



Consortium

The Knownet consortium represents a vast variety of European tourism resources.

Conservatoire national des arts et métiers (Cnam), France (Coordinator), is one of French leading higher education and research institutions that offers flexible lifelong education opportunities to everybody by combining work with training.
tourisme.cnam.fr

Associated with **French Tourism Institute (IFT)**, the unique French network specialized in the research and innovation of tourism training.
www.i-f-t.fr

Austrian Society for Environment and Technology, Austria, is a non profit organisation with the main focus on "networking, scientific competence and innovation" and the topics that are dealt with lie in the fields of "Environment and Technology".
www.oegut.at

Office wallon de la formation professionnelle et de l'emploi (LeForem), Belgium, is the public agency for employment and for vocational training of Walloon Region.
www.leforem.be

Harsanyi Janos College (HJF), Hungary, hosts one of the leading Tourism and Hospitality Industry education & research programs in Hungary.
www.hjf.hu

Union of Gallura Municipalities (UCG), Italy, is an association of 5 Municipalities located in the North-East of Sardinia, an Italian Autonomous Region.
www.unionegallura.gov.it

Romanian Association for Knowledge Transfer (ATRC), Romania, is a non-governmental organisation that brings together the resources of the most important Romanian universities and experts in higher education and research.
www.acpart.ro

National Tourist Association (NTA), Slovenia, founded in 1993 with the aim to promote tourism in Slovenia as its strategic developmental opportunity.
www.ntz-nta.si

Dumlupınar University (DPU), Turkey, the Tourism and Travel department of Dumlupınar University Vocational School prepares policy papers for decision makers of the city and industry.
<http://kmyo.dpu.edu.tr/>

Contact:

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Knowledge Networks
for the **Competitiveness & Sustainability** of European tourism



KNOWNET

a representativeness of European variety

KNOWNET, the European network of excellence for knowledge management to promote the competitiveness of European tourism SMEs and the development of sustainable tourism.

Building European Sustainable Tourism

Knownet Project aims at creating a European network of excellence of tourism research and education that will reinforce the competitiveness of the economic actors in particular SMEs:

- To create a European platform and a observatory for exchanging experiences and best-practices.
- To develop new research methods and indicators for statistics and evaluation of tourism economical performances.
- To identify the needs of professionalization and training of the actors in the tourism sector and hence to develop a schema of cooperation within Europe in tourism education.
- To raise awareness of sustainable development among professional associations and operators of the sector.



It focuses on the economic actors & professional associations in the field of tourism :

- To disseminate, mainstream and multiply best practices, lessons learned and case studies to stakeholders such as SMEs and tourists.
- To collect feedback and data on needs from end-users, have it analyzed in cooperation with research and educational institutions.
- To make evidence-based policy recommendations at local, regional and European level through policy engagement papers, roundtables and discussions with decision makers.

20-30 SMEs in each country will be selected for benchmark of knowledge sharing
150-200 SMEs will be reached indirectly through dissemination activities.

2 TYPES OF ACTIVITIES

Concerted activities: participation of all partners, including state of the art investigation, benchmarking, selection of best-practices

Individual activities: defined and implemented separately by each partner under the general framework.

8 "work packages" (WP) proposed by each partner according to their special needs

TYPICAL WP ACTIVITIES

Surveys after the professional organisations and SMEs
Analyses of Best Practice, Lessons learned, dos and don'ts to implement sustainable tourism projects and success factors
Identify needs to implement sustainable tourism for stakeholder in tourism
Dissemination and awareness raising, seminars

Promoting the European tourism SMEs through training and knowledge management



EXPECTED RESULTS/DELIVERIES

Papers on economic performance of tourism related SMEs: HR management, quality control, practice of sustainable tourism, etc. in each country/region
Best practice guidebook, concept for an award for sustainable tourism, brochures for large scale communication, new training programmes or materials
Proposals of a set of tools for the future European Observatory of Tourism SMEs



FOUR PHASES OF IMPLEMENTATION

Preparing phase : March 2011

First phase : April 2011 - November 2011

Second phase : January 2012 - May 2012

Final phase : June 2012 - August 2012

THREE CONSORTIUM MEETINGS

Kick-off meeting : 24th March 2011, Paris

Mid-term gathering : December 2011, Belgium

Final consortium meeting : July 2012, Hungary

PROJECT WEBSITE:
www.i-f-t.fr/knownet



Knowledge management

The mastering of knowledge is essential to improve competitiveness and economic performance of SMEs in all industries including those in tourism related sectors.



Training

The emergence of new challenges are changing the rules of economic activities. Training will allow firms to catch up with the evolution and to improve their competitiveness.



Exchange

To share ideas with others is the best way to access to new knowledge, to improve itself and to seize new opportunities.