



SMARTRURAL newsletter

The University of Ljubljana is one of the partners in the Erasmus + KA203 project - Strategic Partnerships for Higher Education Towards smart rural tourism development in Europe.

SMARTRURAL is a project aiming to intelligently look at the process of creating diverse tourism products in rural areas. It also addresses the issues of sustainable and innovative management of tourism space and tourist facilities.

The project's assumption is the development and implementation of an innovative curriculum in rural tourism based on innovative methods and tools. The program addresses students, also people and local communities involved in rural tourism. It is important to build an open training platform that will support the development of rural areas.

The SMARTRURAL team consists of 7 universities dynamically involved in tourism development activities in 7 countries (Lithuania, Turkey, Spain, Slovenia, Italy, Czech Republic, Poland). At the European level, more than 20 000 people will be informed about the project based on an effective and joint dissemination strategy followed by all participating countries. By identifying and engaging relevant stakeholders in SMARTRURAL project it will assist in receiving important feedback and input.

What we have done so far:

- In the SMARTRURAL project, we share experience and knowledge from various areas so that the developed program covers a wide range of topics.
- We have been able to gather information on similar courses conducted in our countries and Europe. On this basis, we have assessed what is missing and what kind of innovative knowledge we can pass on to our students and persons dealing with rural tourism.
- We have developed initial drafts for the pilot curriculum.
- We have prepared draft materials for the training course.

What we will do next:

- We will prepare a curriculum for the pilot course;
- We will test the course program with the trainers during the workshops;
- We will implement the program in pilot units, in rural areas with a tourist function and tourist enterprises;
- We will make the course available on the internet platform.



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WHAT WE THINK ABOUT SMART RURAL TOURISM



Agnieszka Jaszczak: SRT is creation of tourism space in the countryside based on intelligent solutions.



Yana Bilynets: SRT is about using contemporary tools and knowledge to improve rural destinations and tourist experiences there.



Efnan Ezenel: SRT is improving the development perspectives of rural areas through smart approaches thanks to digitalisation which is very important instrument in 21. Century.



Rasa Pranskuniene: SRT is unexpected connectivity.



Krzysztof Młynarczyk: SRT uses the initiatives of the village inhabitants in a rational and attractive way as well as the values of the natural and cultural landscape.



Yasar Sari: In these days when individual tourism stands out, rural tourism will be the tourism of the future and smart rural will be the future of the future.



Cemile Ece: SRT is a new, creative and promising tourism system that will support rural development.



Joanna Zielińska-Szczepkowska: I see SRT as a combination of tradition (cultural heritage, rural human capital) and modernity (creative solutions) in rural tourism.



Ausra Rutelione: I would agree with WTO concept and adapt it to rural environment, i.e. SRT destination is innovative, ICT based, sustainable, accessible to everyone, facilitates the rural tourist's interaction with and integration into his or her surroundings, increases the quality of the experience at the rural tourism destination and improves residents' quality of life.



Ljubica Knezevic: SRT is economically, environmentally and socially sustainable tourism in rural areas with a strong note of digital solutions in shaping the tourism experiences.



Antonio Martinez Puche: SRT can be an opportunity for rural areas and their local population. But it must be well managed, facilitating sustainability and the participation of five axes: knowledge and research, governance, financing, entrepreneurship and services.



Giacomo Primo Sciortino: Smart innovative technologies for communication can finally fill the rural areas' knowledge gap, reveal them to tourists in all of their healing, inspiring potential, turning them into the new frontier of sustainable socio-economic development.



Libena Jarolímková: SRT means for me sophisticated use of modern tools to manage the optimal and effective development of tourism in rural areas.



Jiri Vaníček: SRT for me is primarily the utilization of the natural and cultural heritage of the countryside for sustainable tourism.



Andrea Cerna: SRT means to me using technologies for complex innovative solutions improving quality of life, respecting rules of environmental protection and sustainable development.

Founded by:



Erasmus+

If you are interested in participation in the project please contact us via the website: www.smartrural.uwm.edu.pl



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