

(PP) VALETourism: A NEW EDUCATIONAL PACKAGE ON LEISURE AND SPORT TOURISM FOR GREECE, LITHUANIA AND CYPRUS

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Introduction

The VALETourism, which stands as an acronym for Valorisation of Leonardo da Vinci Tourism Products in New Contexts and Countries, is a European project which aims at developing valorisation activities to further disseminate and exploit existing Leonardo da Vinci (LdV) products related to tourism in new countries (i.e., Greece, Lithuania, Cyprus) and new contexts, which relate to alternative forms of tourism (leisure and sport tourism). More specifically, the project refers to five LdV programmes and their associated products, which have been developed in other than the above-mentioned European countries with reference to vocational and educational training in the broad area of tourism.

These five LdV projects are: ENIT (European Niche for Insertion in the Tourism Sector), HOT (Hospitality and Tourism Framework), EDIT - Employee Development in Tourism: a comparative study of Policies and practices in the Hotel Industry, TOURIT (Survey and Action Research in Information and Communication Technology in Tourism and Hospitality Management), AURORA (Development of a Training Model Within Snow and Ice Tract-Bounded Tourism).

VALETourism Activities

The activities related to *VALETourism* are focused on a number of interconnected objectives including (1) the development of a map of leisure and sport tourism businesses, organizations and services offered in three countries (Greece, Lithuania, Cyprus), (2) the survey the current training needs and available vocational training in leisure and sport tourism in the three countries, and (3) the integration of the products of five previous LdV projects into a unified VET package useful for sport and leisure tourism trainers and practitioners. Also, one of the main activities of the program relates to the organization a Grand Conference, which, besides the exhibition of the new VET package, will explore current challenges in the broad area of leisure and sport tourism.

Contents of the VALETourism Educational Package

The contents of the *VALETourism* educational package include useful information on understanding the broad tourism industry but also the leisure sport tourism in the three countries (i.e., Lithuania, Cyprus, Greece). Furthermore, it contains useful modules for self-training and assessment on various themes including hospitality, cultural heritage, entrepreneurship, finances and management, marketing and customer service. The package contains particularly useful educational material for starting and managing small enterprises on leisure and sport tourism and particularly on winter sport resorts, skiing resorts and mountain and river related excursions. Finally, a selection of European studies in tourism has been enclosed in this package with the purpose to conceptualize the particular industries in the European setting.

The VALETourism End Users

The users of the VALETourism educational package are:

- Personnel and owners of small businesses specialised in leisure and sport tourism services (main users)
- Personnel of travel agencies that explore new business opportunities in leisure and sport tourism services
- Unemployed interested in working in the tourism sector • Policy-makers • Local authorities personnel and
- Trainers of vocational education centres interested in developing programs of studies or offering classes in leisure and sport tourism.

The project started in October 2005 and its completion time is September 2006 and its consortium involves three universities and a number of tourism related organizations from the three countries: *Greece, Lithuania, Cyprus*.

References

www.valetourism.net

FOOTNOTE:

This project has been supported by the Leonardo da Vinci framework titled “Valorisation of Leonardo da Vinci Tourism Products in New Contexts and Countries”, Contract nr 2005-1980-001LE273VAL.