

ABOUT

Tourism industry has been hit extremely hard due to COVID 19 restrictions. While this can be seen as an unprecedented economic crises, it is also an opportunity to shift tendencies in the sector, by shifting from over tourism models to more sustainable models.

The aim of the BLUE TOURISM project is to equip a network of future local advisors with the necessary competencies so they can support and advise small tourism providers in watercourse regions to be more sustainable and competitive, with a strategic focus on: sustainable tourism and SDGs; ethics and social responsibility; natural and cultural heritage; competitiveness and sustainable local business development; innovation and digital transformation; networking and local partnerships; branding and digital marketing; internationalisation strategy.

BLUE
TOURISM

BLUE TOURISM

Build a network of local advisors to put small tourism providers in watercourse regions on a more sustainable path

OBJECTIVES

Create a new competence profile for the tourism sector: the sustainable local tourism advisor

Contribute to local sustainable tourism development through the capacity building of small tourism providers

Promote less renowned watercourse touristic destinations, giving visibility to their sustainable and innovative practices in the tourism sector

Contribute to local sustainable tourism practices and policies by increasing awareness and discussion on the challenges and opportunities regarding the potential of watercourse tourism and sustainability

TARGET GROUP

Sustainable tourism advisors

Small tourism providers

VET Providers



PARTNERSHIP



CIMBB
COMUNIDADE INTERMUNICIPAL
BEIRA BAIXA

TURISMO DE PORTUGAL  escolas



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www.bluetourism.eu



www.facebook.com/blue.tourism.EU



https://www.youtube.com/channel/UCNTi5I1AtavIBGMSVK_i120

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