



Sustainability of Educational Tourism initiatives

How is the sustainability of the educational tourism activities and the results of the EduTourism Act achieved?

Dear reader,

Within the framework of the Project, a specific study and field research will be carried out in the intervention areas of Crete and Cyprus.

The specific study will include:

- **Assessment of the existing situation**
- **Identification of the identity, vision, objectives and comparative advantage of educational tourism for the region**
- **Design of a business model for the creation and implementation of educational tourism services**
- **Development of a horizontal action plan**
- **Design of specific support actions for the effective cooperation and sustainable development of the stakeholders**
- **Timetable for the implementation of actions**
- **Identification of expected results and benefits**



The fieldwork will include:

- **Questionnaires**

The questionnaires will relate to the sustainability of EduTourism outcomes and the participants will consist of beneficiaries of the training programmes of the Project

- **Interviews**

The interviews will take place in Greece and Cyprus and will be attended by representatives of stakeholders who will give their opinion on the sustainability of educational tourism and good practices.



EXPECTED RESULTS

- Increase in visits to Crete and Cyprus by at least 20%
- Extend the tourist season by at least 30 days
- Creation of new jobs.
- Utilisation of the common history of the two countries and strengthening of the connection between them, through the cross-border nature of EduTourism



Completed activities

- Development of educational material on alternative tourism topics, in digital and conventional format and creation of an educational platform
- Creation of gamification elements to enhance the educational experience of the final beneficiaries
- Digital mapping of destinations in Crete and Cyprus
- Launch of training programmes for tourism and education professionals