

EUSAIR countries

Italy, Slovenia, Croatia, Bosnia and Herzegovina, Albania, Montenegro, Greece, San Marino, Serbia, North Macedonia



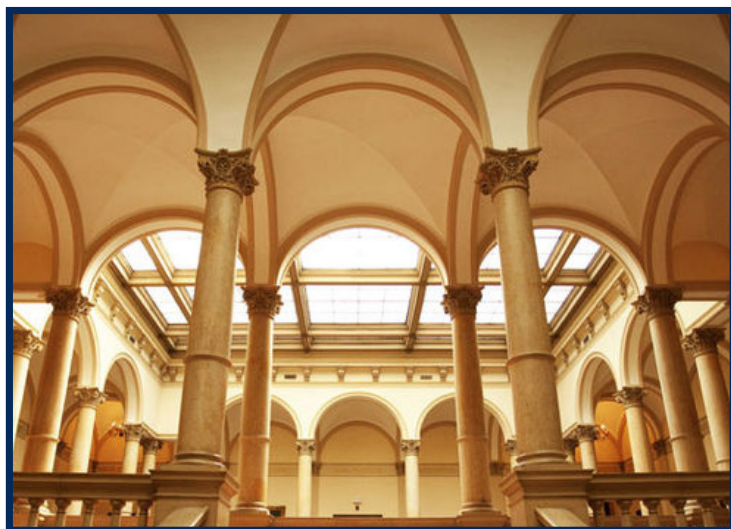
GENERAL OBJECTIVE

To contribute to strengthening the competitiveness of the EUSAIR countries by increasing the quality of education for integrated sustainable destination management and enhancing smart specialization, diversification of tourism offer (special interest product development), innovation and human capital development of AIR destination.

87 higher education institutions offering programs in tourism sites

76 existing programs with courses on tourism sustainability in higher education institutions

118 different courses existing on tourism sustainability



SPECIFIC OBJECTIVES

1. To analyze and reassess sustainable tourism education in AIR countries
2. To develop DES_AIR educational program
3. To pilot DES_AIR educational program and set up trainings and networks of educators

WHY?

To increase the number of highly educated employees and entrepreneurs in the field of tourism and raise the knowledge and competence of unemployed.



RESULTS

- ➔ Identification of key competences for innovative sustainable destination management
- ➔ Curriculum for DES_AIR Master program
- ➔ Curriculum for DES_AIR Continuous (life-long) Education Program