

## WHO IS IT FOR?

### Institutions

- Grassroot VET providers, Local Tourism Enterprises, VET Associations at national, regional, sectoral and EU Level
- Tourism-related Chambers, Chambers of Commerce, Tourism Associations, Local/Regional/National Authorities with a Tourism Department

### Individuals

- VET leaders, Entrepreneurs, Employers active in the Tourism Industry
- VET Learners in Tourism-related professions
- VET Staff members, Employees working in the Tourism Industry
- Others (e.g. Employers, Journalists, Members of Academia)

### Partners

23 Partners from 7 countries

Greece, Italy, Spain, Portugal, Belgium, Germany and China



# TourX

A Center of Vocational Excellence (CoVE)  
for the Tourism Industry



The CoVE for hospitality  
that caters to your skills needs

4  
Years

7  
Countries

23  
Partners

4M  
EU Grant

## TourX

Call: ERASMUS-EDU-2021-PEX-COVE | Project Number: Project 101056184 — TOUR-X

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## What is Tour-X ?

TOUR-X is a Center of Vocational Excellence (CoVE) Project for the Tourism Industry.

TOUR-X envisions creating excellence in Tourism through a bottom-up approach where the Education providers of the partnership will enhance their ability to adapt skills provision to everchanging economic and social needs.

The TOUR-X project, co-funded by the European Union is led by a Consortium of 23 experienced partners representing the most prominent VET providers, the Tourism sector and Regional Authorities of the seven countries that the project brings together.

Namely, TOUR-X is going to establish partnerships on a regional level, titled Knowledge Triangles in Germany, Greece, Italy and Spain, four of the leading countries in the Tourism sector of Europe. The Knowledge Triangles are gathering VET providers, representatives of the business sector and public authorities in order to better collaborate and contribute to regional development in the Tourism sector. The regional knowledge triangles will be brought together by the Tour-X platform.

TourX is envisioned as a Tourism Sector Transnational Platform of regional CoVEs for the promotion of the strategic role of VET in supporting regional economic development, fostering innovation and enhance competitiveness and inclusion for all.

## What are the Centers of Vocational Excellence (CoVEs)?

Centres of Vocational Excellence (CoVEs) are formed by networks of partners that develop local “skills ecosystems” to provide high quality vocational skills to young people and adults, and contribute to regional development, innovation, industrial clusters, smart specialisation strategies and social inclusion, working closely with companies (SMEs).

## Expected Results

- Creation of TourX - Transnational Ecosystem for VET Excellence in the Tourism Sector
- Design of a TourX ToolBox for Excellence
- Pilot Operation for the Creation of Excellence at a Regional Level
- Creation of sustainable, systemic impact

## What are the challenges in Tourism?

Tourism is a diverse sector with multiple needs and challenges, requiring targeted support at all levels to remain competitive in the light of the challenges related to the Covid-19 crisis. The latest has been a huge shock to the tourism economy, severely impacting people’s livelihoods, neighborhoods and businesses. As the pandemic continues to evolve, the full consequences are not yet clear. Being of the outmost significance for the EU’s financial and social prosperity, the tourism sector needs increased attention to regain its dynamic and retain employment in the post-covid environment. Boosting investment, supporting SMEs, exploiting the opportunities of the digital economy and collaborative economy, and equipping tourism professionals with the right skills are only some of the areas that are in focus within the EU.

TourX is a Center of Vocational Excellence (COVE) Project for the Tourism Industry under the call for Centres of vocational excellence – KA2 Cooperation among organisations and institutions. The 48-month project complies to the challenges and aims at the development of a bottom-up approach to excellence in the Tourism Sector, where the partnering Educational Providers (VET and HEIs) are increasing their ability of rapidly adapting skills provision to evolving economic and social needs.

## Main Objectives

- Foster a national/ transnational collaboration among all partnering stakeholders through the establishment of TourX Transnational Ecosystem for Excellence in Tourism
- Increase skills anticipation in the tourism industry through the creation of a WatchTower
- Increase sectoral employability and foster competitiveness
- Increase of investments in tourism related human resources
- Achieve a fairer, sustainable and resilient model in tourism
- Foster an internationalization to address long standing structural weaknesses
- Create feedback loops to adapt VET provision
- Increase the image of VET in the sector

