

# Next GEN Tourism

**NEXTGEN**  
Tourism  
Skills for Tourism Business Succession



Erasmus+



6 Project partners (IS, AU, GE, SI, IE)



1. 11. 2025 – 31. 10. 2027

## Securing the Future of Tourism SMEs

Next GEN Tourism project has officially launched, bringing partners **together to address key challenges for tourism SMEs – business succession and continuity.**

In January 1st transnational meeting was held in Reykjavík, hosted by the University of Akureyri, launching a two-year collaboration focused on strengthening succession readiness of tourism sector.

## Resources and Supports Being Developed

- **Competence Framework & Curriculum:** *a clear skills roadmap for next-gen tourism owners, successors and educators.*
- **Modular Training Course:** *FREE online, bite-size learning modules you can use as an educator or business owner.*
- **VET Educator Packages with Succession Toolbox:** *ready-to-use teaching materials with dedicated toolbox.*
- **Digital Readiness Assessment App.**
- **Case Studies:** *showcasing real businesses sharing what worked and what didn't on their journey.*



## Challenging Business Succession and Continuity in Tourism SMEs

Across Europe, thousands of tourism businesses are at risk and particularly those in rural areas— not because they are failing, but because there is no clear plan for who takes over next. Next GEN Tourism aims to address this challenge by **equipping VET educators, tourism SMEs and business advisors with practical resources, tools and training to**

support smooth, sustainable transitions that meet the needs of all involved.

We support and encourage tourism businesses to **think ahead, plan succession early** and ensure the businesses they've worked so hard to build continues to thrive when the time comes to step back.

## Shaping the Future Together

The project is moving into its research and co-creation phase. **We invite tourism businesses and educators across partner countries to join us and become part of our upcoming activities** and help shape the project's content, tools and digital solutions.



**VET educators** are crucial in preparing future tourism leaders and we will strengthen their skills through tourism-specific resources.

**Business advisors** will be provided with new methodologies and digital tools to enhance client

support, while **policymakers** will have access to research-driven insights to better support tourism SMEs and national development.

**Small, medium, and family-owned tourism businesses,**

**including women entrepreneurs, rural business owners and first-time successors** – are the direct beneficiaries of the project's practical outputs.

All resources will be flexible, modular, inclusive and accessible anytime from anywhere.



***“We believe the resources will help protect jobs, preserve local tourism businesses, maintain their reputations and identities and support long-term economic resilience in tourism-dependent regions.***

—Project partners



Contact us for more.

## Who We Are

The Next GEN Tourism project connects **six partner organisations from Iceland, Austria, Germany, Slovenia and Ireland** to strengthen succession and continuity in tourism SMEs across participating countries and beyond:

1. **University of Akureyri**
2. **MCI | The Entrepreneurial School**
3. **Gairmeach Training Limited**
4. **Momentum Educate + Innovate**
5. **The Vision Works**
6. **Development Centre of the Heart of Slovenia**



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## Webpage



<https://nextgentourism.eu>

Stay tuned.

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