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DIVERTIMENTO
Europe: motion, emotion, imagination

DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

PROJECT FACT SHEET 02

INTENSIVE TRAINING COURSE

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

THEME 2: DIVERSIFYING THE EU TOURISM

OFFERS & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM
PRODUCTS



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EXPERIENCE EXCHANGE TRAINING PROGRAMME

The DIVERTIMENTO standard-oriented training course sets a methodology which enables tourism professionals to manage information, exchange data, visualize trends and connect to social media tools providing full transparency in the project development and achievements.

It is an e-learning course that offers 4 Modules to participants: 1. Heritage Tourism Industry; 2. Heritage Tourism Planning; 3. Leisure Time Management; 4. Heritage Tourism Marketing.

The

VIRTUAL DESK AND KNOWLEDGE TOOLKIT

The Virtual Desk and Knowledge Toolkit designs is an i-Cloud working area which enables the convenient, on-demand network access to a shared pool of configurable computing resources. They are interrelated with the Pocket Library - a cognitive-driven multi-mediathek, which works as an indicator of trends, problems, solutions, deviations, new potential services and products. The media materials can be generated and uploaded in almost real-time using the local ICT access points provided by the project.

EDUCATIONAL AV RECORD

The DIVERTIMENTO Vimeo Channel is an effective tool to transfer parties involved the particular knowledge that can be transformed in a new service or product. The Vimeo Media Channel is linked to new services to be implemented in the Project Area and Social Media.

ON SITE TEACHING AND LEARNING

The Intensive Training Course offers onsite training via: (i) 4 study visits; (ii) 4 onsite lectures; (iii) 4 evaluation workshops to be realized in Lagopesole, Italy; Race-Fram, Slovenia. Berlin, Germany and Trabzon, Turkey.

e-COURSE DURATION

The e-Course is starting on October the 3rd 2016 and lasts 20 weeks. Study visits and evaluation workshops are included.

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e-COURSE DURATION

The pool of learners consists of 60 trainees who were given the access to the-platform and are currently implementing the e-course. The participants shall profit from the knowledge toolkit and participate in the onsite activities. As for the assessment process they shall pass weekly tests and finally dissertate Pilot Project plans at the partner territorial level.

OUTCOMES

Il trainees co-develop with the help of tutors and experts a new heritage tourism product, the DIVERSIMENTO TRILOGY. A new cultural heritage consumption pattern is created through the jointly developed Trilogy: EUROTHENTICA, the Transnational Cultural Heritage Route, EUROTHENTIC, the iBook for iOS and Android operation systems and the heritage games EUROTHENTICS at 7 heritage places with clues from each geo location to the next and each place to the other thus ensuring the transnational dimension of the innovation and circulation of the visitors flow between the partner territories.

The product innovation lies in the new tourism business model developed, which transforms the product - buyer to the product-seller enhancing customer loyalty on the basis of customer satisfaction and excellence of heritage experience acquired through the 7 brand new heritage tourism products in the Project Area.

The Trilogy is inspired by the COE Principles for cultural routes, exploiting both the technology intense experience and the onsite experience in the territory and is connected to 70 micro-enterprises in the project area. It will follow a tailor made viral communication, commercialization and distribution strategy to enter the global tourism market in 2017 at the ITB Berlin and be profitable upon Project Completion.

e-SUPPORT

The e-Course is hosted by INE, Institute of National Economy, Romanian Academy, at: <http://moo.ien.ro/> and it is linked at the Project Website at: <http://divertimento.unicity.eu/index.php/training>.