

# **DECODE: Decoding European trends and needs in upskilling and reskilling rural cultural tourism operators.**

Cultural tourism is gaining ground against other forms of tourism in the EU. In rural areas, tourism comprises of mostly small businesses which suffer from lack of cooperation, and workforce lack of skills and qualifications. DECODE aims to decoding European trends and needs in upskilling and reskilling cultural tourism operators, professionals, and volunteers in rural and/or deprived areas.

Observing that cultural tourism operators, municipality workers, local rural shops etc. are not offered the needed support to increase the rural and/or deprived area's cultural potential, we developed DECODE. These workers and volunteers are rarely offered what they need to develop their skills and competencies, which makes them low-skilled and low-qualified for their jobs.

The goal of the EU-funded project DECODE is to promote upskilling pathways for tourism operators, aiming to lower the skills and competences gap, and will provide the learners with innovative training based on digital technology.

The project will design and develop an online course for tourism operators' upskilling, with material that can be studied online or offline, as well as the DECODE online resource platform containing all the interactive material and an open badges system for validating the competencies and skills gained by trained tourism operators. Sustainable and inclusive professional development framework to promote the digital upskilling of cultural professionals. A particular focus lies on small and medium-sized cultural institutions in the partner countries.

Currently we are looking for participants who represent cultural tourism operators in rural areas, professionals and volunteers, adult educators and stakeholders active in the cultural or digital field. This also includes municipal and community staff, service providers, professionals interested in the promotion of cultural tourism in rural and/or deprived areas, and tourism students.

For further information, please refer to the decode page: [projectdecode.eu](https://projectdecode.eu)

If you are interested in learning more about how to participate in the DECODE project, please contact : Justyna Ataman at [ja@synthesis-center.com](mailto:ja@synthesis-center.com)

The project consortium with 6 partners is led by Veksttorget (NORWAY), Institute for sustainable Education and Development-ISEDE (Germany), Dalpro (Norway) AKADIMOS-Adult and Youth Learning(Greece), VIENNA ASSOCIATION OF EDUCATION VOLUNTEERS (Austria) and Synthesis Center for Research and Education Limited (Cyprus).



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