APRIL 2022

HERTOUR4YOUTH

HerTour4Youth

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SECOND NEWSLETTER

Digital Designer Compendium

In the last months, project's partnership have worked hard to define some important steps of the project, focused on the development of first Intellectual Output.

This output aims at delivering 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 elements, infographics, layout principles, etc.). It serves under a two-folded objective:

- Generating awareness about the usefulness and application of Digital Design in Heritage Tourism Management
- Provision of ground rules and principles of Digital Design and Design Thinking to foster the digital competences of young participants

CONTENTS:

- **Digital Designer Compendium**
- **Activities**
- **Modules**
- **Next Steps**
- **Meeting**

The present newsletter shows the best results achieved during the HerTour4Youth project.

ACTIVITIES

After verification phase, during which partners had provided National Reports and Comparison Analysis regarding the current state-of-the-art in youth unemployment in the tourism sector and their level of digital competences, the final phase of IO1 is almost completed.
Elaboration of training methodology as an iterative Agile process, validated by the project consortium and participants, has been produced.

The development of modules, based on previous phases' findings, has been completed as well and validated through internal peer review.

MODULES

- Digital Transformation of Tourism: Existing actions & initiatives to go digital
- Top trends in Tourism digital Transformation: Tools & Strategies
- Major challenges for Heritage Tourism in a post-COVID-19 era
- The value of digitization in travelling: How tourism can survive the crisis
- Computer programming
- Digital marketing & branding
- Hybrid skills in Heritage Tourism Management
- Adaptability vs. Adaptivity for Digital Heritage Tourist experience
- How to apply Digital Design in Heritage Tourism: case studies / success stories
- Digital Design & Design Thinking: Connection to the culture sector

- Different kinds of Designers: The role of graphic designers / web designers / UX designers
- Different kinds of deliverables: Banner ads, Infographics, Website elements, UI/UX wireframes, Graphics for documents

NEXT STEPS

Next step will be the external validation with the engagement of 30 participants from the target group in order to receive valuable feedback.

External validation will be organized in workshops or other "virtual" forms in case of restrictions due to Covid-19.

MEETING 27.01.2022

During the meeting, the partner responsible of the Digital Heritage Tour Facilitator had clarified last steps to finalize the Digital Design Compendium.