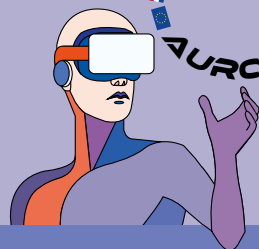


Explore with AURORA



Project in short

The AURORA project - Augmented Reality OERs Design for Territorial Attractiveness aims to provide students with basic technical skills to increase their labor market opportunities in the tourism and cultural sector. Augmented marketing is catching on faster and faster today especially in the tourism sector, and the need of applying experiential marketing strategies is growing. In this aspect new professions will be in high demand in the future. Therefore, there is a need for change and improvement in the skills and competencies required by most of the professions in the tourism sector. The project focuses on territorial marketing for tourism purposes but includes the acquisition of digital skills that can be reused in other sectors as well.

In the coming two years partners from three European countries – Italy, Spain and The Netherlands will gather their efforts together to work on AURORA project aiming to:

- provide students with basic technical skills needed for new professions in the tourism and cultural sector;
- connect students with local companies, interpreting their needs and understanding the real future employment;
- contribute to the enhancement of local and European cultural heritage.

The project addresses:

- VET students involved in tourism, communication and marketing that will be able to benefit from the results of the project;
- teachers, who will benefit from the project activities by gaining knowledge that they can also transfer to students not directly involved;
- companies/stakeholders, who will benefit from the students' digital skills once they enter the job market.

The students and teachers who will take part in the project's activities come from the two partner schools: the lead school, Istituto Omnicomprensivo di Giano dell'Umbria – Bastardo and the Centro de Formación de Administración y Hostelería – San Sebastian.

Project partners

Istituto omnicomprensivo di giano dell'umbria-bastardo, Italy (coordinator)

Centro de formacion de administracion y hosteleria sl, Spain

Crhack lab foligno 4d odv, Italy

Pressure Line, the Netherlands

The project will run from 1 December 2022 till 1 December 2024.