

The Project Partners

Latvia

"School of Business Administration Turiba" Ltd
www.turiba.lv

Latvian Country Tourism Association "Lauku
ceļotājs"
www.celotajs.lv

The Netherlands

Project Consultancy and Training Group
www.pct-holland.nl

Spain

Andalusian Network or Rural Accommodation
Management Ltd.
www.raar.es

Consultancy and environmental
management
www.prames.com

Sweden

Swedish TelePedgogic Knowledge Centre
www.pedagogic.com

Finland

Haaga-Helia University of Applied
Sciences
www.haaga-helia.fi

SCHOOL OF BUSINESS ADMINISTRATION
TURIBA
68 Graudu street
Riga, LV-1058, Latvia
Phone: +371 67606102
Fax: + 371 67619152
E-mail: turiba@turiba.lv

*Transferred AURORA
Products*

New Opportunities for Rural Tourism



2009 - 2011

Aurora II

Leonardo da Vinci – Transfer of Innovation

The Rural Tourism Project Aurora II aims at upgrading self-learning training program on vocational level for the prospective rural tourism entrepreneurs and employees considering the labour market needs for the rural tourism sector.

The primary target groups for the AURORA II Project are entrepreneurs, who are already involved in rural tourism as well as entrepreneurs who want to start rural tourism activities as well as tourism students.

The secondary target groups are service providers, European rural tourism organizations, public authorities, and vocational training institutions.

Target groups will be involved in need analysis, testing process, product evaluation in practical life and



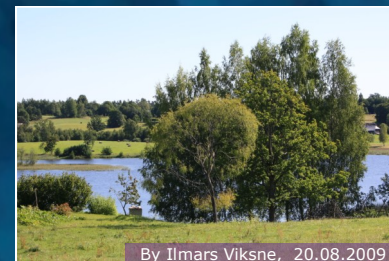
The project focuses on innovation transfer of the previous project AURORA training modules to take into account the changes in rural tourism and technologies, which had occurred since the first project realization. The modules will help to create the basic knowledge

to start one's own business and to satisfy growing request for new kinds of complementary activities in rural tourism.

The training modules will be produced as CD with interactive elements and will also be available at the project website in English and in the national languages of all the project partners.



Existing modules from Aurora project will be updated and adapted in partner countries to take into consideration need analysis, unique characteristics of each country, national legislation, hotel certification standards, socio-cultural environment and geography.



The training program includes two modules in English, Finnish, Latvian, Dutch, Swedish and Spanish:

◆ Accommodation module

◆ Cultural tourism module

The project results will promote

- improvement of tourism products;
- competitiveness of rural tourism business;
- motivation for lifelong learning to acquire new skills and competencies.

Each member of the project consortium has long term experience in tourism and education sector as well as qualified personal.