

**“Designing Green Tourism Concepts
through Learning”**

ENRICHER - hubs

PROJECT COORDINATION by
Haaga-Helia University of Applied Sciences Ltd (HHUAS)

PROJECT INFORMATION

Number and call:	101082919
Key action:	ERASMUS-EDU-2022-CBHE-STRAND-2
Start-date:	Jan 1st 2024
End-date:	Dec 31st 2026
Granting authority:	European Education and Culture Executive Agency (EACEA)
EC contribution:	€724.181,00

ADDITIONAL PROJECT INFORMATION at local level if UniGe is not the coordinating Institution

Department / Unit:	International Cooperation Office (ICO)
Local coordinator:	Prof. Alessio TEI, Professor in Applied Economics
e-mail:	alessio.tei@unige.it

OTHER INFORMATION - Partnership

1. HAAGA-HELIA UNIVERSITY OF APPLIED SCIENCES LTD (HHUAS), Finland - Project coordinator
2. CAUCASUS UNIVERSITY LTD (CU), Georgia
3. MCI MANAGEMENT CENTER INNSBRUCK INTERNATIONALE HOCHSCHULE GMBH (MCI), Austria
4. UNIVERSITATEA DE STUDII POLITICE SI ECONOMICE EUROPENE CONSTANTIN STERE (USPEE), Moldova

5. AKAKI TSERETELI STATE UNIVERSITY (ATSU), Georgia
6. UNIVERSITATEA DE STAT DIN MOLDOVA (MSU), Moldova
7. UNIVERSITA DEGLI STUDI DI GENOVA (UNIGE), Italy
8. INSTITUTIA INVATAMINT UNIVERSITATEADE STAT DIN COMRAT (KDU), Moldova
9. IAKOB GOGBASHVILI TELAVI STATE UNIVERSITY (TESAU), Georgia

OTHER INFORMATION - Project summary

This is a cooperation project awarded within the «Erasmus+ Key Action 2», sub-action “Capacity Building in the field of Higher Education” (CBHE), upon a competitive Call by the EU Agency “EACEA”.

The project “ENRICHER - hubs” targets the **European Green Deal** priority, with focus on sustainable economic growth and sustainable products and services, by contributing to 2 Call priorities: mismatch between Higher Education Institutions (HEIs) and the labour market, and the need for new green service concepts enhancing sustainability.

The **goal** of the project is to accelerate the twin transition to boost the recovery of the European tourism industry, by improving the capacity of HEIs related to green tourism service development and experiential learning to better match industry needs of future employees.

The project addresses the mentioned challenges, posed by megatrends like sustainable development and digitalisation, by implementing the following **activities**:

1. **Identification of skills and competence gaps** that exist between HEIs and the labour market within the twin transition in the context of climate change and sustainable tourism development, as well as the shift towards a digital economy by facilitating knowledge exchange among 9 HEI partners in Finland, Austria, Italy, Georgia and Moldova through transformation of higher education in tourism.
2. **Development of innovative training and teaching activities** that upgrade competences about service development for sustainable tourism, foster a business mindset and increase service design thinking to develop competences for green tourism service development.
3. **Establishing Green Tourism Hubs at partner HEIs in Georgia and Moldova** to spread knowledge and best practices about sustainable tourism, innovative learning approaches, methods and tools of service design as well as tools for business development to the surrounding society and region.

