

STRENGTHENING EUROPEAN TOURISM THROUGH DIGITAL TRANSFORMATION

The European project **TREADS (Tourism Resilience and Digital Skills)** is here to help the tourism sector by equipping professionals and businesses with essential digital skills and cybersecurity knowledge. With participation from leading organizations in Spain, Italy, Greece, and Slovenia, this initiative focuses on driving digital transformation for a more resilient and innovative tourism industry.

KEY HIGHLIGHTS OF TREADS:

Tailored Training Programs: We will **develop and launch new courses on digital transformation and cybersecurity** for tourism professionals, SMEs, and educators.

Accessible Online Learning: We will **create and implement** a dedicated website to ensure information is available to tourism professionals across Europe.

Sharing Best Practices:We will **compile, publish, and promote** comprehensive **manuals and organize events** to facilitate knowledge exchange and collaboration.

The project aligns with Europe's Digital Decade and the Pact for Skills, contributing to bridging the digital skills gap and fostering a resilient tourism sector capable of facing future challenges.

MEET THE CONSORTIUM



CDEA (*Centro de Formación de Administración y Hostelería*)

With over 40 years of experience, **CDEA** is a key vocational training center in Gipuzkoa, offering programs in health, hospitality, and tourism for 1,800+ students annually. It excels in active learning, fostering close teacher-student interaction and hands-on experience in a student-run restaurant.



Fondazione Enaip Lombardia

With more than 50 years of experience, **Enaip Lombardia** operates 20 accredited training centers offering vocational training courses and services. They work with more than 6,000 companies and train 15,000 people a year, including technical training, retraining and programs for young people at risk of exclusion. Enaip is recognized for its ability to quickly adapt its offer to market needs, specializing in sectors such as furniture design, hospitality, tourism, information technology and logistics.



Travel2Fit

TRAVEL2FIT is a Greek travel tech start-up specializing in data-driven solutions for the tourism industry. It offers B2B tools for hoteliers, property managers, and travel agencies, along with specialized applications for destination management. With a strong presence in EU-funded projects, open calls, and innovation competitions, TRAVEL2FIT is at the forefront of digital transformation, enhancing efficiency and competitiveness in the travel and hospitality sector.



Atlantis Engineering

Atlantis is a technology company specialized in ICT solutions for maintenance and asset management. With extensive experience in European projects, it develops innovative tools such as decision support systems based on artificial intelligence and e-learning methodologies for manufacturing companies.



Arctur

Arctur is an innovative company that applies advanced technologies such as IoT, big data, blockchain and artificial intelligence to sectors such as tourism, medicine and sports. Their "Tourism Impact Model" analyzes real-time data to measure the impact of tourism and plan sustainable strategies.



GAIA

GAIA is a cluster that represents the knowledge industry and applied technologies in the Basque Country. With 315 associated companies, GAIA drives the digital transformation of sectors such as industry, services and public administration.

¡JOIN THE TRANSFORMATION!

TREADS: Kick Off Meeting



The **TREADS** Project was officially launched in the city of San Sebastian, marking the start of a transformativ initiative for the tourism sector. This European project, supported by a dynamic consortium of partners, aims to boost digital transformation and cybersecurity awareness within the industry.



FIRST-FACE-TO-FACE MEETING OF THE PROJECT

As part of the launch, the consortium held its first face-to-face meeting, where partners gathered to lay the strategic foundations, define the initial steps, and strengthen collaboration among participating entities. This session represented a key milestone, setting the course for the activities that will unfold in the coming months.

Stay informed about our training news and upcoming events. Through collaboration and knowledge sharing, TREADS is not only adapting to the future of tourism, it is building it.

For more information, follow our progress and join the conversation with:

#TREADS #Tourism
#DigitalTransformation
#Cybersecurity #ErasmusPlus
#FutureSkills

[Read More On Our Website](#)

¡JOIN THE CONVERSATION!



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