



# TRAINING COURSE

## PERFORMING ARTS & TOURISM



Building territorial bridges  
for the best travel experience  
and for the benefit  
of local communities



Co-funded by the  
Erasmus+ Programme  
of the European Union



# TRAINING COURSE ORGANIZATION

Recruitment  
participants

- *JOTFORM* to  
subscribe to the virtual  
training

PLATFORM: *Group on  
FACEBOOK*

N.6 meeting in total:

- n.2 virtual meeting of 1.5h
- n.3 recorded lessons of 1h each
- n.1 mixed lesson (half live, half recorded) of 1.5h.

*Questionnaires* to test  
skills acquired after  
each lesson.



february 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

*20/02/2023 (recorded)*

- Top players in the tourism sector such as online travel agencies (OTAs) that operate as **online marketplaces**, where tour and business providers from around the world can promote their services to a global clientele.
- The role of the different types of **Tour Operators**, Destination Management Company (**DMC**) and Destination Management Operator (**DMO**) to stimulate effective and sustainable Destination Marketing strategies from the perspective of co-working and co-creation operations.

*27/02/2023 (recorded)*

Analysis of the **phenomenon of overtourism** and **sterile tourism** to develop intelligent specialization strategies for a creative and sustainable tourism representation. European success stories will be known.

march 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



**06/03/2023 (live)**

- Experiential tourism. What is and why it is born. ITALY LIVE
- Who is the travel-actor? It will be defined the role as influencer for the enhancement of the territory. GREEK LIVE

**13/03/2023 (live)**

- The importance of establishing collaboration agreements between associations and public administrations for the use of public places and alternatives to the classic stage in order to preserve cultural heritage from a sustainable perspective. GREEK LIVE
- Site-specific performance designs for existing tourist routes or to be co-developed. LITHUANIA LIVE

**20/03/2023 (live - recorded)**

- The value of the presentation and targeting of the offer when addressed to a foreign audience. SPAIN LIVE
- The value of digital as a necessary skill to be able to tell, search and be found. (recorded)

**27/03/2023 (recorded)**

- European programs as a source of growth opportunities.
- The main International Tourism Fairs in Europe to establish transnational partnerships and the importance to participating.

# Before the beginning of the masterclass

- Each partner has to present itself in a small video: name of the speaker, name of the association, where and what, and if you want a small sentence for participants (ex. a phrase of support or wish) maximum 1 minute
- Send us Name/Surname, e-mail and professional field of trainers.
- Send us your **facebook and instagram profiles** for posts, tags and include you in the group of the masterclass.
- With reference to the live lessons, please send us power point no later than two days before training starts, so we can prepare the questionnaire to test participants and starting draft the manual.

