



NEWSLETTER #2

Dear supporters of the project "Ariadne's Thread of Tourism",

We are pleased to share with you the recent developments of our Erasmus+ project that aims to strengthen the tourism sector through innovation and collaboration.

If you have been able to consult our website you will know that we have already completed two interesting products for the travel & tourism sector: an industry report for Italy, Greece and Hungary and a qualitative survey.

We are now working to complete the other products that, remember, will all be available online for free.

Updates on the Project:

Online Course: We are pleased to announce that our online professional refresher course is in completion. This course will be a valuable resource for industry professionals, offering modules focused on essential, digital skills and the latest trends in tourism. The course will be accessible free of charge through an e-learning platform and will be launched during 2024.

Platform Development: In parallel with the online course, we are also progressing with the development of the digital platform that will host the course and other useful resources for industry professionals.

Structure of the Manual: We have defined the structure of the manual that will accompany the professional refresher course. This manual will be a practical guide full of ideas, best practices and



case studies to help professionals navigate the complex landscape of the tourism industry successfully.

Public Promotion Activities: We also want to inform you about current public promotion activities. In Sicily, on 24 February 2024, Fiavet will hold its Multiplier Event to spread the knowledge of the project and involve a wide range of stakeholders. In addition, Cretatour is organizing another similar event for the second half of March, which will offer us a valuable opportunity to expand our network of contacts and further involve the tourism community.

We are confident that these advances will bring us ever closer to our goal of promoting innovation, collaboration and learning in the tourism sector.

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