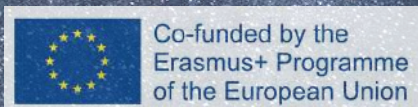




STARLIGHT

NEWSLETTER #2

Skills for Tourism and Recognition of the Importance of Dark Skies



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STARLIGHT

NEWSLETTER #2

STARLIGHT WEBINARS COMPLETED!

Webinars n. 2 and n. 3 were held in the past month of May, Monday 8th and 22nd.

Focus of Webinar n. 2 was experiential tourism.

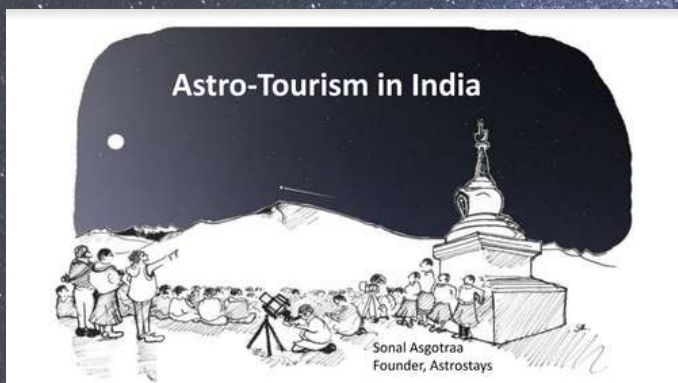
Starlight participants had the opportunity to know about good practice case of the Kaunertal – Kauner valley in Tirol / Austria. They travelled virtually to this valley in the Austrian Alps that inspires Europe with its path towards dark sky tourism and sustainability. Stargazing at its best is possible here and the experts from the Kaunertal are currently explaining how they managed to make their valley a success story for star enthusiasts all over the world. Participants were then asked to reflect on the following three questions:

1. What insight from the Tirol presentation inspires, motivates or challenges me most?

2. In order to initiate a dark sky experience in my own context, what would I have to research? What is new to me, what have I not thought about previously?



3. How would I sketch the stakeholder landscape in my context? Who are known allies/ supporters and who could be allies / supporters at second sight? Who might be difficult stakeholders?



Webinar n. 3 was dedicated to the themes of entrepreneurship and territorial and digital marketing.

The experts' speeches ranged from a good use of AI for marketing, innovative tourism and good practices in astrotourism.

Among several presentations participants had the opportunity to fly with their minds to India, thanks to the intervention of Sonal Asgotraa, Astrostays' founder, who guided us through her astrotourism-related business experience.

Participants were then asked to create a draft proposal for a model of an innovative product in astrotourism. All the presentations and video of the webinars were made available to participants as material of the course.

CHECK THE NEW STARLIGHT VIDEO

«Starlight - Adjust your eyes again» is the title of the new video produced by the Starlight partnership. The video, which is public and available via the Starlight website, uses the storytelling technique to "tell the story" of the dark skies, and how light pollution affects nature and human beings.



FIRST STARLIGHT SUMMER SCHOOL IN RAZLOG, BULGARIA

From 25th to 29th of September our first Summer school took place in Razlog, Bulgaria. The summer school was hosted by the National Business Development Network which is the Bulgarian partner in the project.

Fourteen participants from Austria, Bulgaria, Germany, Italy and Spain took part in the school. During the five days of the school the participants learned about



entrepreneurship, customer care and the possibilities for development of Astrotourism in Bulgaria and Europe as a whole with the aim of supporting them to build their own career. The participants were divided into 3 teams and each team had to develop its own business model of embedding dark

skies observations for tourism purposes. Experienced tutors from the University of Economics Varna, the Astronomy Institute to the Bulgarian Academy of science and the National Astronomy Observatory in Rozhen helped them along the way.

On the 28th of September a Multiplier event was held in Razlog, at which the Starlight project was presented to different stakeholders and where the 3 teams presented their business models.



Mentors from the Starlight partnership followed the activities of the participants. It was a really engaging experience for everybody. We are eager to meet our participants again in the forthcoming Spring school that will be held in Piedmont, North Western Italy, April 15th to 19th, 2024.

Traveling for a Passion and Finding a Universe of Friends (Michele Di Francesco, Starlight participant)

CHECK OUT OUR SOCIAL MEDIA



 starlight.erasmus@gmail.com  <http://starlight-europe.eu/>

 [@starlight.erasmus](https://www.instagram.com/starlight.erasmus)  https://www.facebook.com/starlight_project

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