

Social Rural Youth – Entrepreneurship, Tourism, AR

Creating new touristic products and services



The main aim of Social Rural Youth, is to develop an innovative training programme for young people who wish to provide tourism services and products with AR in the rural areas

The Curriculum

The course is modular enabling the user to select training units based on interest and need. This autonomous structure facilitates user navigation and interconnectivity between modules and fosters competence and skill enhancement

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The Social Rural Youth partners are:

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

For more information



<https://www.facebook.com/Rural-Youth->



<https://socialyouth.eu/>



SOCIAL RURAL YOUTH
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Subunit	Skills / Competences / units	Duration in hours
Module 1: General Tourism Describes tourism in terms of principles, consumer behaviors, management, planning, trends and services		
Unit 1.1: Principles of Tourism	<ul style="list-style-type: none"> - Concepts, theories and literature, fundamental principles, trends; importance of this sector for economy - Negative and positive factors that affect tourism - The evolution of tourism with Technology 	3
Unit 1.2: Tourism management	<ul style="list-style-type: none"> - Nature, scopes and approaches of managing tourism organizations - Tourism Industry changes after Covid-19 - Consumer Behavior in Tourism - Destination Management approach and how improve destination attractivity 	2
Unit 1.3: Towards the development of the Business Model	<ul style="list-style-type: none"> - Main components of a business plan towards M2 	1
M2: Tourism / Hospitality Entrepreneurship Describe the entrepreneurship skills and competences needed by youth to create their own start up		
Unit 2.1 Entrepreneurship skills importance for the tourism industry	<ul style="list-style-type: none"> - A key element for entrepreneur in the rural area - Develop a vision to turn ideas into action 	1
Unit 2.2: Leadership and management	<ul style="list-style-type: none"> - Know the basic forms of leadership and management types: Leadership styles Persuasion Dos and Don'ts The Persuasion Tools Model Group Activities and Role Plays 	3
Unit 2.3 Funding for a start-up enterprise	<ul style="list-style-type: none"> - Different forms for financing the start-up of the business or financing the growth of an existing business: Bank financing/crowdfunding/ government grant or loan/Investors/Incubators/Accelerators 	2
Unit 2.4: Development of a Business Plan	<ul style="list-style-type: none"> - Knowledge and correct definition of a business plan and how to make a business plan. Main aim is the understanding the importance of a business plan and how to implement one - It includes an overview on Marketing Strategy: Correct use of Social Media and Web for your business 	4
Unit 2.5 Getting a Bank Loan	<ul style="list-style-type: none"> - Basic Steps for applying for and getting approval for small business loans to start or grow a business or cover day-to-day expenses. 	2
M3: Technologies Describe how AR can be used in the creation of new services in the tourism industry		
Unit 3.1: Use of Virtual and Augmented Reality technology	<ul style="list-style-type: none"> - Difference between AR and VR - AR applications - Potentialities of AV and AR in Tourism - Benefit of AV and AR for education 	6
Unit 3.2: AR software and hardware	<ul style="list-style-type: none"> - Most common AR and VR software - Criteria for AR selection tools - Creating AR content using different software apps 	6
Unit 3.3: Digital communication and AR/VR	<ul style="list-style-type: none"> - How to improve the Digital Communication in the Tourism Industry with AR/VR - Digital interfaces 	2
M4: Creation of new tourism services using new technologies Defines practical application on how to design new services and products with AR		
Unit 4.1: Tourism Services and its characteristics	<ul style="list-style-type: none"> - Overview on the tourism industry, the main features and services categories - The changes from tourism services to tourism experiences 	2
Unit 4.2: Augmented Reality Application in Tourism –How AR can enhance the tourism service	<ul style="list-style-type: none"> - AR for enhancing the engagement of the tourists, the loyalty and the experiences (the end-user total experience) - AR for enhancing the destinations 	2
Unit 4.3: Augmented Reality Application in Tourism – Building new tourism services	<ul style="list-style-type: none"> - How to create a tourism experience integrated with AR in Tourism - The business model: The phases from the design to the introduction to the market of the business idea. 	4
Unit 4.4: Hands on- Building New tourism services with AR	<ul style="list-style-type: none"> - Practical suggestions and tools on how to design the new services and products with AR. - Importance of building a network and to cooperate with the key players - Participants of pilot create own tourism service or product using (or not) AR based on the local context 	10