

Erasmus+  
Project BAG - Bringing skills and knowledge to sustainable tourism  
KA210-VET - Small-scale partnerships in vocational education and training (KA210-VET)



## Introduction

Welcome to the first edition of the newsletter of the BAG project - Bring Ability and Knowledge in Sustainable Tourism, an initiative funded by the Erasmus+ KA210-VET programme. BAG stems from the growing need to develop skills in the sustainable tourism sector, considering it an integral part of a broader strategy for the development of a more responsible ecosystem, promoting greener tourism through smart mobility, energy efficiency and circularity, biodiversity, smart use of data and, last but not least, green skills and awareness.

The project is being implemented thanks to a transnational partnership between AdIM Srl as lead partner, with the support of the Demagò Social Cooperative, the NEWPROJECT International Agency from Spain and HRVATSKI URED ZA KREATIVNOST I INOVACIJE from Croatia.

## Project Objectives and Priorities

The project pursues the following specific objectives:

- to raise awareness among target groups (mainly vocational education and training students and young workers in the tourism sector) about the impact of tourism, investigating best practices in sustainable tourism in each partner country;
- to define specific skills in sustainability and tourism management that can be considered strategic for the development of sustainable tourism projects;
- to design a training module on sustainable tourism (“BAG module”) of European relevance aimed at improving the skills and professional preparedness of vocational education and training students and young workers in tourism and integrating vocational education and training provision in the field of tourism in each partner country with content that has transnational value;
- Implement a European network between host communities, tourism agencies, individual professionals and students, in order to ensure continuity in the sharing of experiences and stimulate new cooperation and mobility between countries.

In terms of specific results, the project will develop:

- a digital brochure of good practices in sustainable tourism in each partner country, developed through documentary research and surveys that highlight human capital; a specific training module

programme for the acquisition of strategic skills for the sustainable tourism sector, which can have European significance and can enrich the professional training offer in each partner country; a virtual community linking sustainable tourism practices.

### Activities and expected results

The project involves a series of activities on several levels:

- A comparative study of sustainable tourism practices in partner countries;
- The design of the BAG training module, tested and validated with the direct involvement of students and trainers;
- The implementation of a transnational virtual community, a space for discussion between host communities and tourism operators;
- Dissemination events in each partner country to promote results and stimulate new synergies;
- Careful monitoring of sustainable practices, including in the management of the project itself, reducing its environmental impact.

Through the planned activities, the BAG project aims to achieve important goals:

- An increase in the green and intercultural skills of the young people involved;
- The adoption of the BAG module in vocational training courses, with recognised value at European level;
- The dissemination of sustainable and replicable practices beyond the partner countries;
- The strengthening of dialogue between training and the world of work, with particular reference to the ecological transition of the tourism sector;
- The active involvement of host communities, which will become protagonists of change.

### Who are the Project Partners

BAG is made possible thanks to the collaboration of three European organisations with experience in the field of training and sustainable development

- AdIM Srl (Italy): Project coordinator, responsible for overall management, dissemination of results and creation of the training programme.
- NEWPROJECT International Agency: specialised in the implementation of innovative projects in the social sector, in the fields of education and tourism, at national and international level.
- HUKI (Hrvatski ured za kreativnost i inovacije) is a non-governmental organisation dedicated to promoting entrepreneurial culture and training on creative and innovative approaches to solving real-world challenges in local communities.

### Impact and Beneficiaries

**BAG will have a significant impact on several target groups:**

- VET students in the tourism sector, people enrolled in VET courses or recent graduates
- Vulnerable VET students (special needs related to physical, mental or health conditions, low-income families)
- Young workers in the tourism sector
- VET providers and vocational centres
- VET trainers and professionals
- Professionals, companies and SMEs in the tourism sector

**BAG**Bring Ability and Knowledge  
in Sustainable TourismCo-funded by  
the European Union

The initiative aims to create a ripple effect, with the dissemination of the skills acquired in various areas of society and the world of work, thus contributing to the development of more environmentally friendly tourism.

### Next Steps →

In the coming months, the TREE project will implement the following activities:

- Development and testing of the training programme, with the direct involvement of trainees and professionals.
- Multiplier events in the three partner countries, which will allow for the sharing of acquired knowledge and promote transnational collaborations.

### Stay in Contact! 🌐

Don't miss out on updates about BAG - Bringing Capacity and Knowledge to Sustainable Tourism. Visit our website and follow us on social media to stay informed about our activities and find out how to participate.

✦ **Website** [www.adim.info/erasmus-bag-project/](http://www.adim.info/erasmus-bag-project/) ✦ **E-mail** [info@adim.info](mailto:info@adim.info)

✦ **Social Media** Seguiteci su Facebook e LinkedIn!

*The objectives of the project are:*

- *To raise awareness among target groups (VET students and young workers) about the impact of sustainable tourism and define the strategic skills needed in this sector.*
- *Design and implement a 'BAG Module' training course on sustainable tourism, with transnational value, to improve the skills and professional preparation of the target audience.*
- *Implement a European Network among all tourism stakeholders (host communities, agencies, professionals, students) to stimulate cooperation, mobility and the continuous sharing of experiences.*