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DIVERTIMENTO
Europe: motion, emotion, imagination

NEWSLETTER no 2

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Second Consortium meeting Lagopesole, Italy

The 2nd Consortium Meeting was held from 26th to 29th on July 2016 in Lagopesole, Italy which gathered participants from the project partners and hosted by UnicityS.r.l. The 1st stakeholders workshop “Strategy for local territorial development” was launched in the beginning of the meeting where actors from tourist oriented companies from the hosting region were invited to take part.

Series of related events were organized within the period. The thematic workshop “DIVERTIMENTO roadmap and strategic scenario” held on 27th of July was targeted to the basic concepts and development of pilot projects which are to be implemented in the partner territories. Administrative and technical issues for the phisycal implementation of the project were discussed as well.

Of particular interest to the project was 28th of July, where the Italian Pilot Project (the Narrative Museum ‘Il Mondo di Federic Scondo’ was presented in the Castle of Lagopesole within the organzied study visit and stakehodlers workshop. A very attractive part of it was the performance of the Multivison show in the Courtyard where the local community was also represented.

The 2nd Consortium meeting concluded with the evaluation workshop and an info day highlighting the scenario and practical tools for setting targets and local interpretation while developing and implemeting the pilot project in the partner regions.





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DIVERTIMENTO INTENSIVE EXPERIENCE EXCHANGE TRAINING PROGRAMME

On 3rd of October 2016 the DIVERTIMENTO Training Course was launched in the partner countries. It is an intensive experience exchange training programme that provides a hybrid learning methodology for tourism professionals and stakeholders to manage information, exchange data, visualize trends and connect to social media tools.

The distance learning course posts 4 modules to participants: 1. Heritage Tourism Industry. 2. Heritage Tourism Planning. 3. Leisure Time Management. 4. Heritage Tourism marketing. In addition onsite trainings are offered via four study visits, onsite lectures and evaluation workshops in Italy, Germany, Slovenia and Turkey.

The DIVERTIMENTO Intensive Experience Exchange Training Programme (DIEETP) develops a multidisciplinary, participator knowledge platform fully capable to adapt to multicultural environments and attracts a wide range of different learner groups without restrictions to professional background, sex and age. The pool of learners consists of at least 36 trainees from the partner countries.

The course will last 20 weeks and will end with dissertation of pilot projects integrating the national particularities and distinctive features of tourism potentials in the peripheral destinations.

The e-course is hosted by the Institute of National Economy, Romanian Academy at <http://moen.ro> and it is linked at the project website at:
<http://divertimento.unicity.eu/index.php/training>

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EUROTHENTICA

The EUROTHENTICA, the Transnational Cultural Heritage Route includes in-depth visitor experience with their interpretation into 70 geo-locations in Rhodes, Greece; Lagopesole, Italy; Mazaricos, Spain, Race-Fram, Slovenia; Alba Julia, Romania; Varna, Bulgaria and Trabzon Turkey. It is designed based on the cognitive, emotional, multisensory and haptic experience of authenticity and quality.

Each one of the 7th partners develops 10 narratives and promotes a viable heritage consumption mix united in a pilot project plans which form exceptional heritage experiences for locals and visitors, especially tailored for the senior and youth market. The plans reveal the values of local heritage, values of places, objects, sites and collections, oral histories and narrative structures, arts, lifestyles and traditions, etc. and turn them to high added value cultural projects for a wide range of users (locals, visitors, commuters, authorities, decision makers, investors). The pilot plans form EUROTHENTICA. It is adaptable as a long-haul European Route for the overseas and distance -decay markets of the Americas, Australia, Russia, China and India.

Complementary to EUROTHENTICA, 7 Heritage Games are designed with clues from each geo-location to the next and each place to the other revealing the transnational dimension of the innovation and ensuring the visitors experience on and acknowledgement the values of heritage. The games are family friendly and support both children and adults with new skills and knowledge in the recreational learning environment, thus prolonging travel motivation and length of stay.

The Cultural heritage Route and the Heritage Games defined part of the DIVERTIMENTO outcomes that ensure the interpretive learning, cultural diversity based on distinctive features and national identities of the partner territories.

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CALL FOR EXPERTS

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

Transnational Evaluation Committee shall utilize the capacities of experts working in tourism, culture heritage and communication to provide quality input and standards from the international experience do as to affect the project main deliverables – the Cultural Route EUROTHERICA, the iBook and the heritage game towards excellence and the acquisition of a brand name.

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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