TOUREDU

ERASMUS+ / 2025–2028

# The future of tourism education

## Research, education and industry working together.

Tourism and hospitality is changing rapidly, and so are the skills needed to work in the sector. TourEdu, an Erasmus+ funded project, aims to modernise tourism and hospitality education by bridging the gap between educational provision and industry competence needs: developing innovative, flexible and accessible learning pathways that support lifelong learning, employability, and the green, digital and social skills of the sector.
TourEdu brings companies, learners and educators together to explore these needs and develop relevant learning opportunities. Through research, pilot activities and collaboration, partners from Norway, Finland, Denmark and Portugal will create flexible courses and resources for students and working professionals.



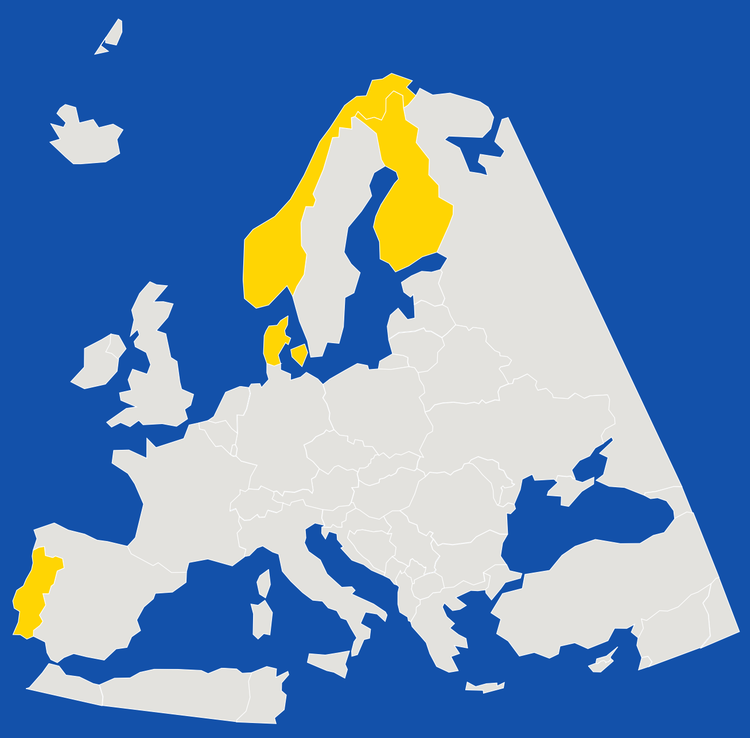
**5 work packages (WP)**
**4 partner countries**

September 2025 – August 2028
Erasmus+ grant: EUR 400,000

# 4

**PARTNER COUNTRIES**

## Partners & people



**WHY FOUR COUNTRIES?**

Different destinations and learning traditions help partners compare needs and develop resources with relevance beyond one local context.

**Full profiles:**
**touredu.eu/partners/**

# One team across four countries

**NORWAY (COORDINATOR)**

### Western Norway University of Applied Sciences

- Ove Oklevik, Professor
- Grzegorz Kwiatkowski, Associate Professor
- Helene Maristuen, Associate Professor
- John Olav Brekke, University Lecturer

**FINLAND**

### Turku University of Applied Sciences

- Timo Halttunen, Senior Adviser
- Susanna Saari, Senior Lecturers
- Telle Tuominen, Senior Lecturers
- Mari Tauriainen / Meija Väätäjä, additional contributors

**PORTUGAL**

### University of Coimbra

- Carlos Ferreira, Assistant Professor
- Cláudia Seabra, Associate Professor
- Alexandra Pereira, Assistant Professor
- António José Pinheiro, Assistant Professor

**DENMARK**

### SEA - Business Academy

- Christian Dragin-Jensen, Associate Professor
- Mia Post-Lundgaard, Associate Professor
- Trine G. H. Thomsen, Digital Learning Consultant
- Miron Pingel, Ass. Professor

LIFE LONG LEARNING

# Knowledge beyond the project

THE SHARED GOAL

Learning opportunities that respond to tourism’s changing skills needs and connect education with workplace experience.

Follow the website and LinkedIn to discover outputs as they are released and opportunities to get involved.

touredu.eu

linkedin.com/company/touredu/

# From research to learning

For companies, TourEdu offers a way to contribute workplace experience to the development of future learning opportunities. For learners, it aims to create focused courses that respond to the sector’s changing skills needs. Research from WP2 informs the pilots in WP3 and courses in WP4. The planned resources will support further dialogue between education and industry.

## For tourism companies

Help partners understand skills gaps, recruitment challenges and changing service needs. Workplace examples and feedback can inform learning activities. As the project develops, follow its short courses and resources to explore how they could support staff development and dialogue with education providers.

## For students and professionals

Share the skills you want to develop and the learning formats that work for you. TourEdu is designing short courses for students and tourism professionals. Follow the project to learn about planned learning opportunities and how they could fit alongside work or other studies.

## How to take part

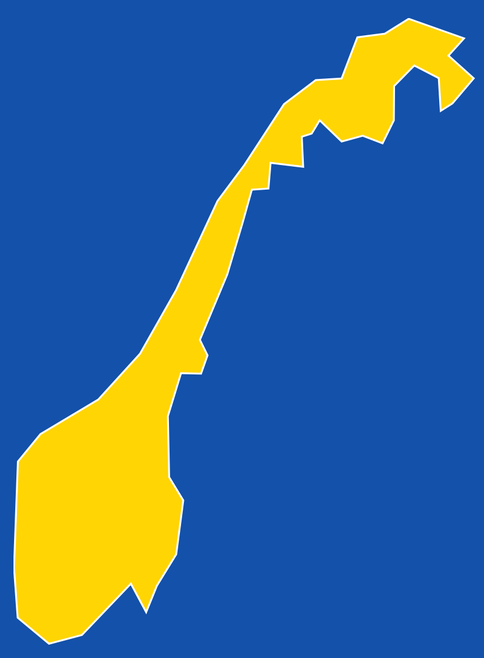
Visit the website for project news, partner profiles and updates on opportunities to contribute to interviews, workshops or pilots. Use the partner pages to find the institution relevant to you.

Website

LinkedIn

WORK PACKAGE 1

Project management



**Lead partner**
**Western Norway University of Applied Sciences, Norway**

**Planned period**
**Sep 2025 – Aug 2028**

# The foundation for collaboration

Good learning opportunities need strong cooperation between education and industry. Western Norway University of Applied Sciences coordinates TourEdu so that the partners can turn research and feedback into practical resources. WP1 connects the five work packages, monitors quality and progress, and supports a shared approach across four countries. This helps keep the project focused on the needs of companies and learners.



## Coordination

Regular meetings connect research, course development and communication, helping partners share industry input and keep activities aligned.

## Quality

Partners review relevance and clarity against a shared quality plan. User feedback helps improve resources during development.

## Resources

Partners monitor activities, time and budget. Clear responsibilities support cooperation and delivery of the project’s planned resources.

## Risk management

Regular reviews identify challenges early and guide adjustments, keeping work focused on useful outcomes for companies and learners.

WORK PACKAGE 2

# Future job profiles



**Lead partner**
**Turku University of Applied Sciences, Finland**

**Planned completion**
**February 2027**

# Skills for future tourism

Which skills will tourism professionals need as the sector changes? WP2 combines research with stakeholder interviews to explore current green, future digital, and social skills. Companies contribute knowledge of workplace needs, while learner perspectives help connect education with future careers. The findings guide the teaching approaches and short courses developed later in the project.



## THREE EXPECTED KNOWLEDGE OUTPUTS

**01** A literature review which brings together current knowledge about tourism competence requirements. It gives companies and education providers an evidence base for discussing where new skills are needed.

**02** A Curricula Reform Toolkit which translates findings into future learning outcomes and key job profiles. It helps educators and industry partners discuss how training can reflect changing workplace needs.

**03** An interactive workbook which supports educators to connect the project's research with teaching activities and learning that relates to tourism practice.

WORK PACKAGE 3

# New teaching approaches



**Lead partner**
**University of Coimbra, Portugal**

**Planned period**
**Sep 2026 – Aug 2027**

# Learning designed with its users

Learning works best when it connects with real work and the people who will use it. In WP3, companies, learners and educators help develop and test new approaches to tourism education. Their feedback guides improvements across vocational education, higher education and lifelong learning. The aim is to make learning more relevant, inclusive and attractive.



## TWO EXPECTED PROJECT OUTPUTS

### 01 Policy recommendation report

Recommendations for micro-credentials and lifelong learning in tourism education, supporting dialogue on training priorities.

### 02 Best-practice framework

A framework of tested teaching approaches and lessons from the pilots, showing how education can respond to learners' needs and tourism practice.

WORK PACKAGE 4

# Flexible learning pathways

**Lead partner**
**SEA - Business Academy, Denmark**

**Planned period**
**Jun 2027 – Jun 2028**

# Four short learning courses

WP4 develops four short, stackable micro-credential courses for students and tourism professionals. A micro-credential records learning from a small unit with specific learning outcomes. The courses are intended to offer flexible ways to build specialised skills and can be combined. Topics will follow the industry needs identified in WP2 and lessons from WP3, rather than being fixed in advance.



## FIVE EXPECTED OUTPUTS

**01** 4 micro credential courses

**02** 1 teacher guide

WORK PACKAGE 5

## Sharing project knowledge

**Lead partner**
**SEA - Business Academy, Denmark**

**Planned period**
**Sep 2025 – Aug 2028**

# Knowledge that reaches its users

The project's knowledge should reach the people who can use it. WP5 connects TourEdu with companies, employees, learners and education providers through its website, newsletters, events and publications. It explains what the project is developing and shares opportunities to engage with activities. The aim is to encourage use of the resources across the sector and after the project ends.



**01** Website

**02** LinkedIn page

**03** Promo video

**04** Scientific publications and conferences

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