



## Digital Skills in Tourism

NEWSLETTER  
No. 1

[www.yourlocalguide.org](http://www.yourlocalguide.org)





**Your Local Guide project** aims to increase the **digital competences** of **seniors** with low digital skills, willing to work as **experts in tourism** destination management and promotion, understanding the business opportunities it brings and how to capitalize on it individually or in a community of professionals. Our project can be a great opportunity for seniors to keep their mind engaged and challenged and stay active in the community.

**Your Local Guide** project will produce the outcome of new **innovative teaching and learning approaches** in the form of a research study and best practices collection, 4 multiple handbooks, a videogame as tools for learning how to manage and promote a tourism destination.



## Objectives

- 1 To investigate through policy and document analysis, through quantitative and qualitative survey (on-line questionnaires and focus group interviews) the skills needed in Destination Management;
- 2 To explore the use of the EU recommendations / initiatives in the Adult Education and digital fields and how seniors adults perceive them;
- 3 To investigate assessment and validation tools for digital skills;
- 4 To set up an Advisory Group with experts in the field of tourism and employment to support the partners' work and offer academic advice;
- 5 To investigate the provision of opportunities in the public / sector for digital and employability training courses, services for low-skilled adults, tools, consultancies.





## Intellectual Output 1

### White Paper on Digital Skills needed in Destination Management

During this Intellectual Output, we have organized a survey in order to collect useful information and evidence to support the planning of an effective up-skilling program.

The **main target** group are **adult learners, seniors** working in the tourism sector or persons retired and willing to find a new career in this sector as experts in destination management and promotion.

Our **goal** is to develop a training kit – **EXPERT IN TOURISM DESTINATION MARKETING AND MANAGEMENT** that will include four

handbooks, with items on Digital Skills in Tourism sector, Strategies and best practices, Promoting tourism destination and Social media communities for Tourism Destination.

The research provided useful information regarding the state-of-art of the digital competences among the target group and what needs and expectations they have for improvement.

The **results** of the report can also be transferred and used in other sectors (VET and Adult Education) as there is a common interest and need for the specific topic.







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