



Center of Vocational Excellence (COVE) Project for the Tourism Industry

Fifth Newsletter

Dear Friends & Partners,

Celebrating 2 Years of TourX

As we reach the third anniversary of TourX, we reflect on a journey that has united 22 organizations and over 40 professionals committed to fostering excellence in tourism across Europe. Our collaborative efforts have not only strengthened partnerships but also paved the way for innovative approaches in vocational education.

Milestone Moments: Our Journey So Far

TourX stands out for collaborative achievement, synergizing with other pioneering projects throughout Europe. Our mission has been clear from the start: to bridge vocational institutions, businesses, and public authorities across diverse European regions, creating a unified platform for excellence.



Highlights from the Study Visit to China

Our project reached a significant milestone with a comprehensive study visit to **Chengdu, China** from **November 11 to November 15, 2024**. Our delegation, comprising 25 dedicated representatives, engaged with over 50 Chinese educational institutions to deepen our understanding and forge new partnerships in vocational education. The tour commenced with insightful discussions led by AKMI's International Director and General Secretary of EVBB, **Theodor Grassos**, alongside **Marievi Grets**i, Project Coordinator for TourX. They focused on the pivotal role of EU-China educational collaborations, supported by the Foreign Affairs Office of Chengdu and the Director of Higher Education and Vocational Education Section of Chengdu, setting a high standard for international academic partnerships. Everything was made possible by the special commitment of **Ms. Segree Dai** and her team, from EUPIC.

The delegation engaged deeply with local institutions, starting with a visit to Longquanyi District where they attended the **China-Europe Vocational Education Forum**. This was followed by networking sessions between TOURX partners and Chinese vocational colleges, highlighting the collaborative spirit and shared goals.

Participants also visited notable educational institutions such as **Polus International College** and **Sichuan Changjiang Vocational College**. These visits provided a firsthand look at the

integration of vocational training with industry needs, showcasing facilities dedicated to hospitality training and other vocational skills, which are essential for nurturing global professionals.

Cultural immersion was a key component of the visit, with the delegation touring the Chengdu Research Base of Giant Panda Breeding, an iconic conservation facility, and experiencing the vibrant teahouse culture at Chengdu's People's Park. Additionally, participants explored historical sites like Kuanzhai Alley and the Jinsha Site Museum, enriching their understanding of Sichuan's rich cultural heritage.

The visit concluded with reflective sessions where participants shared their insights and discussed actionable strategies to incorporate their learnings into their respective organizations, fostering a forward-thinking approach to vocational education.

Digitalisation in Tourism: Empowering SME

During the TourX event in Brussels this July, co-organized with European Entrepreneurs CEA-PME and EVBB, industry leaders discussed the transformative impact of digitalization on tourism.

Keynote speakers emphasized the necessity of upskilling and reskilling to enhance SME competitiveness and support sustainable tourism practices. Isabel Yglesias highlighted the importance of integrating digital tools to improve both business operations and community impacts, while Felix Rohn focused on the need for continued education and training following pandemic disruptions.

The panel, featuring insights from EU experts, addressed regional digital initiatives and the importance of lifelong learning to adapt to technological advances. Antonio Gennarelli presented the TourX project's goals to elevate tourism training and promote international excellence.

This session underscored the pivotal role of digital skills in advancing the tourism sector, fostering a competitive, sustainable, and adaptable tourism workforce.

What's Next? Join the TourX Network!

Are you ready to be part of our expanding community? Follow us on our social platforms—[Facebook](#), [LinkedIn](#), and [Instagram](#)—to stay updated with the latest from TourX.

**Join us in driving forward the future of vocational excellence.
Thank you for your continued support and partnership.**

Warm regards,

Latest news & events

TourX- Project Meeting In Brussels In May 2024

From 21 to 22 May 2024, the knowledge triangles of the partners involved in the project met to discuss the achievements to date, the new challenges and the approach to the project environment. [Read more...](#)



Branch Day For The Hospitality And Catering Industry "Gastro Brandenburg 2024"

This year's industry day for the Brandenburg hospitality industry took place in Glashütte, in the brandenburg travel destination „Flaeming“ on 13 May 2024.

[Read more...](#)

Exchanging Ideas, Learning From Each Other, Benefiting Together

The 2nd study trip as part of the HOGAVET project co-financed by the EU Erasmus+ programme led to Padua and ENAIP Veneto was the host.. [Read more...](#)





Theory Meets Practice

Trainees from the Istituto di Istruzione Superiore "Acciaiuoli-Einasudi di Ortona visit Potsdam". [Read more...](#)

TourX In Brandenburg: Focus On Digitalisation

On 11 September 2024, the second-year trainees in the 'Restaurant and Event Specialists' training programme at the 'Johanna Just' Upper School Centre Potsdam met with the school management and the presidium of DEHOGA Brandenburg with Mr Steffen Freiberg, the Brandenburg State Minister for Education, Youth and Sport. [Read more...](#)



Attitudes And Expectations Of Travellers Towards Digital Services In Tourism

DEHOGA Brandenburg launched 2nd e-tourism survey in 2024. [Read more...](#)

Inspired By TourX

The first edition of the new DEHOGA catalogue of internship opportunities in Brandenburg's hospitality industry has been completed. [Read more...](#)



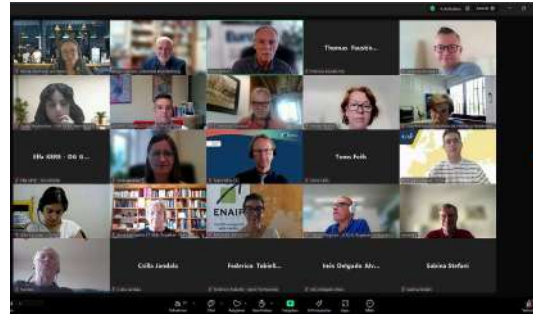
The Next DEHOGA Brandenburg TourX Ambassador Appointed

On the occasion of this year's DEHOGA Brandenburg summer party in the park restaurant of the "Park Branitz" in Cottbus, the

President of DEHOGA Brandenburg, Olaf Schöpe, presented the accreditation certificate to Mrs Ellen Rußig, Managing Director of the Oder-Spree Lakeland Tourism Association. [Read more...](#)

19th Coordination Meeting Of The Pact For Skills In Tourism

The PacTS4All initiative hosted an online webinar on 4 July 2024 to present news from the Pact for Skills in Tourism. [Read more...](#)



[Read more TourX news](#)

TourX

CoVEs for the Tourism Industry
Project No: 101056184

Scan me!



Co-funded by
the European Union

www.tour-x.eu



Project Consortium

Lead Partner



Partners







Co-funded by the
European Union

This project (101056184 ERASMUS-EDU-2021-PEX-COVE) is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.