

Welcome to Social Youth Results Newsletter#1
- October 20

The main aim of this Erasmus+ Project called Social Rural Youth, is to develop an innovative training programme for young people who wish to provide tourism services and products.

The project is funded under the Erasmus+ Programme through the Portuguese National Agency. It runs for 24 months (2019-2021)

QUICK FACTS TRAINING NEEDS

1. Small-medium tourism entrepreneurs want to learn more on how to use Social media marketing and online marketing tools and techniques. This to attract new customers.
2. 70% of tourism enterprises not currently using AR or VR, They plan to begin exploring the technology within the next three years.
3. Use of new technologies to facilitate the provision of services i.e. reception of customers.
4. How to optimise collaboration with external service providers and in particular young people.

The Social Rural Youth partners are:

1. Ajiter, Portugal
2. Apopsi, Romania
3. Drosostalida KOINSEP Greece
4. Tatics, Italy
5. YES, Belgium

PROJECT RESULTS

1. CURRICULUM FOR A TRAINING COURSE
2. SOCIAL RURAL YOUTH TRAINING PROGRAMME
3. E- PLATFORM WITH E-COURSE & TOOLBOX
4. AR TOURISM SERVICES EXAMPLES
5. COOPERATION STRUCTURES BETWEEN YOUTH AND SMEs IN THE TOURISM SECTOR.



SOCIAL RURAL YOUTH
PROJECT NO: 2019-1-PT02-KA205-005870

**SOCIAL
ENTREPRENEURSHIP
INTEGRATED WITH
AR - TARGETING
RURAL YOUTH**

PROJECT RESULTS - WHAT IS DONE SO FAR

our first work package has been completed: Training needs analysis of tourism enterprises show that they rarely use AR to provide services and products. They lack sufficient skills and competences in using social media in marketing to attract new customers and keep up with the old ones.

In addition, several case studies were developed, they will be available on our project website.

Currently, we are working on our training programme. Stay tuned for more information and its access.

In September 18th in Athens, Greece, Drosostalida presented the project to youth organisations, NGOs and training centres. The event was live streamed to more than 220 participants.

Follow our Facebook page for more information and news.



TRANSNATIONAL MEETING

Due to the pandemic, we are keeping all of our project meetings online.

You are welcomed to join us and share your thoughts and input to the project results.

This project has been funded with support from the European Commission. This newsletter reflects the views only of the Social Rural Youth partnership, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



WANT TO KNOW MORE?



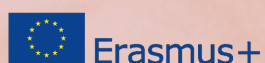
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