

# EMPOWERING RURAL COMMUNITIES WITH SUSTAINABLE TOURISM EDUCATION AND VOCATIONAL TRAINING



EduTourism4Africa

Project Number: 101129406

## Project Overview

EduTourism4Africa aims to enhance sustainable tourism in Sub-Saharan Africa by strengthening the capacities of VET providers and fostering collaboration among public and private stakeholders. Through sharing EU-Sub-Saharan best practices, developing training schemes and action plans, and engaging VET leaders in work-based experiences, the project promotes sustainable tourism practices, environmental conservation, social inclusion, and resource management. It also creates a virtual platform for education and networking to drive sustainable tourism development, aligned with the European Year of Skills 2023.

## Mission and Objectives

**Mission:** The Sustainable Tourism Capacity Building Programme in Sub-Saharan Africa addresses the region's need for inclusive and sustainable tourism development by enhancing the capacity of Vocational Education and Training (VET) providers. Through partnerships with European institutions, the programme equips VET providers with the skills and knowledge to deliver high-quality, industry-relevant training. It focuses on key areas such as management, governance, inclusion, quality assurance, and innovation to build a skilled workforce that supports sustainable tourism, fosters investment, and drives economic growth. Aligned with the EU's Global Gateway and the African Union's Agenda 2063, the initiative promotes job creation, cultural preservation, and sustainable development in Sub-Saharan Africa.

## Objectives

1. Enhance VET providers' and tourism stakeholders' capacity to adopt sustainable practices through training, a learning framework, and a best practices portal.
2. Foster partnerships among tourism stakeholders to promote knowledge exchange and strategic sustainable tourism development.
3. Promote sustainable resource management via policies, renewable energy investments, and community-based conservation efforts.
4. Advance market research and tailored marketing strategies for sustainable tourism products and services.

## Target Groups and Impact

**VET Providers and Educators:** Vocational Education and Training (VET) institutions in Sub-Saharan Africa. Trainers and educators involved in designing and delivering sustainable tourism and ICT-based training programs.

**Learners and Students:** Youth and adults seeking vocational training in sustainable tourism, ICT, and green economy practices. Individuals from rural and underserved communities with limited access to quality education.

**Tourism Stakeholders:** Local tourism operators, eco-tourism entrepreneurs, and businesses. Government agencies involved in tourism development and regulation.

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**Community Members:** Residents of rural and marginalized areas with potential to engage in sustainable tourism. Women, youth, and other disadvantaged groups targeted for skill development and inclusion.

**Industry Professionals:** Professionals in the tourism and green energy sectors looking to enhance their skills in ICT and sustainability.

**Policy Makers and NGOs:** Policy makers working on tourism and education-related strategies. Non-governmental organizations promoting sustainable development and community empowerment.

## Work Packages Overview

Let's see the core work packages:

- Managing the overall project coordination, budgeting, quality monitoring, and communication throughout its duration.
- Designing a learning framework and developing a platform for exchanging best practices in sustainable tourism.
- Creating a virtual environment to support collaborative learning, networking, and the development of sustainable tourism.
- Developing training materials, workshops, and resources focused on sustainable tourism practices and capacity building.
- Ensuring quality assurance by evaluating project outcomes, creating a dissemination plan, and organizing events to promote visibility and impact.

## Looking Ahead

EduTourism4Africa envisions a future where sustainable tourism drives economic growth, cultural preservation, and environmental stewardship in Sub-Saharan Africa. By empowering VET providers, fostering partnerships, and promoting innovation, the initiative aims to create a skilled workforce and a robust, inclusive tourism sector. Through continuous collaboration, knowledge exchange, and capacity building, the programme will support the region's transition to sustainable practices, align with global sustainability goals, and enhance opportunities for local communities. EduTourism4Africa's long-term commitment ensures a lasting impact on Sub-Saharan Africa's tourism landscape.

**Thank you for your continued interest and support!**

## Stay Connected

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