



Project fiche

TITLE OF THE PROJECT	<i>TRAINTOUR – Training for tourism and culture skills</i>
Funding programme	<i>ERASMUS PLUS KA2</i>
Summary of the project	<i>The project aims to develop specific skills in professions related to culture and creativity and tourism (creative writing, graphics, creation of websites, photography and video, tourism promotion and marketing). A portal will be built in which the classes of the schools (divided into sub-groups) involved will present the main points of interest in the area. The classes will then carry out a peer review activity at the other partner schools, making it possible to learn about the other territories and promoting (not only) school tourism among Slovenia, Italy and Austria.</i>
Partners	<ol style="list-style-type: none"> 1. CPIA Treviso (school for adult education) Veneto 2. Municipality of Tricesimo FVG 3. Carinthian Municipality (TBC) Carinthia 4. Turismusschule Warmbad Carinthia 5. Tourism school (TBC) Slovenia 6. Slovenian Municipality (TBC) Slovenia <p><i>Lead Partner to be identified among the institutions with more experience in the design and management of European projects and on the basis of the country where the project will be submitted.</i></p>
Challenges	<ul style="list-style-type: none"> • <i>scarce cross-border job mobility</i> • <i>weak knowledge of the cultural heritage of the territory</i>
Objectives	<p><i>Objectives of the project</i></p> <ul style="list-style-type: none"> • <i>to increase the entrepreneurship and initiative skills</i> • <i>soft skills related to project management;</i> • <i>to increase skills in foreign languages;</i> • <i>to promote job mobility and the knowledge of cross-border regions;</i> • <i>to increase skills related to cultural, creative and tourism professions;</i>
Contribution to programme's objectives	<i>To promote innovation, entrepreneurship, creativity, employability, knowledge exchange and / or multidisciplinary teaching and learning</i>

	<p>- use of participatory approaches and methodologies based on ICT; new or improved procedures for the recognition and validation of skills; greater effectiveness of activities for the benefit of local communities</p> <p>- Strengthen the internationalization of all partners involved.</p>
<p>European dimension of the project / European added value</p>	<p>The European added value of this project is to build a joint project in a territory that shares the same cultural heritage and that features two-ways job and tourism flows among the countries involved in the project.</p>
<p>Contribution to other policies</p> 	<p>As stated in the Factsheet “the Digital skills gap in Europe” published by the European Commission, “Digital technologies are used in many sectors among which culture, education, teaching and the information and communications technology industry. The demand for information and communications technology specialists is growing fast. In the future, 9 out of 10 jobs will require digital skills. At the same time, 169 million Europeans between 16 and 74 years – 44% – do not have basic digital skills”. On such a basis, it is deemed highly important to improve digital skills of people that will enter the labour market in the next few years. Moreover, CULTURAL STATISTICS 2016 from EUROSTAT (the most recent EU publication on culture) tells us that the percentage of the population that have never visited a cultural site (i.e. historical monuments, museums, art galleries or archaeological sites) in the last 12 months amounts to 50%. This means that European people do not know their cultural heritage and this is reflected on their sense of belonging to a common history and culture.</p> <p>As regards regional policies, the ESF OP of Friuli Venezia Giulia states that one of its priorities is the job placement, especially in the tourism sector. The ESF OP of Veneto Region points out that the transnational cooperation actions with cross-border countries will be aimed at sharing and comparing approaches, models and tools to find innovative solutions.</p> <p>The Law 8/2017 of Veneto Region identifies, among the European key-skills, the knowledge of cultural expression and the raise of their awareness.</p> <p>Finally, the third action group of the EUSALP aims at improving the adequacy of labour market, education and training with employment opportunities in strategic sectors in the Region, and at increasing the employment levels of the Region through joint macro-regional activities.</p>
<p>Synergy and complementarity</p>	<p>The project aims at capitalising the experience carried out by the <i>Tourismusschule of Warmbad-Villach</i> with the project “<i>Bike fun is school</i>” that was aimed at strengthening tourism and language skills of their students.</p>

<p>Description of the project and organisation in WPs</p> 	<p>WP1 – Management WP2 – Communication</p> <p>WP3.1 – Definition of the architecture of the portal /website Building up of a portal as e-learning tool supporting the didactics and promoting cross-border school tourism. The portal will be aimed at the valorisation of the natural and cultural heritage of the participating regions. Heritage will be presented by the students thanks to the increased skills on culture and tourism related professions (hospitality, creative writing, story-telling, graphic, photography, video, language and digital skills). The portal will be translated in 4 different languages (Italian, German, Slovenian and English).</p> <p>WP3.2. – Training of teachers and setting up of guidelines for the selection and upload of the contents Joint training (indicatively 3-4 days) for teachers coming from the schools partners of the project (history, art history, tourism, languages) for the adoption of a common methodological approach aimed at guaranteeing the link to a shared approach. Participant students should have adequate English skills as well as the basic knowledge of another foreign language among Italian, Slovene and German.</p> <p>WP4.1 – Collection of data and information Analysis of the local territory carried out by each school. This analysis will be conducted through visits, analysis of websites and databases, interviews and consultation of libraries in order to collect info on the tangible and intangible cultural heritage.</p> <p>WP4.2 – Teaching activities finalised to the creation of contents for the portal One or more classes for each school will be involved. It will be divided into different groups in order to perform specific tasks and improve non formal and informal skills such as teamwork and team-building, coordination, multidisciplinary approach. CPIA will work on the activities more related to the professional skills and will integrate the activities of Tourismusschule Warmbad as an external eye involved, in this task, non-EU students that do not have specific knowledge of these territories.</p> <p>WP5 – Students mobility and peer reviews Classes will mutually visit the other territories and discuss the contents of the portal created by the local schools. They will act as peer-reviewers and then contents will be revised on the basis of the suggestions coming from the non-local school</p> <p>WP6 - Internships</p>
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	<i>In order to increase job mobility within the cross-border areas, internships will be organised and hosted by cultural and tourism enterprises, tourism public bodies etc</i>
Output and result indicators	<ul style="list-style-type: none"> - questionnaires - No. of students involved - No. of teachers involved - Evaluation of the increased skills
Durability / sustainability	<i>The project can be transferred to other territories and widened involving other students of the partner schools. The portal could become a permanent tool supporting the didactic and promote, at the same time, new destinations for school trips.</i>
Innovative character	<i>This project is innovative because proposes a new approach for the knowledge of the surrounding region and the cross-border regions integrating digital tools in the didactic. The project aims to train students through a learning path based on a learning by doing approach. The output of this project is not only a training exercise but can represent a tourist promotion instruments for the territories involved.</i>
Target groups	<i>Student, teachers, general public, potential tourists</i>
Budget	<i>To be discussed</i>
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