

# NEWSLETTER

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DIGITOUR 

Friday, April 26, 2024



## Top News

Behind-The-Scenes: What the DIGITOUR Partners had to Share...

Building Momentum: Leveraging the [DIGITOUR Training Platform!](#)



New Partnerships Formed



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## IDECS.A.

*"DIGITOUR was a great opportunity for people working in tourism to establish a wide network; whether with newcomers exploring the field or individuals looking to re-enter the travel business. The framework raised public awareness and was well-received by the relevant stakeholders, especially those interested in digital skills training for tourism SMEs. For IDEC, the challenge lay in developing an interactive and user-friendly training platform to engage individuals working in this demanding sector in self-training, enabling them to update their knowledge and explore new potentials with digital skills. The success of this project was only possible due to the fruitful and inspiring contributions of each partner - a great learning journey, indeed!"*



## Business Development Friesland

*"At BDF, we bring a wealth of experience in supporting small and medium-sized businesses, especially in the tourism sector. Additionally, we have extensive experience in training development, and most importantly, in integrating innovative approaches into training. Through DIGITOUR, we are excited to have contributed to creating a toolkit designed to help the tourism industry adapt to 21st-century demands. Our self-training units tackling digital skills within the tourism sector aim to provide better support to SMEs in our community"*



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## Inishowen Development Partnership

*"As lead partner, IDP found the partnership to work well as a team. Linking with local and regional stakeholders throughout these 2 years provided great learning opportunities. It also led to dialogue across the countries involved around the challenges and opportunities across tourism digital training options. From digital marketing to cyber security, there is much on offer within the DIGITOUR training platform. The feedback from the various providers and training sector has been invaluable and users have been impressed with the quality of the content. The national agency, Leargas, also provided timely advice and support throughout the project."*

## Eurodimensions

*"DIGITOUR has played a significant role in enhancing Malta's tourism sector by developing innovative training tools and experiences. Eurodimensions was instrumental in creating animated content for this purpose. During the piloting of the training, the videos emerged as a key resource in engaging users in the training. Through this partnership, there has been a valuable exchange of best practices, which has greatly enhanced the expertise of the consortium involved. The success of the project serves as a testament to the transformative potential of digital innovations, particularly the use of animated explainers, in revolutionising educational methodologies within the tourism industry, where flexibility is key".*



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## MBB

*"As we bid adieu to DIGITOUR, we are thrilled to share our project's success. From the project's inception, we recognised the immense potential DIGITOUR held for the industry. The MBB's role was to ensure that the project's impact reached far and wide, as the partners worked hard to deliver results. And what a journey it has been! Our team has successfully developed an industry-based toolkit tailored to address the digital skilling, upskilling, and reskilling needs of the tourism workforce. On the 22nd of March, the MBB hosted the closing event to celebrate the culmination of our efforts and achievements. Together, we have forged a stronger and more resilient tourism SME sector that understands the digital transformation, and its efficiency, and profitability gains altogether."*

**MBB's Closing Event:  
March 22, 2024**



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