

Educational Tourism and extension of the tourist season



Tourism is a unique opportunity to discover new destinations, experience different cultures and enrich our knowledge. However, the tourist season is often limited to certain months of the year, causing congestion and overcrowding at certain destination attractions. However, educational tourism has emerged as a solution to extend the tourist season, offering new opportunities and experiences to travellers.

One of the key pillars of educational tourism is to showcase the richness of a destination's natural and cultural heritage. Visitors have the opportunity to explore the fauna and flora, discover ancient archaeological sites, visit museums and art galleries and immerse themselves in the cultural tradition of the region. This creates a multidimensional experience where learning is combined with recreation, thus offering a unique opportunity for educational development.

In order to ensure the sustainability and replicability of the results of educational tourism, it is necessary to train trainers, teachers and tourism professionals. Professional development

programmes offer the opportunity to acquire new knowledge, skills and tools for the development and promotion of educational tourism. This enhances the quality of the educational programmes offered and ensures that visitors have a positive and thorough experience.

An online community platform is vital for the promotion of educational tourism. This platform connects educators, tourism professionals, operators and stakeholders, providing a space for the exchange of ideas, experiences and best practices. Through the platform, educational programmes can be promoted and partnerships can be established to promote the sustainability and development of educational tourism.

The success of educational tourism depends on the awareness of the target groups and stakeholders. Publicity actions promote information and awareness, ensuring that the right conditions are created for the sustainability and viability of the results.

Through events, information campaigns and media partnerships, the importance of educational tourism is promoted and the participation of stakeholders is encouraged. Educational tourism opens up new avenues for extending the tourist season and developing sustainable practices in the sector. Through the exploitation of natural and cultural heritage, the training of trainers and professionals, the creation of an online community and publicity actions, the right conditions are created for the development of educational tourism and the promotion of sustainability in the tourism sector. This leads to a comprehensive and enriched tourism experience for visitors, while contributing to the protection and enhancement of the cultural heritage of each destination.