

## Learning Network 'Sustainable and Innovative Tourism'

### Organising institution:

VISITFLANDERS and Via Via Tourism Academy  
vzw

### Abstract:

The Learning Network 'Sustainable and Innovative Tourism' is aimed at teaching staff in tourism and seeks to provide information and teaching material focused on sustainability, trends and innovation and to share knowledge and experience.

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<http://www.viaviatourismacademy.com/>

### Description:

The Learning Network 'Sustainable and Innovative Tourism' aims to provide new thematic content with focus on sustainability, trends and innovation in the tourism sector. In relation to that we offer teaching material and methods around these themes. We create space where teaching staff and other members can share knowledge and experience with regard to best practices and opportunities for innovation. The Network is directed at teaching staff in tourism and related programmes (secondary, higher, evening education, etc...). The network is a partnership between VISITFLANDERS and Via Via Tourism Academy vzw and is laid down in a partnership agreement. VISITFLANDERS gives financial support to Via Via Tourism Academy for the management and operationalisation of the network.

Tourism is subject to many changes. The tourism sector constantly has to respond to changes in consumer behaviour, legislation, technology market, climate, etc. The teaching staff needs a regular update of the most important changes. It is important that this information is delivered in such a way that it can be applied immediately in their lessons. The activities of the Network include:

- Organising 4 meetings per year during predefined periods.
- Sending 2 newsletters per year.
- Managing a digital (learning) share platform.
- Entering into consultation with representatives from tourism education to determine dates and themes of the study days.

The Network tries to stimulate the sharing of knowledge and experience among the teaching staff during the meetings as well as via the digital platform. On the one hand, this platform acts as a database for the results of the meetings, presentations, texts, pictures, etc. On the other hand, it is to encourage the interaction among teaching staff through the sharing of existing teaching material. The digital learning platform is referred to in all communication.

To keep its finger on the pulse, the following results indicators for the Learning Network 'Sustainable and Innovative Tourism' are carefully gathered and monitored:

- Number of meetings at the predefined dates (4 in predefined periods per year)
- Number of participants (at least 70 participants on annual basis)
- Number of positive evaluations (80% is moderately to very pleased)
- Number of actions taken on the digital platform (at least 40 on annual basis)

The results are generally positive. The evaluations of the meetings range from pleased to very pleased and there is a high turn-out for the meetings. The activity on the platform can still increase. It is not straightforward to encourage teaching staff to exchange information and especially teaching materials. It definitely continues to be a point of focus to achieve this change in mentality.