



**ROOTS
TOURISM**

ROOTS TOURISM

**FOSTER COMPETENCIES ON ROOTS TOURISM IN VET
SCHOOLSTO PROMOTE SUSTAINABLE TOURISM AND
DESTINATIONS IN EUROPE**

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TUDÁS ALAPÍTVÁNY (HU)



EUPHORIA NET SRL (IT)



ECOCLUB SA (EL)



**UNIWERSYTET ŚLĄSKI W
KATOWICACH (PL)**



**ASSOCIAÇÃO TORREJANA DE
ENSINO PROFISSIONA (PT)**



**PROVINCIA DI CAMPOBASSO
(IT)**



- A comprehensive curriculum for “Roots Tourism Operators”, detailing the skills and competencies required to meet the sector’s.
- A suite of training materials and online modules for VET schools, promoting sustainable tourism practices and local heritage.
- It will include also a booklet on “Roots tourism and European schools” to explain what roots tourism is, why include in the touristic school curricula, its benefit and its potential in terms of occupation, existing best practices from all over Europe.
- Sustainable Roots Tourism Action Plans, developed in partnership with schools, local authorities and associations, to outline specific strategies and initiatives to promote sustainable tourism with measures like promoting responsible travel practices, supporting local businesses and artisans, implementing eco-friendly initiatives, and engaging local communities in tourism development.

- Project’s results will also include a training programme for the partners to create a common knowledge on roots tourism to be deployed during the entire project.



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FOSTER COMPETENCIES ON ROOTS TOURISM IN VET SCHOOLS TO PROMOTE SUSTAINABLE TOURISM AND DESTINATIONS IN EUROPE



PROJECT AIMS

- Design an innovative curriculum for the profession of “Roots Tourism Expert”, in collaboration with key stakeholders.
- Enhance the knowledge, skills and competencies of VET teachers and students in roots tourism, thus facilitating their transition to the labor market and supporting sustainable.
- Empower VET centres and schools to offer courses that develop relevant skills tailored to the roots tourism’s sector.
- Create new occupational opportunities that contribute to the economic and sustainable development of rural, remote, and under-exploited areas.
- Adapt the competencies and skills of the touristic field to the roots tourism, to discover a new niche market.
- Support the economic and sustainable development of less exploited areas and destinations.
- Provides economic opportunities for communities in rural, remote, and depopulated regions that may face socioeconomic.



These objectives are intricately linked to the three selected priorities: we intend to create VET programmes and educational content promoting the emerging of professionals working in roots tourism, equipped with relevant skills significant for the roots tourism sector (digital, green and more), as well as focusing on a type of tourism which can contribute to a more sustainable development of destinations, focusing on its socio-cultural impact, fostering the social inclusion of these Regions.

<https://www.facebook.com/rootstourism.erasmus>

<https://x.com/ErasmusRoots>

<https://www.instagram.com/erasmus.roots/>

<https://www.linkedin.com/in/roots-tourism/>

TARGET GROUPS

- Secondary school teachers and school leaders.
- Students enrolled in secondary schools specialising in tourism, languages, arts, socio-economic studies, and digital marketing, whose knowledge and skills are relevant to tourism development.
- Local communities actively engaged in grassroots tourism initiatives.
- National and local authorities responsible for tourism promotion and civil registration services, both of which play a key role for visitors seeking to trace their origins.
- Associations and organisations promoting sustainable tourism, culture, and heritage - including migration-focused NGOs, travel agencies, and tour operators interested in developing grassroots tourism packages.
- Universities and higher education institutions specialising in tourism, as well as vocational training providers and tourism academies capable of expanding and enhancing their educational portfolio.
- Embassies and cultural institutions that facilitate cultural exchange and support the development of roots tourism between host and countries of origin.

Duration of the project: 24 months
(1st December, 2025 – 30th November 30, 2027)

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<https://roots-tourism.eu/>