

Partner Search from Central Denmark

Title of the project	Cross national skills development of SMEs in the tourism industry
Outline of project idea	<p>Our project proposal aims to inspire and motivate SMEs to see the value in continuing education as an investment for their business development and growth. By working directly with SMEs in the tourism industry, we will facilitate a researching and reflective process that allow the SMEs to see and evaluate their own and others business' on first hand. This awareness will make them capable of seeing themselves from the outside and set their needs into perspective of others. The process will lead to a development of an online European course that will address the needs identified.</p> <p>Ambitions:</p> <ul style="list-style-type: none"> - Inspire and motivate SMEs to see the value in continuing education as an investment for their business development and growth - Improve the level of professionalism and sustainability in tourism SMEs <p>Target groups:</p> <ul style="list-style-type: none"> - Micro enterprises, SMEs working within the tourism industry - Destination Management Organisations (DMOs) <p>Activities and outputs:</p> <ul style="list-style-type: none"> - Needs analysis among tourism SMEs will be conducted in order to identify strength and competences, challenges and needs for further skills development - Development of teaching materials based on the needs analysis and good practices across Europe - Creation of a better, easier and more flexible education pathway through an online European teaching course - Testing, implementation and marketing of the online course among SMEs - Establishment of an ambassador corps of SME's that are to engage and promote other SME's to continuing education
Lead organisation	<p>Ringkøbing Fjord Tourism is a tourism association for over 270 business members that provides marketing and other member's advantages. It is located in Central Denmark Region on the outer West Coast. One of the region's core products is Coastal Tourism that features great access to and experience of wild nature. It has a wide-open bathing beach surrounded by sand dunes and it has a large number of private family summerhouses that is located into this wild nature.</p> <p>See the official website here: www.hvidesande.com</p>
Relevant partners	<p>We are looking for:</p> <ul style="list-style-type: none"> - DMOs that have similar challenges and demographics as Ringkøbing Fjord Tourism. They should have connections with SMEs and/or business committees, - Universities and VET schools that can test and qualify the educational output of the project, and - Design developers who can develop an online teaching course.
Programme and	Erasmus+ Strategic Partnerships supporting exchange of good practices.

call	Please take a closer look into the Erasmus+ guidelines page 120-138: http://ec.europa.eu/programmes/erasmus-plus/sites/erasmusplus/files/files/resources/erasmus-plus-programme-guide_en.pdf
Foreseen project duration	The project will run from 1st of September 2017 until 2019.
Partner meeting	A partner meeting will take place in Brussels 30 or 31 January 2017 .
Deadline for expression of interest	Deadline for response from interested partners is Friday 16 December 2016 .
Deadline for call	Erasmus+ call deadline is Wednesday 29 March 2017 .
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