



TOURISM TALKS SERIES

***“Innovation and sustainability in tourism: an integrated vision”***

29/10/2025



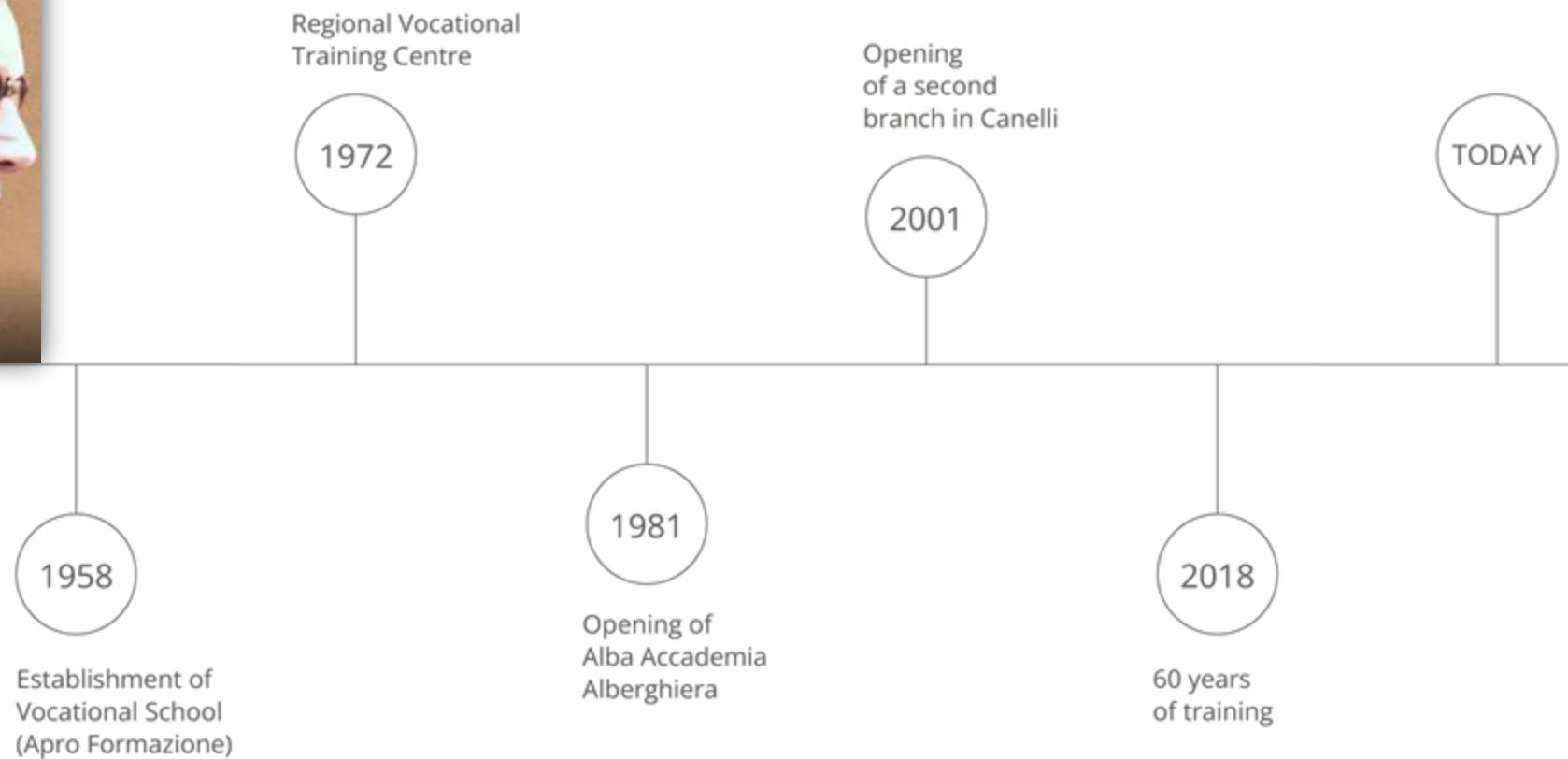
**apro»**

***Apro Formazione: a systemic approach to  
Tourism Internationalization***



# Founder & Pioneer

Giovanni Battista Gianolio (1925 – 2010)





# Mission

Strengthening of **human capital** and readying of today and  
**tomorrow's workforce**, with a focus on **inclusion**  
and attention to **technological innovation**, **green** economy,  
**internationalization**





# Consortium members

# CERETTO



**FERRERO** 

**Miroglio**  
Group





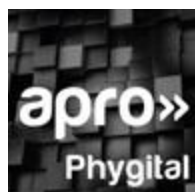
## TRAINING SECTORS



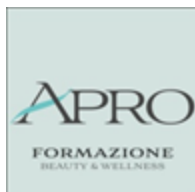
Tourism & Gastronomy



Tech



Digital communication



Beauty & Wellness



Healthcare

## TRANSVERSAL SERVICES

HoReCa training



Guidance & Work services



Internationalization



Language training



Company training







CERTIFICATE OF  
**"VOCATIONAL EXCELLENCE"**  
in  
**VET Internationalisation**  
Awarded to  
**APRO Formazione**

This document certifies that APRO Formazione has been acknowledged for its capacity to deliver impactful VET excellence programmes, to engage stakeholders in raising the relevance of its excellence provision, and to focus on continuous improvement in vocational excellence.

\*This certificate is funded by the EU and designed and issued by the European Training Foundation.  
It is valid 3 years from award date.

13 - 03 - 2025

DATE

  
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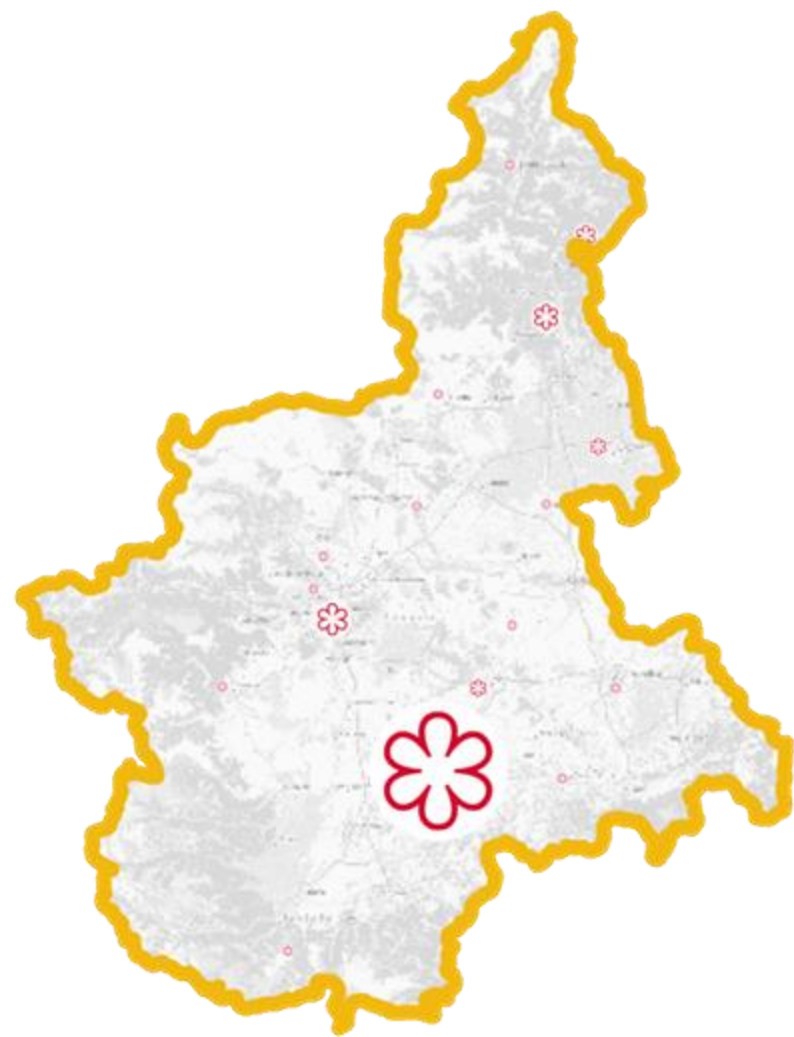




## A systemic approach to Tourism Internationalization

- **Local engagement:** be an active part of your local environment: understand its strengths and weaknesses, and collaborate with local communities to create value.
- **Systemic thinking:** every tourism actor and stakeholder is part of an interconnected system. Align your organization's goals with the broader territorial and sectoral ecosystem.
- **Glocal Strategy.** Act local, think global: respond to local needs while adopting global policies and strategic visions to enhance competitiveness and resilience.
- **Innovation and Sustainability through Internationalization**  
Use internationalization as leverage to innovate and ensure sustainability—invest in upskilling and reskilling, adopt new business models, embrace a holistic approach, and promote dual transition.









# Tourism & Gastronomy (EQF 3 – 4)















Apro Formazione

20 min walk

*Copyright*





# Alba

UNESCO Creative City of Gastronomy

UNESCO Heritage Site of the Vineyard  
Landscapes of the Langhe, Roero,  
Monferrato

International Truffle fair

MUDET – Truffle sustainability museum

24 Michelin stars restaurants

VINUM – Outdoor wine fair

Hiking trails, slow tourism, agro-tourism and  
TOURISM for ALL...





# Mobility abroad (territorial service)

- Under-age students participating in **1-month internships** abroad
- Graduate students and unemployed citizens involved in **long-term internships** abroad (**3, 4, 6 or 7 months**)
- **Staff** mobilities for upskilling, courses and conferences
- Foreign **students** hosted in companies (3 weeks or longer)
- Foreign **staff** hosted in Study visit (High-level training and company visit)

# Innovative Erasmus+ Projects



## FLP – Digital & Green Tourism – **TOURING**

We supported green and digital transitions of local SMEs through modern curricula and [Online courses](#) with Microcredentials.

Launch of a Regional Skills Partnership

## KA2 - Innovation in Tourism – **TEF**

An [International Workshop](#) (+60 guests from 13 countries) in Alba and a [CVET Course catalogue](#) based on local needs



## CAPACITY BUILDING – **FOOD ROUTES**

Exporting the system and the expertise about gastronomy and tourism sector to improve VET in the [Maghreb region](#). New initiatives related to migration and work are in progress (Sustainability of workforce).

# INTERREG projects (ITA-FRA)

## **IMPACT – Immersion in the Cross-Border Gastronomic and Cultural Heritage**

Preserve the gastronomic, cultural and intangible heritage of Alba and Cannes, through research, cataloguing, documentation, and exchange. Today, it represents a vast [repository of videos](#) (including famous dishes from Michelin starred chefs).



## **DEVIN0 – Dealcoholization of Wine up to 0 Degrees**

An experimental project aimed at transferring dealcoholization processes from research centers to enterprises, in collaboration with consortia and producers. The goal is to preserve sensory characteristics and quality while ensuring sustainability throughout the process.



Thanks for your attention!

[www.aproformazione.it](http://www.aproformazione.it)

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