



Co-funded by
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WeNaTour Project

The European Alliance for Innovation and Sustainability
Education in Welfare, Nature and Tourism

www.wenatour.eu



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DI PADOVA



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valuing nature



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partnership
engage enable participate progress



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Midwest



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FOR FORESTS



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Transilvania
din Braşov



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Institute 4.0



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accessible
Romania
by SocialTouring

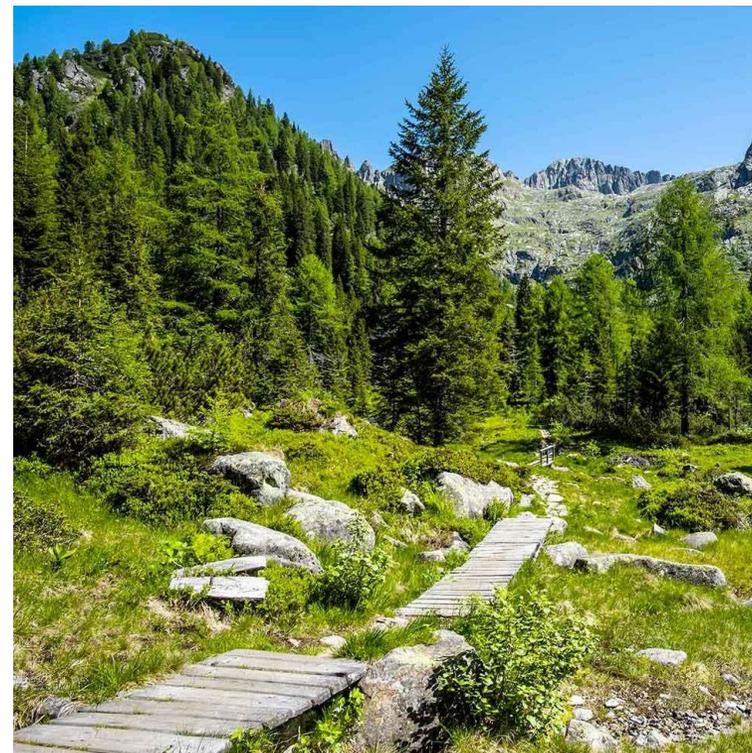
Project overview

WeNaTour is a 3 years European project funded by the **Erasmus+ program** aimed at training new professionals for sustainable tourism and exploring emerging markets, while keeping the well-being of local communities and the preservation of the environment at the core of its strategies, towards a more responsible and sustainable future.

Starting date: August 2023

Ending date: August 2026

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Challenges and background

In recent years, economic and environmental crises have triggered a profound transformation in the tourism system, revealing new needs and lacks:

Changing needs in tourism:

- Rising demand for meaningful nature experiences
- Positive impact on local communities

Need for new skills for tourism:

- Including sustainable practices
- Guided by a scientific approach
- Aligned with existing standards (e.g. GSTC)

Opportunity toward new markets:

- Company welfare as a new proximity market
- Green-care tourism.

The logo for 'education welfare nature tourism' is stacked vertically. 'education' is in blue with three vertical bars to its left. 'welfare' is in orange with two right-pointing chevrons to its right. 'nature' is in green with a heart icon to its right. 'tourism' is in red with a heart icon to its right.

THEMATIC SECTORS

Education and Innovation

Company Welfare

Nature for Health and Wellbeing

Sustainable Tourism

Project Partners

11 partners from 5 countries from academia, research centers, consultancy services and tourism operators.

- University of Padua (Italy) Coordinator
- Etifor | Valuing Nature (Italy)
- Carinthia University of Applied Sciences (Austria)
- Meath Partnership (Ireland)
- Nature Tourism Development (The Netherlands)
- Technological University of the Shannon: Midland Midwest (Ireland)
- Austrian Research Centre for Forests (Austria)
- Transilvania University of Braşov (Romania)
- Innova srl (Italy)
- University of Applied Sciences Krems (Austria)
- Sano Touring Experience (Romania)



Main goal

Enhancing the European educational offer in the field of sustainable tourism and destination management with the following actions:

NEW RESOURCES FOR TOURISM:

Researching trends and needs with case studies, reports, market outlooks, training needs assessments.

TRAINING PROGRAMMES:

- An online training course for students and professionals;
- A field-based specialization school for selected students;
- Vocational Education Trainings (VET).

CORPORATE SOCIAL RESPONSIBILITY AND

WELFARE OPPORTUNITIES: Increasing the positive impact of companies and employees on the environment and local communities.



Research

Providing key resources and reports that explore the latest trends, challenges, and opportunities in the world of sustainable tourism.

- **Sustainable Tourism Case Studies:** four exemplary case studies that highlight destinations recognized for their sustainable tourism practices or those actively pursuing certification.
- **Report on Sustainable Tourism:** a comprehensive European-level overview of the latest trends and challenges in Sustainable Tourism.
- **Outlook Report on Existing and Emerging Sustainable Tourism Destination Markets:** emerging european trends and markets in Sustainable Tourism, focusing particularly on corporate welfare services related to tourism and green care tourism.
- **Report on Sustainable Tourism Beneficiaries' Training Needs Assessment:** evaluating the current training opportunities available in Sustainable Tourism, specifically in the area of destination management.



[more on wenatour.eu/reports](https://www.wenatour.eu/reports)

Starting in year 2025

Training programme

High-quality and innovative course in
«Sustainability manager for Tourism destinations»
across Europe featuring:

- 1) A new, multidisciplinary and open **e-learning course** for students and professionals.
- 2) A field-based **specialization programme** with training experiences for selected students to dive deeper in the topics of destination management, certification and innovation, with 2 weeks of field activities in 2 destinations in Italy and Austria.
- 3) **Vocational Education Trainings (VET) courses** for destination operators on Nature and Wellbeing Tourism, Innovation and Entrepreneurship, digital tools and new markets.
- 4) Frontal practical trainings and workshops.



New markets

Company Welfare and Corporate Social Responsibility

Company welfare is a new proximity market that not only enhances employee well-being but also boosts organizational resilience.

It helps businesses navigate present and future challenges while supporting corporate social responsibility strategies.

WeNaTour will pilot some **innovative activities** to activate company welfare services linked to sustainable tourist destinations. This will increase the **positive impact** that companies and their employees can have on environment and on local communities.



New markets

Green care Tourism

Nature-based tourism for health and wellbeing offers high-quality new tourism products with a focus on health promotion and prevention.

- This intersects with **community engagement**, providing tourism experiences rooted in **sustainability** and **inclusivity**.
- It also meets the rising demand for **nature-based experiences** that enhance mental and physical health, alleviate stress, promote social inclusion, mindfulness, and aid in physiological recovery.
- By establishing **strategic partnerships** in these markets, WeNaTour can help sustainable and accessible destination management to become an important component of an interconnected and prosperous ecosystem, where nature and well-being serve as foundational aspects of both our professional and personal lives.



Join the Alliance

WeNaTour Alliance

The WeNaYour Alliance is a unique network of experts and innovators in Sustainable Tourism Destination Management, Green Care Tourism, and Corporate Welfare.



JOIN NOW!
wenatour.eu/join

Why join the Alliance?

- **Connect** with sustainable tourism experts and passionates;
- **Share** your news, and foster innovation in this field;
- **Stay updated** on trends and opportunities;





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