



## **NEWSLETTER #1**

### **Empowering the Tourism Sector Through Innovation and Collaboration**

We are pleased to present the Erasmus+ project we are collaborating on “ARIADNE'S THREAD OF TOURISM” , a strategic partnership aimed at promoting innovation, collaboration and adult learning in the tourism sector. In light of the ongoing crisis caused by the COVID-19 pandemic, ARIADNE' is working to support companies in overcoming these challenges and rebuilding a thriving tourism industry. We are delighted to share with you the results that have been achieved so far.

#### **1. Industry Analysis Reports: Get insights on Italy, Crete and Hungary**

Within the “ARIADNE’S THREAD OF TOURISM” project, comprehensive analysis reports were conducted to obtain more in-depth information on the tourism sector in Italy, Crete and Hungary. These reports provide valuable insight into the current state of the industry, emerging trends, challenges, and potential opportunities. We encourage all interested parties to use these freely available reports, which are a valuable resource for understanding the dynamics of the tourism market in these regions.

#### **2. Qualitative survey: giving a voice to professionals in the sector**

To ensure that project outcomes accurately reflect the needs and perspectives of the tourism sector, a qualitative survey with industry professionals was conducted in late 2022. The data gathered through this survey is instrumental in shaping the project's initiatives and ensuring they reflect the most pressing challenges faced by the sector.



### **3. Professional Online Refresher Course: Enhancing Skills for a Competitive Advantage**

This result, currently being processed, has the aim of improving the skills to be competitive in the sector. ARIADNE'S THREAD OF TOURISM recognizes the importance of continuous learning and upskilling in today's fast-paced tourism marketplace. As part of our commitment to adult learning, we are developing a professional development course that will be freely available in e-learning mode in 2024. This online platform will offer modules focusing on essential soft skills, digital skills and the latest trends in the sector of tourism. The course aims to empower professionals by equipping them with the tools needed to adapt, innovate and thrive in the evolving tourism landscape.

### **4. Manual: A Comprehensive Resource for Success**

As a complement to the professional refresher course, ARIADNE will produce a handbook that explores the topics covered in the course. The handbook will be a practical guide, offering valuable insights, best practices and case studies to help professionals address the challenges of the tourism industry.

To stay connected and access the project's resources, please visit our website at <https://www.ariadnethreadoftourism.com/>

There, you will find information about the sector analysis reports, the qualitative survey findings, the professional refresher course, and the comprehensive manual.

#### **The project partners**

**I-CON SRL** - applicant partner, a business service company based in Rome. (Italy)

**FIAVET** – Italian Federation of Travel and Tourism Business Associations) is the trade association of travel agencies and more generally of tourism companies. (Italy)

**Cretatour Destination Management Company IKE** - is an important and experienced DMC based in Crete. (Greece)

**H4T Group Kft** – the enterprise based in Budapest operates in the Telecommunication Services sector. (Hungary)

Kind Regards