



ERASMUS+ PROJECT

HERTOUR4YOUTH

Empowering Heritage Tourism Management through Digital Design competences among young job seekers

The project aims at empowering young people in promoting Heritage Tourism resources through the development of their own skills in Digital Design for the digital transformation of heritage tourism. Moving towards a totally new era in

cultural tourism that integrates the concept of digital heritage tourist into cultural life, young job seekers should be equipped with competences that allow them to differentiate themselves among a close and yet competitive industry.

COVID-19 CONSEQUENCES



COVID-19 effects

Crisis has a massive impact on the tourism-related cultural sector



Museums

Almost 13% of museums being under the threat of never re-opening



Heritage and jobs

More than 80% of UNESCO World Heritage properties being locked and most people working on tourism-related jobs being currently unemployed

TWO OUTPUTS TO REACH THE PROJECT GOAL

DIGITAL DESIGNER COMPENDIUM

A practical e-course for young adults, regardless their background, related to Digital Design main aspects and skills (incl. banner ads, UI/UX wireframes, website ,infographics, layout principles, etc.).

DIGITAL HERITAGE TOUR FACILITATOR

A web-based facilitator will be developed allowing young adults to create their own digital cultural tour putting their acquired skills into action.

Users will create their own tours to promote the local tourism.

