

Angers TourismLab.



Recherche, Formation & Innovation **en PAYS de la LOIRE**



What is it ?

A proactive regional policy targetting a dozen of **strategic sectors for the Region Pays de la Loire** (tourism, vegetal, materials...)

A development accelerator (or ideas incubator) for Research, Training and innovation in Tourism in Pays de la Loire for 5 years

Why now ?

ESTHUA in Angers :

- **1st European training center in tourism**
- **3 000** students

A major sector

- 8 % regional PIB
- 43 000 employees

A unique mobilization of regional actors

What are the goals until 2020 ?

To become a leader in France and around the world through :

- **Research** : academic and applied
- **Training** : tourism jobs
- **Innovation** : in entreprises and touristic destinations

A first image of the actions lead by ATL

Research

- An on going mapping of competencies in tourism research
- 7 projects financed after the 1st internal call for projects
- A structuration project in West of France
- Assistance in submission of national and international programs (ANR; H2020)

Innovation

- Tourisme Innovation Lab creation
- Experiment hotel application

Training

- An on going mapping in tourism training
- 3 training projects

Internationalization

- International strategic partnerships
- International Benchmark about the best universities in tourism
- Summer School