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# The main aspects of HERTOUR4YOUTH

## Newsletter by M.O.R.E.

### Project objective:

The project aims at empowering young people in promoting Heritage Tourism resources through the development of their own skills in Digital Design. Participants will be able to put their creativity into action being in position to map out digital content that promotes local culture and manage the tones of resources that cultural life offers (museum exhibits, local products, places to visit, local food, etc.) in an intuitive manner.

### Target groups:

Young adults, youth workers, organizations related to tourism, creative and cultural industry and digital sectors interested in promoting Heritage Tourism through digital skills.

### Results:

- Digital Designer Compendium
- Digital Heritage TourFacilitator



## Partners

### From UK, NL, GR, IT, BG

Ø CIVIC COMPUTING  
LIMITED,  
United Kingdom

Ø Stichting Heimat  
International  
Foundation, Netherlands

Ø AETERMON B.V.,  
Netherlands

Ø OMILOS GIA TIN  
UNESCO PIREOS &  
NHSON,  
Greece

Ø M.O.R.E. More  
Opportunities to  
Reinforce Europe,  
Italy

Ø National Tourism  
Cluster "Bulgarian  
Guide",  
Bulgaria



## KICK OFF MEETING

**On 28.05.2021**

The kick-off meeting was held on 28th May 2021, in online form due to the travel restrictions for COVID19. The meeting was held with the participation of 8 members of Project partners. The Kick-off meeting aimed at discussing the whole activities, meetings and tasks of the project, considering all the aspects, both technical, administrative and financial.

Moreover, responsibilities of each partner were discussed. Special focus was given to the first activities to implement: a preliminary research regarding the current state-of-the-art in youth unemployment in the tourism sector and their level of digital competences.

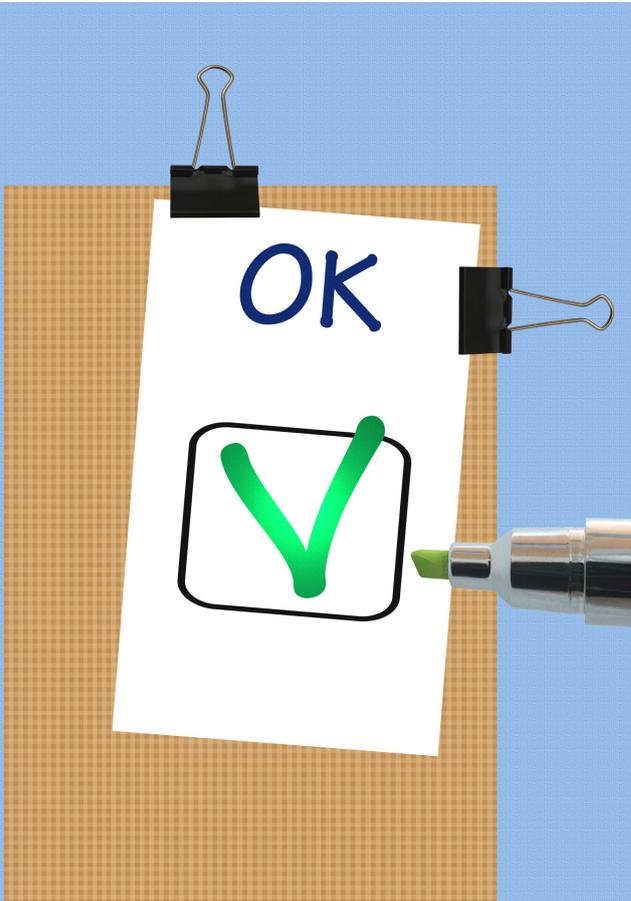
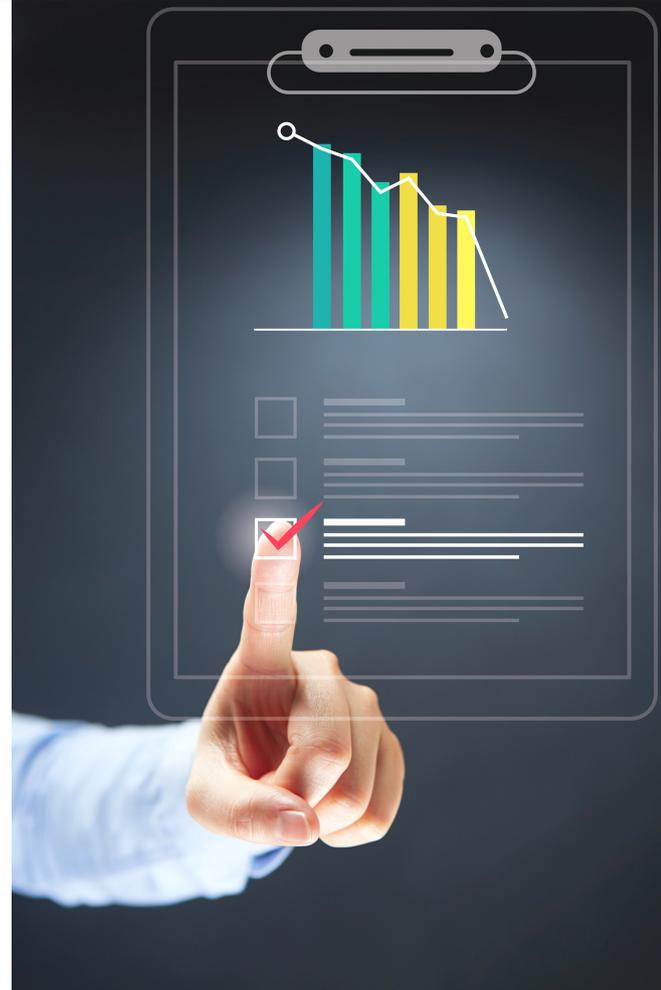
# ACTIVITIES

## NATIONAL REPORTS AND COMPARISON ANALYSIS

### First activity

These national reports have been created with the objectives of drawing the picture of the overall context of the project. Each partner has produced their own national report, using their own methodology to draw the needed results.

You can find and download the National Reports and Comparison Analysis on the project website <http://hertour4youth.erasmusplus.space>



## NEED VALIDATION

### On September 2021

The second activity involved the direct and indirect target group giving them the opportunity to verify the conceived needs settling the groundwork for the elaboration of the training methodology and the development of the Digital Designer Compendium.

An online questionnaire based on the findings of the National Reports was formulated for verification purposes. At least 30 participants per country participated, totally 150 answering the questionnaire. All partners provided a full report on the verification results.