

Training Center for Administration and Hospitality, CEBANC, Leads a European Project for the Digital Transformation of Tourism Through Tailored Training for Professionals and Companies

- The European project **TREADS** (Tourism Resilience and Digital Skills), which has just begun, includes the participation of associations, micro-enterprises, and experts in digital education from Italy, Greece, Slovenia, and Spain, among which is the GAIA Cluster.
- The project aims to design courses on digital skills and cybersecurity targeted at tourism professionals, SMEs, micro-enterprises, vocational training organizations, and educators interested in integrating these competencies into their training programs.

January 8, 2025 – The European project TREADS (Tourism Resilience and Digital Skills) has recently taken its first steps, aiming to strengthen vocational training to meet the new demands of the digital age and cybersecurity risks for professionals, SMEs, and micro-enterprises in the tourism sector. This tailored training seeks to drive digital transformation in European tourism, equip professionals with digital skills to enhance their competitiveness and employability, raise awareness of cybersecurity risks, and improve the resilience of tourism businesses.

To achieve these goals, the project—funded by the European Union and scheduled for completion in 2026—will enhance training offerings in digital skills for the tourism sector through initiatives such as:

- New specialized training materials on digital transformation and security.
- Developing an online learning platform accessible to tourism professionals across Europe.
- A best practices manual.
- Organizing events and international meetings to share results, among other actions.

The project's target audience includes tourism professionals and businesses, vocational training providers and educators, as well as local and regional authorities and institutions aiming to foster tourism digitalization in their respective regions.

The TREADS project brings together a diverse consortium of partners from across Europe, combining expertise in vocational training, technology, and tourism to drive innovation and development.

The consortium includes:

- **CEBANC:** The Training Center for Administration and Hospitality, based in Gipuzkoa, Spain, with over 50 years of experience in vocational training, recognized for its programs in tourism, hospitality, and health.
- **GAIA Cluster:** Representing the Basque knowledge and applied technology industry, GAIA includes 315 associated companies driving digital evolution and innovation.
- **Fondazione Enaip Lombardia:** An Italian institution operating 20 accredited training centers, bringing extensive experience in vocational education.

- **Travel 2Fit:** A Greek tech startup specializing in data-driven tourism solutions, providing cutting-edge tools for the tourism industry.
- **Atlantis Engineering:** A Greek IT company offering expertise in maintenance and digital training solutions for the industry and tourism sectors.
- **Arctur:** A Slovenian company leveraging advanced technologies such as IoT, big data, blockchain, and AI to promote sustainability and innovation in tourism.

The project partners emphasize that TREADS aligns with European Commission priorities, such as Europe's Digital Decade and the Pact for Skills, contributing to bridging the digital skills gap in the tourism sector. "The project also promotes a more innovative, resilient tourism industry prepared to face the challenges of the digital future," they affirm.



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