



**AUREA
4RURAL**

augmented reality
for rural tourism

AUREA4RURAL is a European project
of the Erasmus+ Programme

Team
Prof. Dr.-Ing. Petra von von Both
Dr.-Ing. Volker Koch
Dipl.-Ing. María Victoria Gómez

Email-Adresse
petra.vonboth@kit.edu
volker.koch@kit.edu
maria.gomez@kit.edu

Website
www.kit.edu/blm

Consortium AUREA4RURAL Project



Novel Digital Tool and Embedded Learning Approach for the Use of Augmented Reality in Rural Tourism and Related Sectors.

AUREA4RURAL aims to create an innovative digital augmented reality platform (Smartphone APP) for the rural tourism sector along with training materials according to the tasks of the staff working in these sector: managers of Natural Parks, rural hotels, restaurants, companies providing leisure activities, culture or environment departments from rural towns and villages and visitors.

This Strategic Partnership will analyze the use of ICT in the Rural Tourism sector (competences and qualifications needs), will develop an Augmented Reality tool, training material and an e-learning platform. The Augmented Reality tool will integrate the implementation of real cases as examples to help learners assimilate their learning. Both the Augmented Reality tool and the content will be freely available through the e-learning platform.

Specific objectives

SO1. To identify and understand competences and needs of rural tourism's employees and professionals in the use of digital tools for information and promotion of the sector.

SO2. To create a tourism product for the interpretation of a location as selected by the tourist.

SO3. To develop an e-learning platform considering the needs identified and focused on the target group elected.

SO4. To enhance the integration of AR in learning and training and support learners and educational staff in improving the use of ICT and digital competences.

SO5. To promote open access to learning content addressing rural tourism sector in line with individual's needs and expectations, reducing skills mismatches.

SO6. Capacity Building in the rural tourism sector: Establishing a stable and active Strategic Partnership that will promote active cooperation among enterprises, professional organisations and local/Regional Bodies to support high quality VET with a strong work based learning component.

AUREA4RURAL will enhance opportunities for cooperation between VET and economic actors, boosting initiatives among stakeholders and the transfer of knowledge in these sectors.

This VET-Business partnership will promote work-based learning, aligned to the needs and opportunities offered by the sector. It will provide and assess digital and transversal skills and competences, fostering employability, social-educational and professional development. The open access training content and virtual tool will contribute to a more strategic and integrated use of ICTs. This learning approach will provide a better understanding and recognition of new skills and competences. Target groups (enterprises of rural tourism and VET staff, students and unemployed willing to focus their careers on these sectors) will have the chance of increasing their knowledge on ICT tools that will improve their competences in their working lives and furthermore, will offer more opportunities for professional development.



Figure 1: AUREA4RURAL. www.facebook.com/Aurea4Rural/



Figure 2: Kick off Meeting in Tallin (Estonia)

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