



INCOME Tourism

Newsletter
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António Marto
Fórum Turismo, Portugal
INCOME Tourism Ambassador



Fórum Turismo

para uma nova geração de profissionais
de viagens, turismo e eventos



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Born on May 20th, 1987, in Fátima (Portugal). From a very young age, António Marto started working in tourism activities to cover his living expenses and to pay for his studies. Passionate about contact with the public and the challenge of creating new opportunities and paths for business solutions. The opportunity arises to show work at Associação Fórum Turismo wherein 2015 he enters as an intern and who today, with great pride, chairs. His professional career so far is marked by linking to names of initiatives such as Bolsa de Empregabilidade, Hospitality Education Awards - awards that value talent in Tourism Education and Training in Portugal, as well as Tourism Challenges. Graduated from the Polytechnic Institute of Leiria (ESTM) and master at the service of the Polytechnic Institute of Lisbon (ISCAL) also presents in its past training in some training centres in the areas of tourism and public relations. António assumes himself as a liberal and supporter of ideas capable of making a better and fairer world.

António Marto thinks the usage of soft skills within Fórum Turismo is perhaps the work tool most valued. The intrinsic capabilities of each team member make the difference. He explains that amongst the people working at Fórum Turismo there is a sense of equality: "We are free to think and make it happen. It just depends on us and our will." Fórum Turismo can make a difference for young people in their career path development: "Each young person must be understood by their motivations. Knowing the motivations, we know how to align the best path. The young people who work with me have great challenges ahead. Because I know you are driven by challenges." António's opinion on dual education is that it "allows the greatest competence of the recipient. I will always defend that each one of us has to be different from the other because of his soft skills."



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Webinar

**Thursday March 12th 2020
Exact time will be announced
on the webinar website soon!**

The INCOME Tourism project aims at developing a new learning approach based on a cooperative learning process joining higher education and tourism businesses applied to soft skills learning to be incorporated in the last year of the Tourism Bachelor (EQF6).

Although some efforts can be found in different higher education contexts, there is still the need and potential to bring academia and industry together in a new cooperative learning model to get a curriculum focusing on soft skills and with learning outcomes adapted to the real, evolving and demanding needs of the industry, which is the ultimate purpose of INCOME Tourism.

During the webinar different stakeholders representing the learning trios (Higher Educational Institutions, Students and Private and Public Organisations) will focus on different perspectives of Dual Cooperative Education.

The purpose of the webinar will be to point out different benefits and challenges for different stakeholders and to deepen the understanding of what dual education involves, to highlight additional factors not presented yet.

**More information at:
www.atlas-euro.org**



One of the speakers at the webinar will be Eva-Maria Ruehle. Eva-Maria is one of the ambassadors of the INCOME Tourism project. She started her career in tourism graduating from the College of Hotel Management Bad Reichenhall with the a dual professional education in the Hotel Bachmaier, Tegernsee (Bavaria). After years of gathering international work experience in Switzerland, Canada and Mexico she accepted a director's position for management of a 4 star sport hotel in Davos, Switzerland. 1988 and 1989 she successfully completed the examinations for the master craftsman's diploma in hotel and in gastronomy. For 35 years Eva Ruehle has been managing director and partner of the physical rehabilitation clinic Reha-Klinik Schwaebische Alb, Bad Urach, an institution with rheumatic-orthopedic orientation and a capacity of 175 beds. Eva Ruehle has been a board member of the federal association for the German hotel and gastronomy industry DEHOGA for 30 years, chairing its association for vocational education for 21 years. She is also chairwoman of the university council of the Baden-Wuerttemberg Cooperative State University DHBW Ravensburg. She is passionate about creating ideal conditions for professional education and enjoys supporting young people in their career path development.

**More information on the INCOME Tourism project at:
<http://income-tourism-project.eu>**