

Publication for the SEB LU webpage

The University of Ljubljana is one of the partners in the Smart Rural project (Erasmus + KA203 project – Strategic Partnerships for Higher Education “Towards smart rural tourism development in Europe”) that aims to teach applying principles of smart tourism to rural areas and to provide modern forms of education in the field of rural development and rural tourism.

Within this project, together with partners from six countries, the SEB LU team worked on the development of the training programme for rural tourism professionals, which consists of seven modules, now available as e-learning materials:

- Introduction to Smart Rural Tourism
- Smart Rural Tourism Experience Design and Co-creation
- Digitalisation in Rural Tourism
- Sustainable Rural Tourism
- Accessible Rural Tourism
- Smart Ideas for Rural Tourism Destinations
- Strategies and Business Models

On December 13, 2021, the University of Ljubljana hosted a virtual multiplier event, where the project team shared the information about the project and intellectual outputs – training programme, best practices of smart rural tourism and materials for e-learning with the representatives of the rural communities and everyone interested in the topic.

In addition, prof. dr. Ljubica Knezevic Cvelbar presented insights from the recent trends in tourism, predictions for the industry in the post-covid period and how it might impact rural areas. Iana Bilynets presented the e-learning materials, developed by the SEB LU team, covering the topic “Digitalisation in Rural Tourism”.

The e-learning materials are available here: <https://smartruraltourism.com/>.



SMART RURAL MULTIPLIER EVENT

TOWARDS SMART RURAL
TOURISM DEVELOPMENT IN
EUROPE

13th December
2021

Hybrid - School of Economics
and Business, University of
Ljubljana and ZOOM platform



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