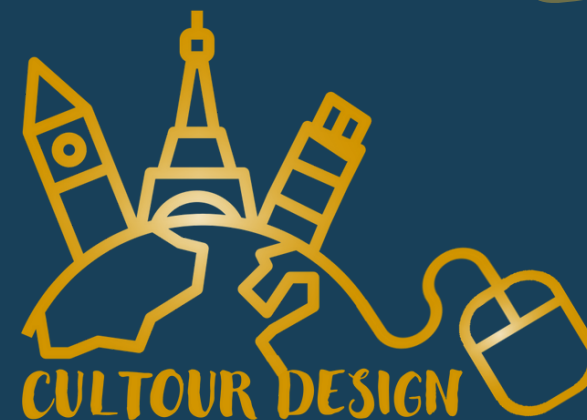
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**DIGITAL UPSKILLING  
OPPORTUNITIES IN THE CULTURAL  
TOURISM MARKET**



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# OUR APPROACH

We are going to develop:



1

A series of inclusive handbooks for adult job seekers in the cultural tourism sector

2

A cloud-based assistant that allows users to put their digital skills into practice while enhancing their hybrid skills

3

The CulTour Digital European Community, an information point and communication bridge fostering the creation of synergies

# PROJECT HANDBOOKS

## HANDBOOK 1

**Cultural Tourism among Europe: The post-COVID situation & trends**

## HANDBOOK 2

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# TARGET GROUP

## Within the partnership

- Marketing experts
- Organizations that can support the recruitment of participants in the multiplier events by generating awareness among their network
- Public organizations
- Professionals who can promote the project dissemination materials

## Outside partnership

- Tourism associations seeking ways to be digitally transformed
- Adult communities
- European and Regional Development Agencies
- Policy makers
- EU bodies that can maximize the project's visibility
- Digital design agencies
- Rural development agencies



## EL PROYECTO

El objetivo del proyecto es doble:

Sensibilizar sobre las acciones tomadas en respuesta al COVID-19 así como el impacto en el turismo cultural.

- Implementar capacitaciones novedosas basadas en TIC para la mejora digital a fin de ayudar a los ciudadanos rurales y profesionales del turismo a adquirir una protección adecuada del sector cultural.

## EL FONDO

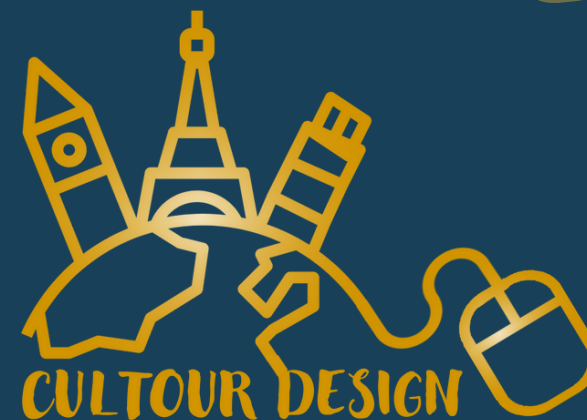
El turismo cultural avanza rápidamente hacia la digitalización, con el turismo accesible como un cambio de juego para los destinos.

A medida que aumenta la necesidad de hacer accesible el turismo cultural, se desarrollan constantemente oportunidades de trabajo digital en el campo. Pero, ¿todos tienen las habilidades para hacer frente a este cambio digital?

## EL CONSORCIO



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**OPORTUNIDADES DE MEJORA  
DIGITAL EN EL MERCADO DEL  
TURISMO CULTURAL**

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# NUESTRO ENFOQUE

Nosotros vamos a desarrollar:



1

Una serie de manuales inclusivos para adultos que buscan trabajo en el sector del turismo cultural

2

Un asistente basado en la nube que permite a los usuarios poner en práctica sus habilidades digitales mientras mejoran sus habilidades híbridas

3

La Comunidad Europea CulTour Digital, punto de información y puente de comunicación que favorece la creación de sinergias

# MANUALES DE PROYECTOS

## MANUAL 1

**Turismo cultural en Europa: situación y tendencias post-COVID**

## MANUAL 2

**Herramientas Digitales en Turismo: Un kit de herramientas para la promoción del turismo cultural a través de soluciones TIC**

## MANUAL 3

**Habilidades híbridas en turismo cultural: pensamiento digital, adaptabilidad y habilidades blandas para trabajos relacionados con el turismo**

## MANUAL 4

**Implementación del Diseño Digital en el Turismo Cultural: Casos prácticos para una Guía Turística Digital exitosa**

# GRUPO OBJETIVO

## Dentro de la partnership

- Expertos en marketing
- Organizaciones que pueden apoyar el reclutamiento de participantes en los eventos multiplicadores generando conciencia entre su red
- Organismos públicos
- Profesionales que puedan promover los materiales de difusión del proyecto

## Fuera del partnership

- Asociaciones de turismo que buscan formas de transformarse digitalmente
- Comunidades de adultos
- Agencias de desarrollo europeas y regionales
- Responsables políticos
- Organismos de la UE que pueden maximizar la visibilidad del proyecto
- Agencias de diseño digital
- Agencias de desarrollo rural





## CELE PROJEKTU:

Cel projektu jest dwojaki:

- Zwiększenie świadomości na temat działań podjętych w odpowiedzi na COVID-19, jak również wpływu na turystykę kulturową.
- Wdrożenie nowatorskich szkoleń z wykorzystaniem technologii informacyjno-komunikacyjnych w celu podniesienia kwalifikacji cyfrowych, aby pomóc mieszkańcom wsi i profesjonalistom z branży turystycznej w zdobyciu odpowiedniej wiedzy w kontekście ochrony sektora kultury.

## TŁO PROJEKTU

Turystyka kulturowa szybko zmierza w kierunku cyfryzacji, a wraz ze zwiększaniem dostępności do niej jest czynnikiem sprzyjającym rozwojowi miejsc docelowych.

W związku z tym, że potrzeba dostępu do turystyki kulturowej jest coraz większa, stale pojawiają się nowe możliwości zatrudnienia w tej dziedzinie. Ale czy wszyscy mają umiejętności, aby poradzić sobie z tą cyfrową zmianą?

## KONSORCJUM:



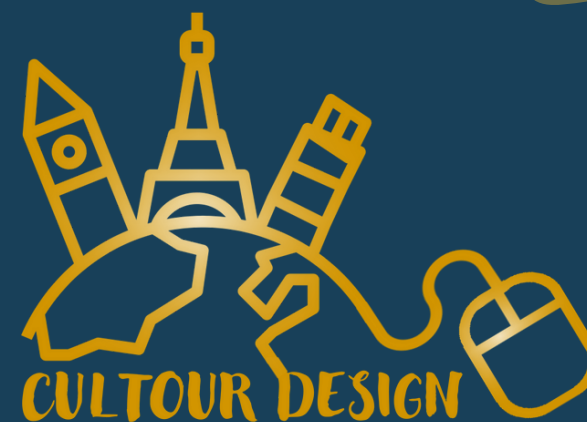
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**MOŻLIWOŚCI ROZWOJU  
UMIEJĘTNOŚCI CYFROWYCH  
NA RYNKU TURYSTYKI  
KULTUROWEJ**



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# NASZE PODEJŚCIE

Chcemy rozwijać:



1

Serię specjalnych podręczników dla dorosłych poszukujących pracy w sektorze turystyki kulturowej

2

Oparty na chmurze asystent, który pozwala użytkownikom wykorzystać w praktyce ich umiejętności cyfrowe, jednocześnie zwiększając ich umiejętności hybrydowe

3

CulTour Digital European Community - punkt informacyjny i przestrzeń komunikacyjna sprzyjająca tworzeniu synergii

# TYTUŁY PODRĘCZNIKÓW

## PODRĘCZNIK 1

**Turystyka kulturowa w Europie: trendy po pandemii COVID**

## PODRĘCZNIK 2

**Narzędzia cyfrowe w turystyce: wskazówki na temat promocji turystyki kulturowej z wykorzystaniem technologii ICT**

## PODRĘCZNIK 3

**Umiejętności hybrydowe w turystyce kulturowej: myślenie cyfrowe, adaptacje, umiejętności miękkie w kontekście zawodów związanych z turystyką**

## PODRĘCZNIK 4

**Wdrażanie cyfrowych rozwiązań w turystyce kulturowej: przykłady udanych cyfrowych przewodników turystycznych**

# GRUPY DOCELOWE

## Wewnątrz partnerstwa

- Eksperti ds. marketingu
- Organizacje, które mogą wspierać rekrutację uczestników wydarzeń projektowych poprzez wzmacnianie ich świadomości
- Organizacje publiczne
- Profesjonaliści, którzy mogą promować materiały upowszechniające projekt

## Zewnętrzne partnerstwa

- Stowarzyszenia turystyczne szukają sposobów na cyfrową transformację
- Społeczności osób dorosłych
- Agencje europejskie i agencje rozwoju regionalnego
- Decydenci polityczni
- Organy UE, które mogą zwiększyć widoczność projektu
- Agencje projektowania cyfrowego
- Agencje rozwoju obszarów wiejskich

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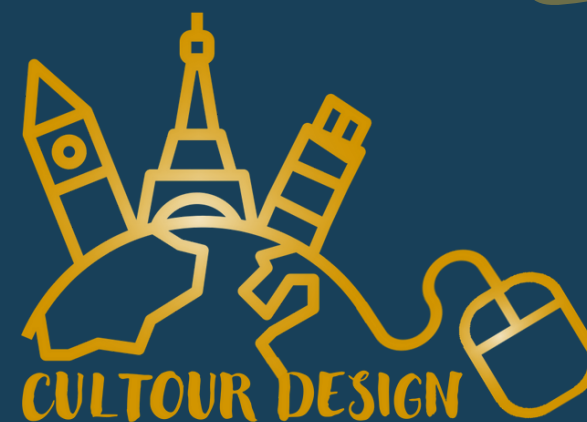
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## ΤΟ ΕΡΓΟ

Ο στόχος του έργου είναι διπλός:

- Να αυξήσει την ευαισθητοποίηση σχετικά με τις ενέργειες που αναλαμβάνονται ως απάντηση στον COVID-19 καθώς και τις επιπτώσεις στον πολιτιστικό τουρισμό.
- Εφαρμογή νέων εκπαιδεύσεων με δυνατότητα ΤΠΕ για την ψηφιακή αναβάθμιση, ώστε να βοηθηθούν οι πολίτες της υπαίθρου και οι επαγγελματίες του τουρισμού να αποκτήσουν τη σωστή προστασία του πολιτιστικού τομέα.

## ΤΟ ΙΣΤΟΡΙΚΟ

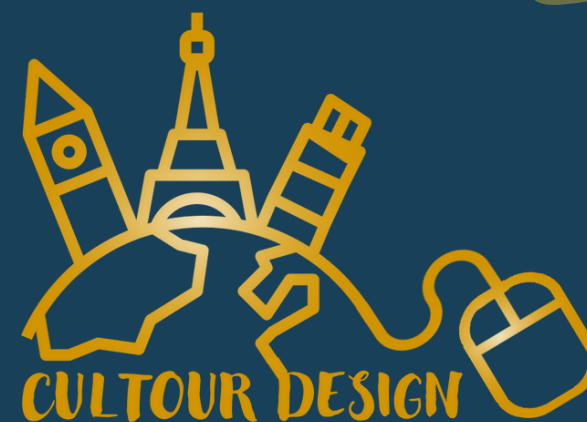
Ο Πολιτιστικός Τουρισμός κινείται γρήγορα προς την ψηφιοποίηση, με τον προσβάσιμο τουρισμό να αλλάζει το παιχνίδι για τους προορισμούς.

Καθώς η ανάγκη να γίνει προσιτός ο πολιτιστικός τουρισμός αυξάνεται, οι ψηφιακές ευκαιρίες απασχόλησης στον τομέα αναπτύσσονται συνεχώς. Αλλά, έχουν όλοι τις δεξιότητες για να αντιμετωπίσουν αυτήν την ψηφιακή αλλαγή;

## ΕΤΑΙΡΙΚΟ ΣΧΗΜΑ



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**ΕΥΚΑΙΡΙΕΣ ΨΗΦΙΑΚΗΣ  
ΑΝΑΒΑΘΜΙΣΗΣ ΣΤΗΝ ΑΓΟΡΑ ΤΟΥ  
ΠΟΛΙΤΙΣΤΙΚΟΥ ΤΟΥΡΙΣΜΟΥ**

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Η υποστήριξη της Ευρωπαϊκής Επιτροπής για την παραγωγή αυτής της δημοσίευσης δεν συνιστά έγκριση του περιεχομένου, το οποίο αντικατοπτρίζει μόνο τις απόψεις των συγγραφέων και η Επιτροπή δεν μπορεί να θεωρηθεί υπεύθυνη για οποιαδήποτε χρήση των πληροφοριών που περιέχονται σε αυτήν.

Θα αναπτύξουμε:



1

Μια σειρά από εγχειρίδια για ενήλικες που αναζητούν εργασία στον τομέα του πολιτιστικού τουρισμού

2

Ένας βοηθός που επιτρέπει στους χρήστες να κάνουν πράξη τις ψηφιακές δεξιότητές τους ενώ ενισχύουν τις υβριδικές τους δεξιότητες

3

Η Ψηφιακή Ευρωπαϊκή Κοινότητα CulTour, ένα σημείο πληροφόρησης και μια γέφυρα επικοινωνίας που προωθεί τη δημιουργία συνεργειών

## PROJECT HANDBOOKS

### ΕΓΧΕΙΡΙΔΙΟ 1

**Πολιτιστικός Τουρισμός της Ευρώπης: Η κατάσταση και οι τάσεις μετά τον COVID**

### ΕΓΧΕΙΡΙΔΙΟ 2

**Ψηφιακά Εργαλεία στον Τουρισμό: Μια εργαλειοθήκη για την προώθηση του πολιτιστικού τουρισμού μέσω λύσεων ΤΠΕ**

### ΕΓΧΕΙΡΙΔΙΟ 3

**Υβριδικές δεξιότητες στον πολιτιστικό τουρισμό: Ψηφιακή σκέψη, προσαρμοστικότητα και δεξιότητες για θέσεις εργασίας που σχετίζονται με τον τουρισμό**

### ΕΓΧΕΙΡΙΔΙΟ 4

**Εφαρμογή Ψηφιακού Σχεδιασμού στον Πολιτιστικό Τουρισμό: Μελέτες περίπτωσης για έναν επιτυχημένο Ψηφιακό Τουριστικό Οδηγό**

## Εντός εταιρικού σχήματος

- Ειδικοί στο μάρκετινγκ
- Οργανισμοί που μπορούν να υποστηρίξουν την πρόσληψη συμμετεχόντων στις εκδηλώσεις δημιουργώντας ευαισθητοποίηση στο δίκτυό τους
- Δημόσιοι οργανισμοί
- Επαγγελματίες που μπορούν να προωθήσουν το υλικό διάδοσης του έργου

## Εκτός εταιρικού σχήματος

- Τουριστικές ενώσεις που αναζητούν τρόπους ψηφιακού μετασχηματισμού
- Κοινότητες ενηλίκων
- Ευρωπαϊκοί και Περιφερειακοί Αναπτυξιακοί Φορείς
- Φορείς χάραξης πολιτικής
- Φορείς της ΕΕ που μπορούν να μεγιστοποιήσουν την προβολή του έργου
- Γραφεία ψηφιακού σχεδιασμού
- Φορείς αγροτικής ανάπτυξης

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## PROIECTUL

Scopul proiectului este dublu:

- Creșterea gradului de conștientizare cu privire la acțiunile întreprinse ca răspuns la COVID-19, precum și cu privire la impactul asupra turismului cultural.
- Implementarea de noi cursuri de formare bazate pe TIC pentru perfecționare digitală, cu scopul de a ajuta cetățenii din mediul rural și profesioniștii din turism să dobândească cunoștințe adecvate pentru protejarea sectorului cultural.

## CONTEXTUL

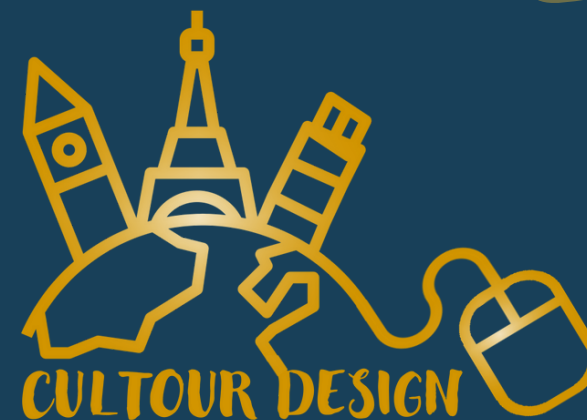
Turismul Cultural evoluează rapid spre digitalizare, turismul accesibil fiind un factor de schimbare pentru destinații.

Pe măsură ce nevoia de a face turismul cultural accesibil este în creștere, oportunitățile de locuri de muncă digitale în acest domeniu sunt în continuă dezvoltare. Dar, oare toată lumea are competențele necesare pentru a face față acestei schimbări digitale?

## CONSORȚIUL



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**OPORTUNITĂȚI DE  
PERFEȚIONARE DIGITALĂ PE  
PIAȚA TURISMULUI CULTURAL**

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# ABORDAREA NOASTRĂ

Vom dezvolta:



1

O serie de manuale incluzive pentru adulții aflați în căutarea unui loc de muncă în sectorul turismului cultural.

2

Un asistent digital ( în cloud ) care permite utilizatorilor să își pună în practică abilitățile digitale, îmbunătățindu-și în același timp abilitățile hibride.

3

Comunitatea Digitală Europeană CulTour, un punct de informare și o punte de comunicare care favorizează crearea de sinergii.

## MANUALELE PROIECTULUI

### MANUALUL 1

**Turismul Cultural în Europa: Situația și tendințele post-COVID**

### MANUALUL 2

**Instrumente Digitale în Turism: Un set de instrumente pentru promovarea turismului cultural prin soluții TIC**

### MANUALUL 3

**Competențe hibride în turismul cultural: Gândire digitală, Adaptabilitate și Abilități Transversale pentru locurile de muncă din turism**

### MANUALUL 4

**Implementarea Designului Digital în Turismul Cultural: Studii de caz pentru un Ghid Turistic Digital de succes**

## GRUPUL ȚINTĂ

### În cadrul parteneriatului

- Experți în marketing
- Organizații care pot sprijini recrutarea participanților la evenimentele multiplicative, prin sensibilizarea rețelei lor
- Organizații publice
- Profesioniști care pot promova materialele de diseminare a proiectului

### Parteneriat extern

- Asociațiile de turism care caută modalități de transformare digitală
- Comunități de adulți
- Agențiile de Dezvoltare Europeană și Regională
- Factori de decizie politică
- Organismele UE care pot maximiza vizibilitatea proiectului
- Agenții de proiectare digitală
- Agenții de dezvoltare rurală