

Web3Tour Acceleration Programme Syllabus

Overview:

The **Web3Tour Acceleration Programme** is a 5-month journey designed to empower cultural tourism SMEs and startups from Greece, Cyprus, and Slovenia, with cutting-edge skills in Web 3.0 technologies. The programme blends business innovation, professional development, and sustainability, with immersive training in Blockchain, Metaverse, and the Sustainability in Tourism. Participants will receive expert mentoring, personalized coaching, and the opportunity to present their progress during the final **Demo Day**.

Module 1: Entrepreneurship & Professional Development

Delivered by: Envolve

Dates: 6 & 13 November 2024

Time: 15:00 CET/Online

Duration: 2 hours/day

- **Webinar 1:** *Opportunities & Challenges in Web 3.0 Entrepreneurship in Sustainable Cultural Tourism (SCT)* (6 November)
- **Webinar 2:** *Trends & Case Studies in Web 3.0 Entrepreneurship in SCT* (6 November)
- **Workshop:** *Professional Development for Entrepreneurs in Cultural Tourism* (13 November)
- **E-Coaching:** Tailored mentoring session on entrepreneurship with live Q&A. (13 November)

! Key Highlights Section

- **Business plan development**

Learn how to integrate cutting-edge digital solutions such as blockchain and NFTs into sustainable tourism business models.

- **Leadership in Web 3.0**

Develop skills to lead in the era of decentralized marketplaces and community-driven platforms, essential for the digital future of tourism.

- **Networking opportunities**

Connect with cultural tourism leaders, technology experts, and investors who are leveraging the power of immersive technologies.

Objective: Build leadership, decision-making, and innovation skills tailored to the Web 3.0 and cultural tourism landscape.

Module 2: Digitalization in Cultural Tourism

Delivered by: TheFutureCats

Dates: 28 November & 2 December 2024

Time: 15:00 CET/Online

Duration: 2 hours/day

- **Webinar 1:** *Opportunities & Challenges in the Digitalization of SCT using Web 3.0* (28 November)
- **Webinar 2:** *Trends & Case Studies in the Digitalization of SCT using Web 3.0* (28 November)
- **Workshop:** *Practical Strategies for Digital Transformation in SCT* (2 December)
- **E-Coaching:** Personalized coaching on the application of digital tools for business optimization. (2 December)

! Key Highlights Section

- **Blockchain for tourism**

Learn how blockchain can ensure transparent, secure transactions for ticketing and bookings.

- **Decentralized digital platforms**

Understand how decentralized platforms empower local stakeholders in cultural tourism.

- **Virtual and augmented reality**

Discover how AR/VR can create immersive experiences for visitors, enhancing cultural engagement.

Objective: Empower participants to digitize their businesses, improve operational efficiency, and build resilience using Web 3.0 technologies.

Module 3: Metaverse for Cultural Tourism

Delivered by: TheFutureCats

Dates: 22 & 29 January 2025

Time: 15:00 CET/Online

Duration: 2 hours/day

- **Webinar 1:** *Opportunities & Challenges in the Metaverse for SCT* (22 January)
- **Webinar 2:** *Trends & Case Studies in the Use of the Metaverse for SCT* (22 January)
- **Workshop:** *Creating Virtual Experiences in the Metaverse for Cultural Tourism* (29 January)
- **E-Coaching:** Strategic mentoring on leveraging the Metaverse for business expansion. (29 January)

! Key Highlights Section

- **Virtual reality in cultural tourism**

Discover how VR can create interactive, immersive cultural experiences for global audiences.

- **NFTs and cultural assets**

Learn how cultural artifacts and experiences can be tokenized as NFTs, creating new revenue streams.

- **Digital heritage preservation**

Understand how the Metaverse can be used to digitally preserve and showcase endangered cultural sites.

Objective: Introduce participants to immersive Metaverse experiences and tools, helping them innovate in customer engagement and virtual tourism.

Module 4: Greening of the Value Chain in Cultural Tourism

Delivered by: Arctur

Dates: 4 & 11 February 2025

Time: 15:00 CET/Online

Duration: 2 hours/day

- **Webinar 1:** *Incorporating Green Practices and Sustainability into SCT* (4 February)
- **Webinar 2:** *Trends & Innovations in Sustainable Tourism* (4 February)
- **Workshop:** *Circular Economy & Green Value Chains in SCT* (11 February)
- **E-Coaching:** Mentoring on sustainability strategies and incorporating circular economy principles. (11 February)

! Key Highlights Section

- **Green value chain integration**

Learn how to implement sustainable practices across the tourism supply chain.

- **Reducing carbon footprint**

Discover methods to minimize environmental impact through eco-friendly practices.

- **Sustainable financing and incentives**

Understand how to access funding and incentives for green initiatives in cultural tourism.

Objective: Guide participants in integrating sustainability practices into their businesses, fostering eco-friendly solutions in cultural tourism.

Programme Features:

1. **Inspiring Webinars:** Each module features in-depth webinars delivered by industry experts, providing insights into the latest trends, challenges, and opportunities in Web 3.0, digitalization, and sustainability.
2. **Interactive Workshops:** These practical sessions allow participants to work on real-world problems, receive feedback, and build skills through hands-on activities.
3. **Online Coaching:** Strategic coaching to refine business models, explore funding options, and apply immersive technologies.

Demo Day & Exhibition:

Date: 26 February 2025

Time: 15:00 CET

Duration: 3 hours

Location: *Metaverse Environment*

The **Demo Day** will be the culminating event where participants present their progress and business innovations in a pitch-style format in front of peers, industry experts, and potential investors. The top three performers will receive a special prize: one-to-one personalized mentoring from industry leaders.

Key Dates:

- **Start of the Programme:** 6 November 2024
- **End of Training Modules:** 11 February 2025
- **Demo Day:** 26 February 2025

This syllabus not only prepares participants for success in the dynamic world of cultural tourism but also culminates in an immersive **Demo Day** in the Metaverse, providing a real-world platform to showcase innovations and connect with investors.