UPSKILLING MUNICIPAL STAFF COMPETENCES ON PLANNING AND MANAGING SUSTAINABLE TOURISM

The project stems from the shared need to fill the gaps in knowledge on strategies for promoting sustainable tourism among the staff of the Municipalities.

Indeed, in the last decades European cities have faced economical and social changes which led to the need for public local authorities to manage cities differently and promote more and more the development of a territory, beyond the increasing of services. Cities nowadays have to put in place real strategies to differentiate themselves as increasingly sustainable destinations while continuing to attract visitors, and for medium-sized cities, attracting visitors and tourists can be a great challenge.

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OBJECTIVES

The **general objective** of the project is to strengthen the development of sustainable local tourism and increase the attractiveness of medium sized municipalities through up-skilling the staff of municipalities.

In order to achieve the general objective above the project will aim at:

- Increasing **knowledge** and **competences** of local authorities staff in sustainable tourism planning and management;

- Developing **innovative local strategies** to define the city's territorial marketing in order to promote the cities as tourism destination, boosting the active participation of local stakeholders;

- Promoting a **sustainable local tourism** that take into full account current and future economic, social and environmental impacts.

PROJECT RESULTS

Three project results will be developed:

SELF-ASSESSMENT FRAMEWORK:

a self-assessment tool that, through a GAP analysis, will help understand where the knowledge and practice gaps are in key areas of tourism.

ONLINE TRAINING COURSE:

new training contents for civil servants and managers working in the field of tourism responding to essential competencies for the staff of the Municipalities.

FINAL HANDBOOK:

a collection of good practices and concrete examples of sustainable tourism at European level.

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