

No. 1, August 2013

## IN THIS ISSUE

Introduction  
*page 1*

About InRuTou project  
*page 1*

The consortium  
*page 2*

Planned activities  
*page 2*

Interview: Building Rural Tourism  
*page 3*

First project meeting in Krems,  
Austria  
*page 4*

Upcoming events  
*page 4*

For more information please visit  
[www.inrutou.eu](http://www.inrutou.eu)

### Introduction

*Welcome to the first newsletter of the InRuTou project. The main goal of this Lifelong Learning Programme three-year project is to promote the development of sustainable rural tourism in mountainous regions, by providing local communities with an innovative training approach and set of digital tools to promote local tourism.*

*In this issue we will present the project itself, foreseen activities and events, and introduce members of the consortium.*

*Enjoy reading!*

### About InRuTou project

**Background.** Rural tourism is a crucial aspect when it comes to the development of rural mountain communities. Tourism offers attractive opportunities for income generation and job creation. However, local communities are often excluded from emerging economic developments as they have a limited access to appropriate training opportunities.

**Aims.** InRuTou seeks to promote the development of sustainable rural tourism by providing local communities with an innovative training approach in the field of tourism. Furthermore, the project strives to use New Media technologies to enhance the quality of the tourism training, as well as develop and test a set of tools and innovative models for facilitating the development of sustainable tourism in rural areas, specifically in mountainous regions.

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## The consortium

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AUSTRIA | [www.fh-krems.ac.at](http://www.fh-krems.ac.at)

IMC University of Applied Sciences Krems

ITALY | [www.scienter.org](http://www.scienter.org)

SCIENTER Research and Innovation Centre

UNITED KINGDOM | [www.bournemouth.ac.uk](http://www.bournemouth.ac.uk)

Bournemouth University

SWITZERLAND | [www.seedlearn.org](http://www.seedlearn.org)

Associazione seed

ITALY | [www.eurac.edu](http://www.eurac.edu)

European Academy of Bolzano - EURAC

AUSTRIA | [www.unvienna.org](http://www.unvienna.org)

UNEP Vienna Interim Secretariat of the  
Carpathian Convention

ROMANIA | [www.romontana.org](http://www.romontana.org)

National Association for Mountains Rural  
Development – ROMONTANA

POLAND | [www.ekopsychologia.pl](http://www.ekopsychologia.pl)

Ekopsychology Society

UKRAINE | [www.dossier.org.ua](http://www.dossier.org.ua)

Information Center “Green Dossier”



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## Planned Activities

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Creating a **set of digital tools and learning contents**, delivered in open educational resources (OER) and open software licenses (Open Source), for European Rural Tourism Stakeholders (Tourism Innovators).

**Valorising the local tourism resources** in Waldviertel in AT, Carpathians in PL, RO, UA and Apennines in IT through enabling and supporting the local population in using created technological tools for local heritage promotion and local tourism product development.

Promoting a comprehensive view of RT attractions in the selected locations for visitors via **online and mobile promotional e-tools**.

Exploiting and capitalizing **tourism as a development economic opportunity**, leveraging on New Media for the creation, administration and promotion of rural tourism initiatives.

**Empowering residents of rural areas** of Romania, Poland, Italy, Ukraine and Austria, by facilitating their participation, information and awareness, to take part in the development process and improvement of their livelihoods, through the processes below.

Increasing **awareness** about the international, regional, national and local information resources and tourism – related processes and of ways to engage in them.

Improving **knowledge, skills and attitudes** needed for the sustainable development of rural mountain communities.

Enhancing **access to electronic mechanisms** of planning, communication and training, with an emphasis on the networking component.

Fostering **community consultation processes**, networking and destination governance through the formation of partnerships on local and perhaps regional and national levels, serving rural sustainable development. Tourism stakeholders share the innovative rural tourism initiatives via online communication tools.

**Training** a number of **rural innovators**, with the help of local opinion leaders, selected by the community consultation to act as multipliers.

Supporting participating communities in creation of the **pilot rural tourism products**, using the developed technological tools.

**Transferring** the innovative **methodology and tools** to wider areas of the EU and the Neighborhood.

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## Interview

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We present you the interview with Lena-Marie Lun, researcher in EURAC – InRuTou partner providing background and context analysis.



*Lena-Marie Lun is a researcher at the Institute for Regional Development and Location Management of the **European Academy of Bolzano (EURAC)**.*

*She studied Geography and Sustainable Resource Management, giving her broad competences in the field of regional development.*

*At EURAC her research concentrates on sustainable regional development of mountain areas, particularly in the field of tourism. The geographical focus of her projects stretches from the Alps to the Carpathians. Her main research activities are within sustainable rural tourism, regional products and tourism as well as climate change and tourism.*

*This interview was originally printed in [EURAC research. EURAC ACTIVITY REPORT, 2012/13, p.64/65.](#)*

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## Building Rural Tourism

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A new project at the Institute for Regional Development and Location Management seeks to reinforce tourism industry in rural areas through skills training. researcher **Lena-Marie Lun** speaks about 'InRuTou', or innovation in Rural tourism.

*As a researcher your work is currently focused on rural tourism. Why is this an important area of study?*

**Lun:** Tourism is one of the most crucial aspects when it comes to the development of rural mountain communities. Tourism offers excellent opportunities for income generation and job creation; however, rural communities are often excluded from economic development as they have limited access to training opportunities, especially when it comes to the emerging digital field.

*So this is the impetus for creating InRuTou or Innovation in Rural Tourism. What is it about?*

**Lun:** InRuTou is a three-year programme that seeks to promote the development of sustainable rural tourism by providing local communities with innovative training. Interested persons will be given skills and competences that will enable them to successfully work in the tourism sector. Significantly, InRuTou will offer approaches to the use of new media technologies for the promotion of tourism.

*What are the practical applications of the training?*

**Lun:** We hope that this programme will help individuals to become tourism entrepreneurs and give them essential skills, knowledge and attitudes with which they can create their own businesses. The ultimate goal is to valorise the natural and cultural heritage of their communities, promote it at the international level, and then bring the knowledge gained back home to empower the community as a whole. For these communities, it's not only a chance to promote their qualities, but also to talk about the social, economic and environmental issues that they face.

*How are you developing the curriculum?*

**Lun:** There are a total of nine partner institutions from seven countries involved in this project—Italy, Romania, Austria, Poland, Switzerland, Ukraine and the UK. EURAC's role is to examine in detail the context and needs in terms of vocational training for five pilot countries (Italy, Austria, Romania, Poland, Ukraine). The eventual training programme will be divided into two phases. Between June and December 2014 around 25 participants of the local pilot communities will study tourism in an online curriculum and receive two training workshops in Romania and Austria. Then from January to June 2015 these "trainers" will go into their communities to pass on their knowledge and skills in pilot workshops with the support of the project partners.

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## Upcoming events

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### Project partners meeting

2<sup>nd</sup> coordination meeting:  
23-24 September 2014  
Parco dell'Aveto, Italy

### Training programme

1) **Train the trainer.** Tourism training workshops to provide local leaders from pilot areas with knowledge, skills and attitude.

Composed of:

- online curriculum
- 2 training workshops in Romania and Austria

Timeline:

- June – December 2014.

In English.

2) **Pilot trainings** by local leaders within communities to pass on knowledge, skills and attitude.

Composed of:

- online curriculum
- community workshops in Austria, Poland, Romania and Ukraine.

Timeline:

- January – June 2015.

In local languages.

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## First meeting in Krems, Austria

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Project partnership, composed of **nine institutions** from seven countries- varying from universities to research centres to NGOs working locally – met on 25 and 26 February, 2013 for the kick-off project meeting in Austria, in the premises of Project Leader, IMC University of Applied Sciences Krems.

In following months, partners will focus on **background study** aiming at analysing current situation of rural tourism development in pilot regions. In the next step, based on results of questionnaire among local communities and identified good practices in rural tourism, **technology-enhanced innovative vocational educational training** will be developed.

The ICT approach, including **e-learning** (blended learning strategy), **online sharing platform** and a **desktop and mobile application**, as well as the training method will also facilitate integration of knowledge and experience exchange among the given stakeholders on the community level, **enabling creation of joint innovative solutions**, such as the new local provider networks, formation of new connections between local communities and the international tourism market and development of the rural tourist offers.

*Foto by Isabella Rega, Associazione seed*



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Lifelong  
Learning  
Programme

The project InRuTou has been funded with support from the European Commission.

This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.