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INTENSIVE TRAINING COURSE
Advertisement

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

TRAINING ADVERTISEMENT

CONTENTS

ACRONYM: DIVERTIMENTO

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

TRANSNATIONAL PARTNERSHIP

- GREECE: CULTUREPOLIS

- ITALY: UNICITY S.r.l.

- SPAIN: HOTELOFI S.r.l.

- SLOVENIA: POSEJDON DOO

- ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY

- BULGARIA: UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES

- TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA

This project is co-funded by the European Union

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SUMMARY

- The EU Project DIVERTIMENTO diversifies tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market.

- The Project combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development. Seamlessly connected with tourism consumption points at place level, the product offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities. The product builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable by price.

- Fully in accordance with the EU2020 GRAND SOCIETAL CHALLENGES and the NEW NARRATIVE FOR EUROPE, 2014, 7 peripheral destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.

- The final product is a Trilogy (Cultural Route, iBook, Heritage Games) inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory. It enters the global distribution channel ITB Berlin in 2017 addressing primarily the connected consumer market, the senior and youth market.

- The Project Legacy with 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.

2 TRAINING COMPONENTS

1. DIVERTIMENTO VIRTUAL DESK AND KNOWLEDGE TOOLKIT

The DIVERTIMENTO Virtual Desk and Knowledge Toolkit designs is an i-Cloud working area moves local stakeholders from desk computing to cloud computing by providing a Virtual Desk to organize content, ideas and service prototypes. The Virtual Desk enables convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

2. DIVERTIMENTO INTENSIVE EXPERIENCE EXCHANGE TRAINING PROGRAMME (DIEETP)

A hybrid learning methodology enables tourism professionals to manage information, exchange data, visualize trends and connect to social media tools providing full transparency in Project development and achievements.

The e-Course offers 4 Modules to participants 1. Heritage Tourism Industry; 2. Heritage Tourism Planning; 3. Leisure Time Management; 4. Heritage Tourism Marketing. Activity 4.2 is directly interconnected with the 4 Transnational Study Visits.

3. DIVERTIMENTO POCKET LIBRARY

The Pocket Library is cognitive-driven multi-mediathek, which facilitates domain specific knowledge acquisition and transfer in vocational learner settings. The Pocket Library is the collection of media material produced across the Project Life. It works as an indicator of trends, problems, solutions, deviations, new potential services and products since media materials can be generated and uploaded in almost real-time using the local ICT access points provided by the project.

4. EDUCATIONAL AV RECORD

New training is required to innovate and manage novel products and services that today are not connected to real needs and demands of users of cultural products and services worldwide. Authentic stories have a stronger impact on the consumer. DIVERTIMENTO utilizes the Vimeo Media Channel as an amplifier to encourage the acquisition of new skills, supporting at the same time parties involved to provide for feedback about activities, outputs, qualities of deliverables and impact of results in the territory all across the Project life. 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 thus linked to new services to be implemented in the Project Area and Social Media.

5. ONSITE TEACHING AND LEARNING

DIVERTIMENTO aims to advance heritage tourism by delivering high quality experiences at heritage places and communicating cultural values: from natural monuments and ecosystems to sites and collections, from the arts to traditions and handicrafts. It is needed to demonstrate how the values of tangible-intangible, movable-immovable and spiritual heritage assets can become catalysts for regeneration and development by being revealed and communicated. Therefore

DIVERTIMENTO Intensive Training Course offers onsite training via:

- 4 Study Visits in Lagopesole, Italy; Race-Fram, Slovenia. Berlin, Germany and Trabzon, Turkey
- 4 onsite lectures in Lagopesole, Italy; Race-Fram, Slovenia. Berlin, Germany and Trabzon, Turkey
- 4 evaluation workshops in Lagopesole, Italy; Race-Fram, Slovenia. Berlin, Germany and Trabzon, Turkey

2.1   Admission

Following the H2020 GRAND SOCIETAL CHALLENGES and the EU HORIZINTAL POLICIES 2014-2020, the DIVERTIMENTO INTENSIVE TRAINING COURSE develops a multidisciplinary, participatory knowledge platform fully capable to adapt to multicultural environments and attract a wide range of different learner groups without restrictions to professional background, sex and age stereotypes. It addresses audiences with a particular interest of focus in heritage and tourism with Bachelor degrees in (indicative only): Humanities and Law (Classics, Archaeology, Anthropology, History, Linguistics etc.); Architectural and Civil Engineering incl. Landscape Design and Garden Architecture; Economics and Tourism Planning; Environmental Sciences and Biology; Sciences (Chemistry, Physics, Mathematics etc.).

The **Pool of Learners** consists of a minimum of 36 attendees who will be given access to the Platform and implement the e-Course's according to the timetable. At the beginning of every week Course Participants download documents regarding the basic study materials and the weekly tests.

2.2   Duration

The e-Course is starting on October the 3rd 2016 and lasts 20 week.. 4 Study Visits and Evaluation Workshops are included.

2.3   Official Language

The official language of the DIVERTIMENTO is one of the COSME PROGRAMME 2014-2020 language (English) and therefore, the DIVERTIMENTO Platform (Moodle), the reading material, the tests and anything written in forums, via e-mail etc. will be in English.

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2.4   Main Training Outcome

All trainees co-develop with the help of tutors and experts a new heritage tourism product, the DIVERTIMENTO 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. 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.

DIVERTIMENTO acknowledges that not only businesses and stakeholders directly involved in tourism influence the quality of visitor experience at heritage places. Cultural heritage authorities and operators, businesses involved in material cultural heritage, souvenirs and handicrafts; businesses involved in cultural heritage communication; museums and sites involving interpretation and high tech to produce learning experiences etc. may complete, enhance or even destroy the place experience.

DIVERTIMENTO combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a new, shared vision for development. Seamlessly connected with tourism consumption points at place level, the product Trilogy developed, offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities.

TRILOGY

THE DIVERTIMENTO TRILOGY

The final product is a Trilogy inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory.

- The Trilogy 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.

- The Trilogy as the whole of the Project Legacy with a Cultural Heritage Infrastructure of 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements.

- The tourism product developed builds an unprecedented opportunity to terminate the vicious circle of generating and distributing low quality tourism commodities exchangeable on the basis of the price. Fully in accordance with the EU2020 GRAND SOCIETAL CHALLENGES and the NEW NARRATIVE FOR EUROPE, 2014, 7 peripheral destinations in Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey capitalize on best practices from the international experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.

THE COE ROUTE

Driven by high quality cultural communication, **EUROTHENTICA,** the Transnational Cultural Heritage Route, is not an assemblage of points with poor descriptions and services, but includes an in depth visitor experience ensured through their direct involvement at 70 geo-locations in Rhodes, Greece; Lagopesole, Italy; Mazaricos, Spain, Race-Fram, Slovenia; Alba Julia, Romania; Varna, Bulgaria and Trabzon Turkey. Incorporating the sense of place, the Cultural Heritage Route is designed to be consumed at place level as a cognitive, emotional, multisensory and haptic experience based on authenticity and quality. It is adaptable as a long-haul European Route for the overseas and distance-decay markets of the Americas, Australia, Russia, China and India.

THE iBOOK FOR iOS AND ANDROID OPEARTING SYSTEMS

The TRILOGY is supported by **EUROTHENTIC, the iBook** for iOS and Android operating systems. The iBook exploits the potential of advanced

multivision technologies to convey powerful messages for people and places and support visitor experience both in situ and ex situ. Available as free download, **EUROTHENTIC** acts as travel motivator and visitor influencer at the same time. **EUROTHENTIC,** is a cultural application with advanced multivision technologies for iOs and Android operating systems. The iBook handles both the pre-visit and onsite phase of the heritage journey. To be offered as a free download the iBook virally spreads at global level European cultural values, and launches the Project Area cultural heritage ID with acknowledged market value.

THE HERITAGE GAMES

The Trilogy is completed by **EUROTHENTICS, the Heritage Games** at 7 heritage places. **EUROTHENTICS,** the 7 heritage games with clues from each geo-location to the next and each place to the other bond **the** transnational dimension of the innovation and ensure the circulation of the visitors flows from the mature point (Rhodes, Greece and Varna, Bulgaria) to the peripheral ones (Lagopesole, Italy, Mazaricos, Spain, Race-Fram, Slovenia, Alba Julia, Romania, and Trabzon, Turkey), promote also the ideal of responsible tourism and raise visitor awareness for the environment and cultural diversity. 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 an length of stay.

2.5   Tutoring Schemes

At the beginning of every week, Course Participants download documents regarding the:

- BASIC STUDY MATERIAL, which they have to complete until the end of each week. In addition, they can download the
- EXTRA STUDY MATERIAL. By the end of each week Course Participants have to complete and send back to the tutors (LP) a small test
- WEEKLY TESTS help PPs to better understand the Study Material.
- FINAL DISSERTATION is the Pilot Project Plan and therefore it is mandatory for ERDF PPs to complete it (Act.7.3).

2.6   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

The process of implementation is based in the use of Moodle e-Learning platform that can guarantee easy access to the study material as well as all necessary communication procedures (learner-to-learner, learner-to-teacher).

2.7   Assessment

The concept of this type of assessment is specifically designed to aid learners evaluate themselves and develop skills and expertise and not to be used as a mere evaluation tool per se. DIVERTIMENTO offers a triple mechanism to assess participant skills and prepare them to become expert professionals in the sector of tourism management: Weekly auto-corrective comprehension tests in digital environments, in situ research/internship and a Dissertation thesis are the prerequisite for the overall success. The 3 assessment steps are designed in didactical progression, offering the possibility to repeat steps in case of failure. The assessment rates are structures as follows:

- Weekly tests (40%). Weekly tests support the in situ research / internship

- Participation of onsite activities (20%); results and experiences feedback the Pilot Project Plan

- Dissertation alias Pilot Project Plan (40%); integrates the overall effort.

2.8   Assistance

For issues related to the **e-learning process and content,** please contact the **tutors.** You will find the necessary contact information in the topics at the Moodle Platform.
For technical issues related to the **use of the platform,** please contact the **administrator.** The technical contact info is on every page of the platform.
For **any other issue,** please use the **"Contact Info"** found on every page of the platform.

3 LEARNING OUTCOMES

DIVERTIMENTO creates a framework for professional up-to-date heritage management conjugating heritage knowledge with tourism planning, using a cognitive "interpretive approach" and didactic tools deriving from instructional design familiar with brain architecture. The Training connects knowledge and learners' needs with tools, methods and policies of the DIVERTIMENTO will add value to heritage interpretation practices from a set of basic skills into a multidisciplinary process such as Interpretive Planning (IP), aiming to create tools and methods to create industry related product and services resulting into greater protection and consumer satisfaction. Participants learn how to identify, signify, valorize and manage natural and cultural resources, by defining heritage values and formulating an area's heritage typology especially designed for culture and tourism uses, in order for them to safely enter the global market. Tourism as a place-based activity generates destination identity at different scales, defining places as the great imperative. DIVERTIMENTO teaches how-to create a non-exchangeable image for given heritage resources/places able to attract diverse audiences:

- Planning interpretive products and services for different audiences in recreational settings
- Developing heritage typologies on the basis of distinctive and visit-worthy features
- Creating sustainable tourism uses in heritage environments (natural and man-made)
- Signifying and Marketing Heritage Resources for cultural consumption and tourism
- Evaluation Methodologies
- Interpretive Plans and Applications

All 4 MODULEs are designed to deliver 3 main outcomes following a hierarchical progression in the respective scientific field:

A. Domain specific knowledge acquisition **(learn)**

B. Domain specific skill development **(execute)**

C. Domain specific expertise **(implement)**

3.1 MODULE 1: "HERITAGE TOURISM INDUSTRY"

MODULE 1 deals with sustainable tourism, introducing participant to the genius loci, a place's identity and spirit. It places heritage into its broad cultural context, and emphasizes the importance of interpretation in the understanding and valuation of heritage. M1 demonstrates that heritage tourism may offer even small communities economic growth and employment diversification, improve the residents' income, enabling young people to stay in their local communities. Learners acquire knowledge about how to plan and manage tourism attractions and how to develop experience-based tourism products and services, whereas the understanding of tourism accessibility is of crucial importance for the overall success.

3.2 MODULE 2 "HERITAGE PLANNING"

MODULE 2 "Heritage Planning" involves consequently much more than mere transmission of knowledge and facts: it is a system for decoding messages of diverse complexity and a high degree of ambiguity. It employs codes accessible to visitors, enabling them to connect with heritage presented to them in virtual and in situ environments by experiencing and understanding through their senses and cognitive abilities. By providing visitors with relevance Heritage Interpretation makes them a part of the experience. M2 teaches heritage interpretation as a main communication medium in recreational and

leisure settings. M4 exploits the different ways of communicating as a means to bridge the spatiotemporal distance between visitors and resources.

Learners are offered a methodology to classify a place's assets to heritage classes in order to further select distinctive and visit-worthy features and to produce a place's identity. Learners familiarize with the Significance Assessment Process, a methodological approach based on criteria for the assessment of cultural heritage resources from natural and man-made environment, accompanied by tourism modifiers, which guarantee the appropriateness of the resources to enter the tourism market.

3.3 MODULE 3 "LEISURE TIME MANAGEMENT"

MODULE 3 "Recreational Learning and Cultural Communication" delivers higher interpretive skills for planning holistic interpretive products and services with specific market value. It exploits consumer and visitor experience opportunities provided by given resources in given cultural consumption contexts, and caters for experience diversity. Learners acquire that visitors come to attractions for very different and sometimes conflicting reasons and learn how to provide opportunities for a range of visitor experiences as an important part of sustaining the attraction's quality. By providing a diversity of settings, learners accomplish a double task: firstly the offer visitors to select products and services close to their visitation motives and secondly a diversity of experiences helps to avoid the conflicts that often occur among visitors who expect various outcomes from their visits.

M3 deals also with the concept of leisure time, as a post-fordist good and its economic value in cultural heritage tourism and other consumption settings. The main learning task is to realize that leisure time has always a restricted, non- refundable time budget and is very much exposed to external risks. Direct accessibility to resources is therefore crucial for the success of a given product. Learners acquire how develop and implement successful leisure time products and services exploiting

opportunities offered in the recreational and leisure settings.

3.4 MODULE 4 "TOURISM MARKETING"

MODULE 4 aims to undertake a review of the typical marketing communication practices employed in the Project Area to understand the pre-visit decision-making of prospective visitors; to evaluate the perceived effectiveness of these communication practices in meeting desired communication and behavioral objectives; to examine the current visitor data (market research) being collected and employed by protected area managers and associated agencies in the development of pre-visit marketing communication strategies; to develop a market segmentation table or matrix for use in pre-visit marketing communication strategy; to provide for practical guidance on how to monitor the effectiveness of specific protected area marketing practices.

3.5 ONSITE TEACHING AND LEARNING

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