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TOURBIZ4VET
SUSTAINABLE TOURISM

Tourbiz4VET in 2023 – A review of the year and a look ahead to what's in store for 2024

What is TourbizVET?

A project which focuses on making the tourism sector more sustainable by supporting the professional development of teachers and trainers and involving students and local organisations in promoting green tourism.

We kicked off in January with a staff training event in Dublin, hosted by one of the partners, Atlas Language School. The objective of this meet-up was to plan for Project Result 1 and to better understand the content to be included in the first two modules of the teacher training guide: Sustainable Business and Entrepreneurship, and Sustainable Tourism Business Strategy. The main takeaway was learning about how it is possible to reduce the negative impacts of tourism by creating more sustainable business models.



Then it was onto Vienna, Austria in June, which marked the halfway point of the project. There, we finalised the teacher training guide, discussed project dissemination and thought ahead to Project Result 2: A guide for the creation of a communication campaign on sustainable tourism through service-learning.



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Next, in October, students were given training related to Sustainable Tourism at Honori Garcia School in Valle d'Uixó, Spain, where students were taught about the importance of sustainability and trained in how to create communication campaigns, with the focus here being on promoting sustainable tourism through Service-Learning.



Looking ahead to January 2023, project partners will be meeting in Athens, Greece, for Project Result 3. The Tourbiz4VET app will be tested with students from Ergasia Ekpaideutiki Anonymi Etairia, Athens, and students visiting Greece from Honori Garcia School in Spain. The aim is to then have the final version of the app ready to go in February!