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Qualitätsmanagementsansatz für nachhaltigen Tourismus

2013-1-BG1-LEO05-08731

http://www.adam-europe.eu/adam/project/view.htm?prj=11828

Projektinformation

Titel:	Qualitätsmanagementsansatz für nachhaltigen Tourismus
Projektnummer:	2013-1-BG1-LEO05-08731
Jahr:	2013
Projekttyp:	Innovationstransfer
Status:	bewilligt
Land:	BG-Bulgarien
Marketing Text:	In den letzten Jahrzehnten hat der Tourismus bewiesen eine der weltweit am schnellsten wachsenden Wirtschaftssektoren zu sein. Europa ist die am häufigsten besuchte Region in der Welt – im Jahr 2013 wurden 563,4 Millionen internationale Touristenankünfte registriert .(52% aller Touristenankünfte weltweit). Dabei wurde ein Umsatz von 268 Milliarden Euro generiert. Es wird prognostiziert, dass bis zum Jahr 2030 die Zahl der Touristen, die Europa besuchen, um 32% auf 744 Millionen Touristen pro Jahr steigen wird. Daher ist es von äußerster Wichtigkeit, dass ein Nachhaltiges Verhalten im Tourismus gefördert und auf die Stakeholder abgestimmt wird, indem man alle gegenwärtigen und potentiellen Auswirkungen ihrer Aktivitäten langfristig berücksichtigt.

Zusammenfassung: According to the UNWTO Tourism Highlights, 2014 Edition “Over the past six decades tourism has experienced continued expansion and diversification, becoming one of the largest and fastest-growing sectors in the world. “. Furthermore, the long-term forecasts (*Tourism Towards 2030) indicate that international tourists arrivals are expected to grow by 3, 3% per year for the time period 2010 to 2030 and reach 1, 8 billion. Hence, it is of utmost importance for companies in this sector to act with regard to nature and respect towards the local community, as with each year the demand for “green tourist services” grows. Exactly this issue is addressed by the QualiTour project as its main aim is to develop specialized Blended-Learning Tool for education and training in the area of sustainable tourism.

Beschreibung: “Quality management approach for sustainable tourism” (QualiTour) is a two-year project starting from 01.10.2013 and ending on 30.09.2015 dedicated to improving the qualification of the people employed in the tourism industry. The project is executed within the framework Lifelong Learning Programme, funded by the European Union.
The main objective of QualiTour project is to develop specialized Blended-Learning Tool for education and training in the area of sustainable tourism in accordance with the principles of LLP.
Some of the specific aims set in the QualiTour project are:
• To offer job opportunities to young people, who represent twice as much of the labour force in tourism as in the rest of the economy.
• To allow learners to continue living in the rural areas by increasing new opportunities of employability, developing the existing small business already installed and potentiate new ones to emerge.
• To raise awareness on relevant stakeholders and local development associations about tourism potential of their regions and will facilitate to define policies and strategies according to sustainable tourism objectives as an accelerator of local development.
The target groups and direct beneficiaries of the project are:
• entrepreneurs or future entrepreneurs who want to develop business in tourism;
• local development promoters/agents who define policies and strategies related to the tourism sector;
• technicians and professionals of tourism sector who want to develop or increase their know-how and skills in tourism sector.
The QualiTour consortium consists of 7 partners coming from 5 European countries,

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namely Bulgaria, Italy, Portugal, Poland and Austria. Each of the organisations has relevant expertise in the tourism sector and rich experience in development and subsequent implementation of transnational projects. Furthermore, the partnership has a diverse structure – it consists of 2 universities, 2 private companies, a 1 foundation, 1 regional authority and a chamber of commerce.

Themen:
* Qualität
  * Sonstiges
  * Fernlehre
  * Unternehmen, KMU
  * Ökologie
  * Weiterbildung

Sektoren:
* Gastgewerbe/Beherbergung und Gastronomie
  * Erbringung von Sonstigen Dienstleistungen

Produkt Typen:
Module
Unterlagen für offenen Unterricht
Homepage
Fernlehre

Produktinformation:
The main outputs of the QualiTour project are:
• Blended-Learning Tool
• Skill Assessment Tool
• Project Guide
• Tutorial Program
• QualiTour project manuals

The project results will have wider impact and key role for the economy. The new products will be implemented in VET systems in all countries which will have a quite positive effect. The project will function as a local developer tool to deprived regions; it will stimulate high quality tourism in respect with environment, historical and cultural surroundings. Increasing the opportunities to partners' countries the project will allow some regions to be awards recognized.

Projektwebseite: http://qualitour.eu/

Vertragnehmer

Name:	European Center for Quality Ltd.
Stadt:	Sofia
Land/Region:	Yugozapaden
Land:	BG-Bulgarien
Organisationstyp:	National Agency
Homepage:	http://www.ecq-bg.com

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Partner

Partner 1

Name: FH JOANNEUM Ges.mbH
Stadt: Graz
Land/Region: Steiermark
Land: AT-Österreich
Organisationstyp: Universität/Fachhochschule/Akademie
Homepage: http://www.fh-joanneum.at

Partner 2

Name: Aidlearn, Consultoria em Recursos Humanos, Lda
Stadt: Lisboa
Land/Region: Lisboa
Land: PT-Portugal
Organisationstyp: Weiterbildungseinrichtung
Homepage: http://www.aidlearn.com

Partner 3

Name: Fondazione Fenice Onlus
Stadt: Padova
Land/Region: Veneto
Land: IT-Italien
Organisationstyp: andere
Homepage: http://www.fondazionefenice.it

Partner 4

Name: Chamber of Commerce and Industry Vratsa
Stadt: Vratsa
Land/Region: Severozapaden
Land: BG-Bulgarien
Organisationstyp: andere
Homepage: http://www.cci-vratsa.org

Partner

Partner 5

Name:	Spoleczna Akademia Nauk
Stadt:	ód
Land/Region:	Lodzkie
Land:	PL-Polen
Organisationstyp:	andere
Homepage:	http://www.spoleczna.pl

Partner 6

Name:	Molise Region
Stadt:	Campobasso
Land/Region:	Molise
Land:	IT-Italien
Organisationstyp:	andere
Homepage:	http://www.regione.molise.it

Projektdateien

QualiTour_leaflet.pdf

http://www.adam-europe.eu/prj/11828/prj/QualiTour_leaflet.pdf

QualiTour Project leaflet in English