

RETOURN

Recovery Tourism after Natural Disasters

2021-1-IT01-KA220-VET-000025918

PLATFORM PRESENTATION
AND INSTRUCTIONS



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Erasmus+ Programme
of the European Union

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Project Overview

Duration: **30 months** (from **15/12/2021** to **14/06/2024**).

The RETOURN (**REcovery TOURism after Natural disaster**) project, positioned in the field of **vocational training**, was conceived in response to the lack of preparation and adequate knowledge by the figures operating in the tourism sector on risk management and the recovery of damage resulting from natural disasters such as earthquakes, floods, hurricanes and pandemics such as the one caused by COVID-19.

In the Phase Previous to The Submission, 50 representatives of the tourism industry from all the involved Partner Countries were invited to respond to a questionnaire designed to understand the actual need for this training course and the majority of the responses prove the absolute relevance of reskilling and up-skilling tourism professionals on: Tourism Risk & Crisis Management, Tourism revival & digital marketing strategies, Ethics of Tourism.

Project Overview

The aim of the project:

to structure, implement, test and disseminate the "Recovery Tourism after Natural Disaster" training program centred on tourism disaster management and the restoration of the tourist image after the advent of a natural disaster.

This path will consist of:

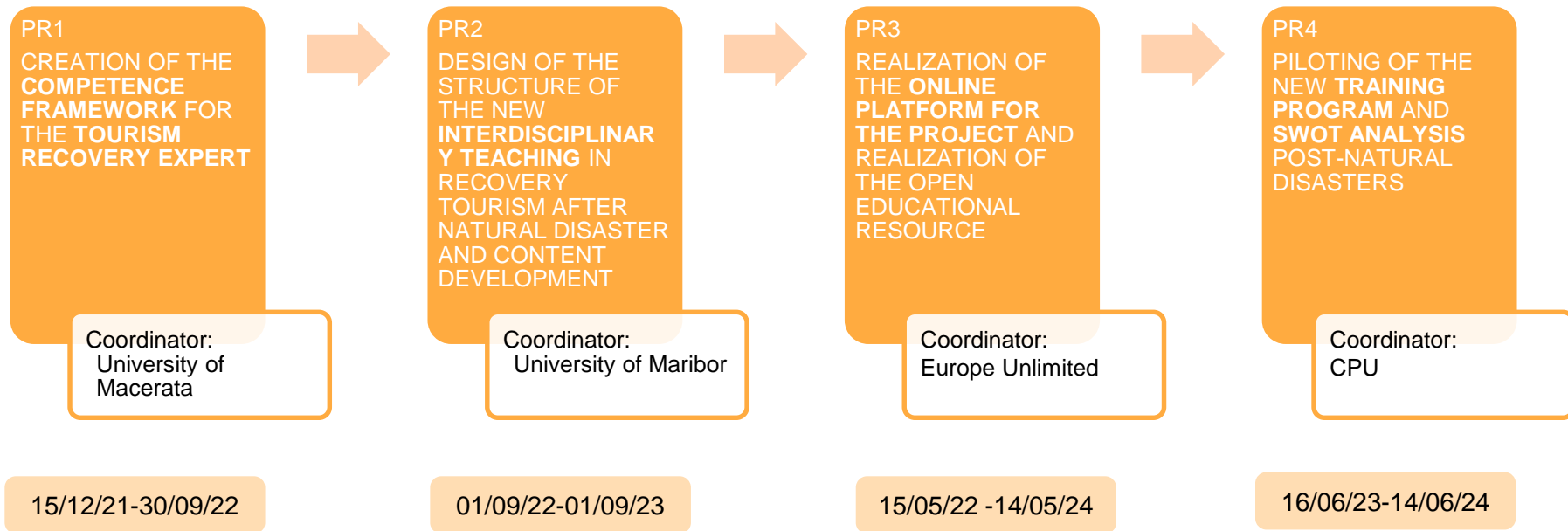
- Face-to-face teaching sessions,
- Open Educational Resources,
- Laboratory activities provided according to the alternative didactic method of serious play, aimed at learning techniques and practices of emerging strategy making in complex, uncertain and "disruptive" contexts such as those that have suffered natural disasters.

The **beneficiaries of the training** course will be 65 individuals (20 IT, 15 GR, 15 SLO, 15 HU) who operate in the tourism sector or who guide companies and associations in the tourism professions, such as tour operators and managers, tour guides and tour leaders; graduates and undergraduates in economic-tourism disciplines, unemployed and unemployed with a background in tourism-economic disciplines who need to acquire new skills to actively relocate on the market as the path is also aimed at those who have lost their jobs after a natural disaster.

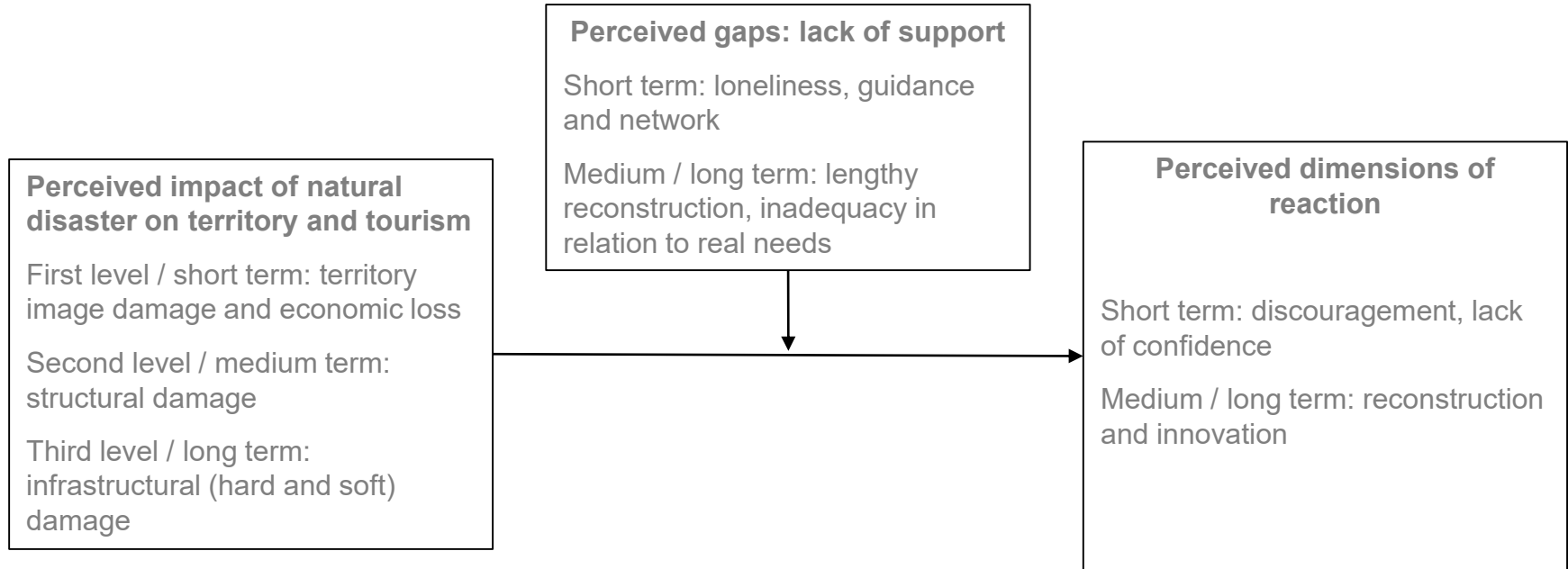
Partnership

UNIVERSITÀ DEGLI STUDI DI MACERATA	Italy
AKMI	Greece
ASSOCIAZIONE CULTURALE PEPELAB	Italy
ELLINO-ITALIKO EPIMELITRIO	Greece
EUROPE UNLIMITED E.V.	Germany
CPU (GOSPODARSKA ZBORNICA SLOVENIJE CENTER ZA POSLOVNO USPOSABLJANJE)	Slovenia
TREBAG SZELLEMI TULAJDON - ÉS PROJEKTMENEDZSER KORLATOLT FELELOSSEGU TARSASAG	Hungary
UMBRIA CHAMBER OF COMMERCE	Italy
UNIVERZA V MARIBORU	Slovenia

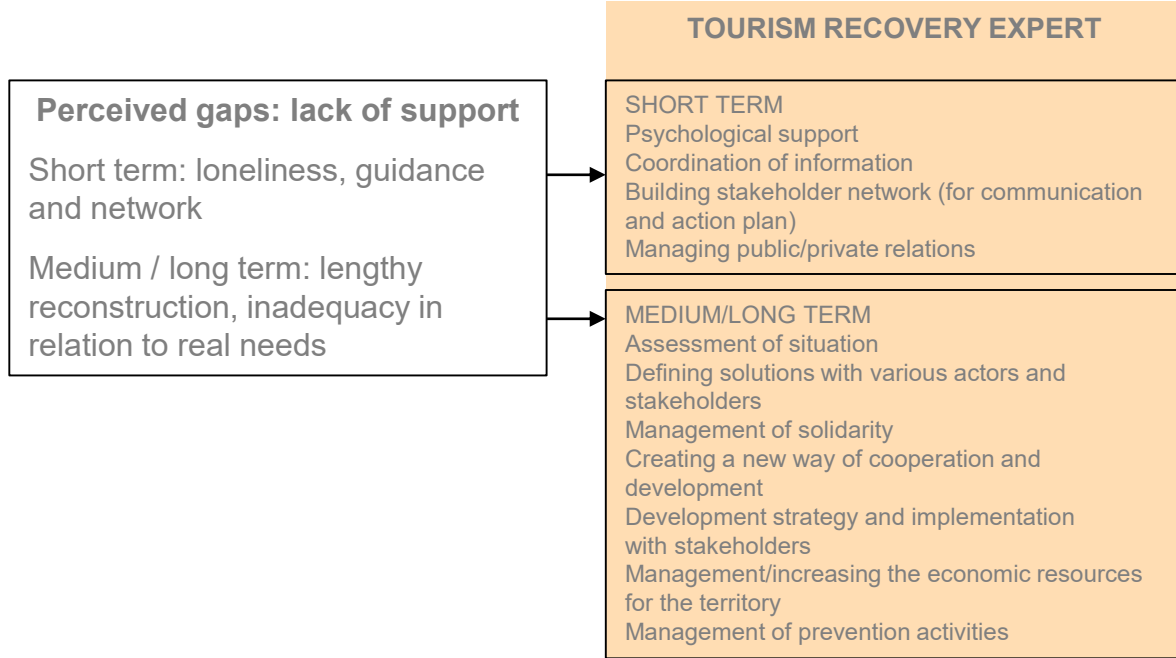
Activities and timeline



FROM RESEARCH RESULTS...



...TO PROFILE DESIGN



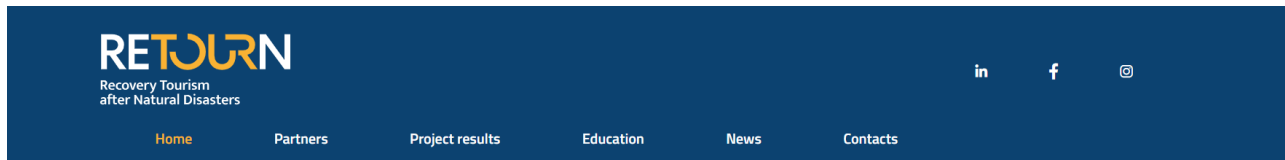
...TO TRAINING

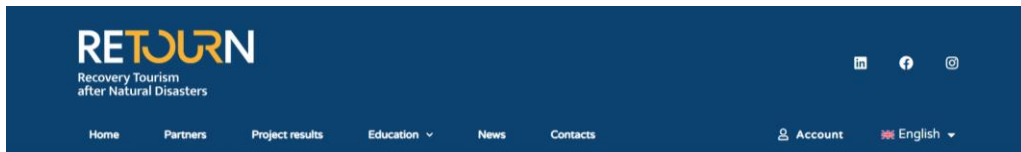
The Tourism Recovery Expert will be trained thanks to:

- Face-to-face teaching sessions, provided by universities, trainers and chambers in the project;
- Open Educational Resources, on our educational platform;
- Laboratory activities provided according to the alternative didactic method of serious play, aimed at learning techniques and practices of emerging strategy making in complex, uncertain and "disruptive" contexts such as those that have suffered natural disasters.

The platform

Enter the platform on the project website in the “EDUCATION” section <https://retourn.eu>





Welcome

Welcome to RETOURN project education section. This material has been developed to reskill and up-skill tourism professionals and students to respond to the increasing need to revive territories and touristic destinations affected by natural disasters. The aim of the RETOURN course is to enrich the knowledge and skill of the tourism experts, employees, entrepreneurs, tour operators and managers, tour guides and tour leaders, graduates and undergraduates in economic-tourism disciplines.

As per the project research results regarding territories' needs and stakeholders indications, the main competences to add to tourism experts and professionals to respond to natural disasters are: SUPPORT TO EMERGENCY FIRST RESPONSE, RECOVERY MARKETING STRATEGY, DESTINATION MANAGEMENT AFTER DISASTER, ETHICAL AND SUSTAINABLE TOURISM, RECOVERY COMMUNICATION.

For students or trainees: you can attend this course guided by a tutor or autonomously, as a whole or in single modules. If you complete single modules or the whole course with at least a 60% correct answers to the tests you can download the certificate on the learning outcomes acquired. The access to the course is free under platform registration. The project developers suggest reading all the material, completing all the tests and the further readings.

For trainers and educators: you might use this material in your courses for e-learning and enrich face-to-face learning, also using the trainers' materials for active learning experience. Materials for educators and trainers are available in the submenu 'downloads' under 'Education' in the main menu.

You will find 5 modules you can attend as a whole course or as single ones. There will be introductory videos in English, units and tests in English, German, Greek, Hungarian, Italian and Slovenian, further readings and materials.



1. SUPPORT TO EMERGENCY
FIRST RESPONSE

[Enroll Course](#)



2. RECOVERY MARKETING
STRATEGY

[Enroll Course](#)



3. DESTINATION MANAGEMENT
AFTER DISASTER

[Enroll Course](#)



4. SUSTAINABLE AND ETHICAL
TOURISM



5. RECOVERY MARKETING
COMMUNICATION

The topics

Modules and units	Partners in charge
1. SUPPORT TO EMERGENCY FIRST RESPONSE (3+6=9)* 1. Local and geographical expertise 2. Supply chain and Logistical Support 3. Prevention of disaster escalation	University of Maribor + Umbria Chamber of Commerce
2. RECOVERY MARKETING STRATEGY (3+9=12)* 1. SWOT analysis 2. Stakeholder analysis 3. Development strategy 4. Planning and controlling	University of Macerata + Pepelab
3. DESTINATION MANAGEMENT AFTER DISASTER (3+9=12)* 1. Tourism destination concept after natural disaster 2. Sustainable revitalization of the destination after natural disaster 3. Lifecycle of destination after natural disaster	CPU + Italian-Ellenic Chamber of Commerce
4. ETHICAL AND SUSTAINABLE TOURISM (3+6=9)* 1. Ethical tourism 2. Sustainable Tourism	Trebag + Akmi
5. RECOVERY COMMUNICATION (2+6=8)* 1. Crisis communication 2. Territorial Branding 3. Networking and communication on destination level after a natural disaster 4. Ethical communication	All partners

How to

Student Registration

The screenshot shows the RETOURN website interface. The header includes the logo 'RETOURN Recovery Tourism after Natural Disasters' and navigation links: Home, Partners, Project results, Education (highlighted), News, and Contacts. There are also links for Account and English. The main content area displays six course modules, each with a representative image, a title, a brief description, and an 'Enroll Course' button.

Module Number	Module Title	Skills/Description
1.	SUPPORT TO EMERGENCY FIRST RESPONSE	By RETOURN In Economic Skills, Strategic Vision
2.	RECOVERY MARKETING STRATEGY	By RETOURN In Data Analysis Skills, Economic Skills, Psychological Skills
3.	DESTINATION MANAGEMENT AFTER DISASTER	By RETOURN In Economic Skills, Strategic Vision
4.	SUSTAINABLE AND ETHICAL TOURISM	By RETOURN In Economic Skills, Implementation Skills, Strategic Vision
5.	RECOVERY MARKETING COMMUNICATION	By RETOURN In Data Analysis Skills, Economic Skills, Psychological Skills
6.	INFORMATION AND MATERIALS FOR TEACHER	By RETOURN

➔ Step 01: Choose your Language.

➔ Step 02: Select the Module you want to enroll (bei Clicking on the Images you can see a short introducing film telling you about the learning-goals and contents of the module).

➔ Step 03: Click on ,enroll' to start the registration.

Hi, Welcome back!

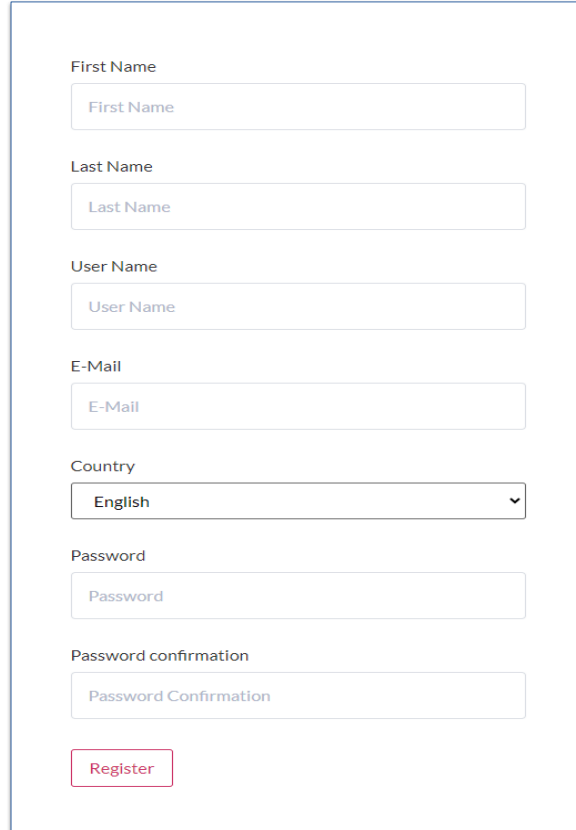
 Keep me signed in

[Forgot?](#)

Don't have an account? [Register Now](#)

How to

Student Registration



A registration form with the following fields:

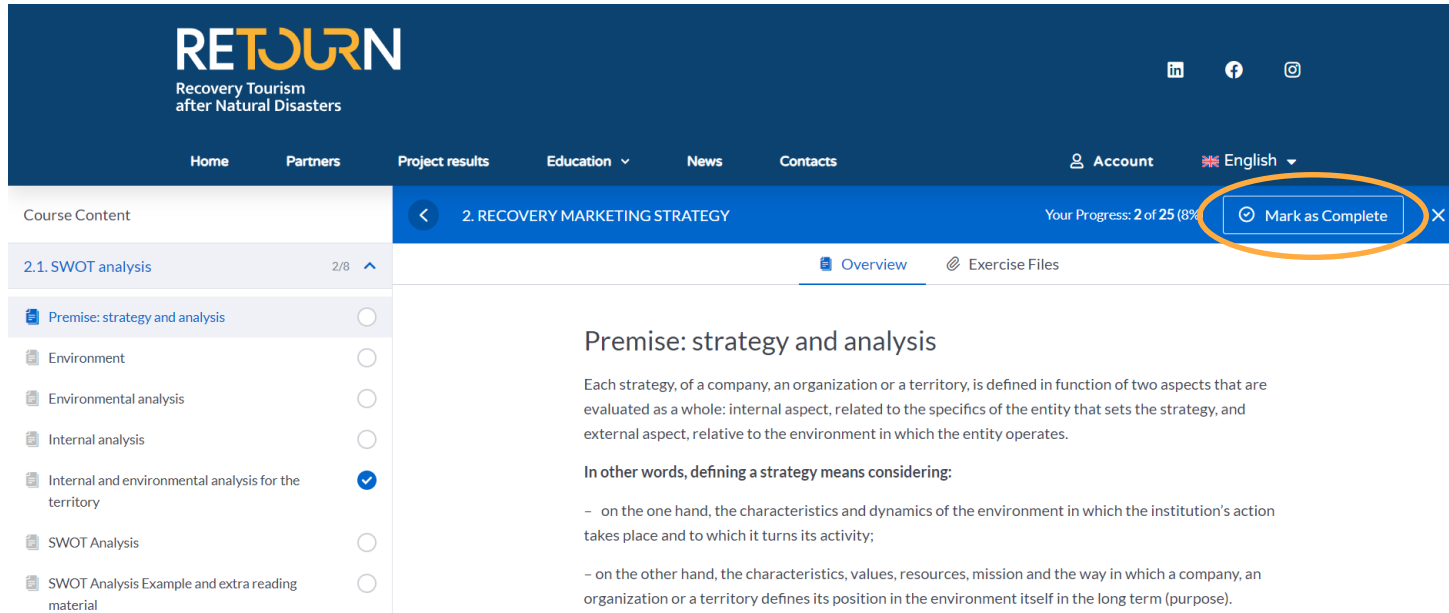
- First Name:
- Last Name:
- User Name:
- E-Mail:
- Country:
- Password:
- Password confirmation:

➔ Fill out all the fields

➔ Klick on Register.

➔ By giving us your Mail-Adres you allow us to eventually contact you, somewhere in the future, for an evaluation of our e-learning Platform and its contents.

How to



The screenshot shows the RETOURN website interface. The header includes the logo 'RETOURN' with the tagline 'Recovery Tourism after Natural Disasters' and social media icons for LinkedIn, Facebook, and Instagram. The navigation menu includes 'Home', 'Partners', 'Project results', 'Education', 'News', 'Contacts', 'Account', and 'English'. The main content area is titled '2. RECOVERY MARKETING STRATEGY' and shows 'Your Progress: 2 of 25 (8%)'. A 'Mark as Complete' button is circled in orange. The left sidebar lists course content, with 'Internal and environmental analysis for the territory' marked as completed with a blue checkmark. The main content area displays the title 'Premise: strategy and analysis' and a paragraph of text.

Course Content

2. RECOVERY MARKETING STRATEGY Your Progress: 2 of 25 (8%) [Mark as Complete](#)

2.1. SWOT analysis 2/8

Overview Exercise Files

Premise: strategy and analysis

- Environment
- Environmental analysis
- Internal analysis
- Internal and environmental analysis for the territory
- SWOT Analysis
- SWOT Analysis Example and extra reading material

Premise: strategy and analysis

Each strategy, of a company, an organization or a territory, is defined in function of two aspects that are evaluated as a whole: internal aspect, related to the specifics of the entity that sets the strategy, and external aspect, relative to the environment in which the entity operates.

In other words, defining a strategy means considering:

- on the one hand, the characteristics and dynamics of the environment in which the institution's action takes place and to which it turns its activity;
- on the other hand, the characteristics, values, resources, mission and the way in which a company, an organization or a territory defines its position in the environment itself in the long term (purpose).

During the training, mark the read section as completed

How to



After completing the module reading and tests, you can download the certificate, clicking this button on the main menu



Then you can download the certificate of completion of the module competence achievement

AFTER THE TRAINING

- You can download from the platform the certificates for the single modules completed and competences acquired
- Complete the survey > <https://forms.gle/uSSyVPnD6uPxNYE3A>
- Give feedback to your instructor on the learning experience
- Once completed the face-to face, e-learning and experiential learning, you can ask your instructor to produce the certificate for the Tourism Recovery Expert

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THANK YOU!



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