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DIVERIMENTO
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DIVERIMENTO

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

PROJECT FACT SHEET 03

RECRUITMENT OF SUPPORTERS

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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CALL FOR EXPERTS

DIVERTIMENTO is looking for tourism and/or heritage experts who will recruit the Transnational Evaluation Committee and join the EUROTECHNICA Association of Tourism Enterprises.

Transnational Evaluation Committee shall be represented by experts working in tourism, culture heritage and communication who will be insisted to provide quality input and standards from the international experience to affect the project main deliverables – the Cultural Route EUROTHENTICA, the iBook and the Heritage Game towards excellence and the acquisition of a brand name.

EUROTHENTICA ASSOCIATION OF TOURISM ENTERPRISES

The Statutory Association of Tourism Related Enterprises EUROTHENTICA will be the organization which will inherit the project legacy with 102 tools to maintain results and replicate project achievements. The EUROTHENTICA Association of Tourism Enterprises /EATE/ will be established in Rome and work to stabilize the project results transferring the project philosophy at transnational level and to attract newcomers for future actions. EATE will be the primary responsible to convince the parties involved to contribute towards inclusion of state, civil society and economy, to develop an inclusive approach that widens and deepens the involvement of the third sector. EUROTHENTICA is activated throughout the Project's runtime, to benefit the tourism SMEs as direct beneficiaries and stakeholders as ultimate beneficiaries such as local government bodies and ministries, regional and local authorities and communities, local action groups, NGOs and the voluntary sector, cultural operators and local heritage organizations and initiatives, professional Unions and Traders Associations involved in tourism in the Project Intervention Area.

EXPERT PROFILE

Experts of any kind working in tourism, culture heritage, communication and culture heritage audiovisuals and the arts independent of study background are asked to recruit the Transnational Evaluation Committee.

Encouraged are also young experts with 3 years of proven experience in heritage management, communication, interpretation, CH audiovisuals and arts or other.

Experts shall complete their curriculum vitae in the Europass format. The Guidelines for completing the Europass and a complete example can be downloaded directly from the following link:

<http://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instructions>

CVs must be sent to Mrs. Elena Simeonova, project coordinator at the Union of Bulgarian Black Sea Local Authorities, e-mail: assistant@ubbsla.org

All experts shall receive a confirmation email for their expression of interest.



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INTERNATIONAL TUTORS POOL

Pool of international tutors for the exchange of experience and selection of best practices for high added value tourism products will be created to support and e-course management, the EUROTHENTICA Association and application of quality products and services of culture heritage. It is foreseen 35 experts representing the participating countries to form the international pool the list of which is not exhaustive yet it will be further promoted and disseminated for attracting volunteers and contributors.

SURVEY STUDY

A study on the entrepreneurship needs of tourism SMEs will serve as a platform to identify new concepts of smart heritage tourism products and services starting from diversification of skills and capacities of professionals and global changes. SMEs, stakeholders, key actors, etc. will be targeted in order feedback to be obtained and processed.

A satisfaction survey will feed the need of information about images of places and cultural reputation of each project area. Potential domestic and foreign visitors, guests and residents will be detected so as best possible solutions matching demand and supply side to be found.

Both surveys will be analyzed and summarized for the needs of the following potential results:

* Tangible results:

- 7 new products and services identified and valorized
- 12 recommendations for the updated skills elaborated
- 1 common tool to facilitate real time access in the project area and to connect the Cultural Route
- 24 policy recommendations developed for heritage tourism and services

* Intangible results

- Common international methodology adopted to improve knowledge management and to facilitate the understanding heritage asset values
- Mutual benefits to both demand and supply side ensured by the tools and mechanisms to promote and disseminate high quality products and services of culture heritage