

Cultour+ is an Erasmus+ Strategic Partnership in the field of Higher Education with the mission of coaching and fostering **innovative** and **creative** business ideas in cultural management for **pilgrimage and religious cultural and thermal tourism** (lodgement services, guiding services, museums, complementary activities to pilgrimage and thermal experiences, souvenirs' designing, etc.)

We look for **committed entrepreneurs** to foster and coach their ideas and offer high quality university training and education to transfer to their business ideas and professional expertise.

2016

● Eligibility criteria

Participation is open to holders of a higher education degree or those enrolled in a higher education institution, who have a business idea or plan they want to develop and think they could use mentoring. Participants' selection procedures will take into account gender balance and promote participation from vulnerable groups and from those entrepreneurs who still have not had an international experience.

● Training & Coaching

- Summer School "Cultural Management and Tourism in European Cultural Routes" (University of Extremadura - UnEx. 13-15/July/2016. Cuacos de Yuste, Spain).
- Virtual Course: Creativity, capacity building and business ideas for cultural management and tourism (UnEx)
- Virtual Course: Linguistic competence and cultural skills for tourism management (Varna Free University)
- Virtual Course: Digital Storytelling for Education & Tourism and Cultural Heritage Mediation (UnEx)
- Internships in companies and job shadowing (10 days in innovative SMEs of different European countries)
- Blended Specialization Course: Skills and competences for guiding and mediation in cultural tourism (University of Trás-os-Montes and Alto Douro). Presental course in Vila Real

ACADEMIC LEVEL

★ **THE DEADLINE
FOR SUBMISSION OF
PROPOSALS IS 15/03/2016** ★

● Applications

The form for the submission of business ideas is available online. **CLICK HERE TO APPLY**

An international commission formed by experts of 6 different European countries will select the most valuable projects for their creative and innovative characteristics. The motivation of participants is another crucial factor.

● Duties

All selected entrepreneurs will sign an agreement and must attend at least **80% of the Programme** and demonstrate continuous work and commitment with their projects.

GET INVOLVED IN A EUROPEAN PROJECT! LIMITED POSITIONS AVAILABLE

All selected entrepreneurs will benefit from:

- a grant to participate in courses, internships and activities during 2016 and 2017, covering their registration, travel and subsistence costs;
- personalized coaching of business ideas or plans by a group of international experts;
- active search for networking and funding opportunities for business ideas or plans.

The best project will be awarded during the **International Conference "Creativity and innovation for cultural and tourism management in European Routes and Heritage Sites"** in Italy.

All participants will receive a certificate signed by the different project organizations and the official Europass certificate.

2017