



fOCUS europe

October, 2014

Spotlighting European developments and projects

SPECIAL EDITION

Sustainable Tourism



PESTO project and conference

Projects, developments and approaches on
sustainable tourism

- Labour market challenges: qualification and training
- ICT based communication and Web 2.0
- Regional developments
- And more...



Geographically, our interests and activities focus mainly on the Baltic Sea Region and on **Vietnam**.

We offer expertise & knowledge transfer concerning project development and management, we deliver regional studies, education tools and presentations - thus, feel free to contact us.

We at the University of Greifswald

- feel responsible for any kind of research in the fields of
 - leisure (recreation) & tourism,
 - regional development,
 - demographic change and its impacts;
- like to do market research and to conduct surveys.

Furthermore, we have established a new study programme with the degree “Master of Science” in “Tourism and Regional Development”.



Please take part in our poll (for those who live around the Baltic Sea or have visited at least one of the countries in the Baltic Sea Region)
www.bsr-identity.net



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AGORA 2.0 (Heritage Tourism for Increased Baltic Sea Region Identity)

- see www.agora2-tourism.net Parks & Benefits (Baltic protected areas and tourism)
- see www.parksandbenefits.net

RECRreate (Re-vitalisation of the Pomeranian Way of St. James)

- see www.re-create.pl

PAM-VN (Protected Area Management in Vietnam)

- see vn-protected-area-management.info



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Focus Europe

A spotlight for ideas and innovation



Dear readers!

It has already been a year since we presented the last Focus Europe edition to you. Whereas we dedicated the previous magazine to the topic of the European Year in 2013 we now give the “magazine’s floor” to an economic sector that is important not only for Europe but also from a global point of view – tourism and its approaches and developments related to sustainability.

Tourism is responsible for about 15 million jobs in Europe and is therefore one of the most important economic branches, with an impact on culture, social issues and the environment. At the same time it is becoming more and more important to limit, or rather avoid, the possible negative effects of tourism on the environment and regional culture. Sustainability is becoming the critical success factor in the tourism industry.

During the PESTO project, coordinated by E.N.T.E.R along with partners from Germany, the United Kingdom and Turkey - we tried to provide an ideal platform for target groups and stakeholders to address not only important topics regarding sustainable tourism, but also to gain information on 20 selected good practice projects related to it. Various activities, including the PESTO conference took place during the project and you can read about this as well as the 20 good practice projects selected by the consortium in this magazine.

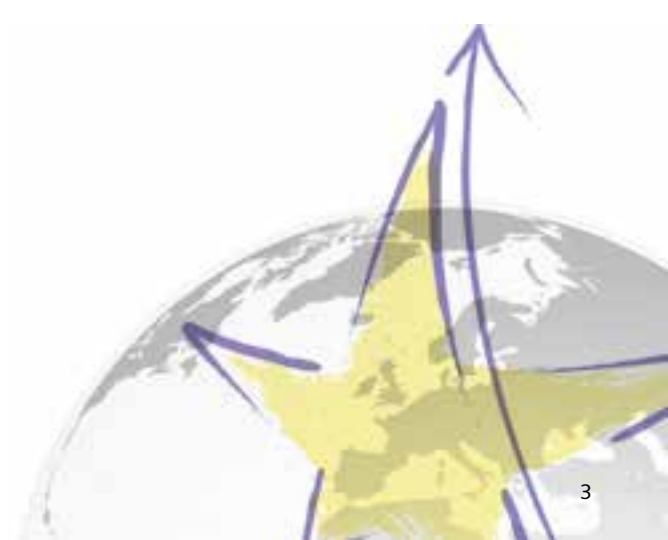
Furthermore, we present some articles on other relevant European topics and take a look at what else is going on in other sectors and funding programmes. At the end you will find the event section as usual, with conferences, workshops and further interesting activities coming up in the next months.

To quote the PESTO slogan “Ready for PESTO?”, I hope you are ready now for the latest Focus Europe publication and I wish you an interesting reading experience with this special edition.

If you would like to share your opinions you are very welcome to join our discussions on E.N.T.E.R. Facebook and Twitter!

Petra Kampf

E.N.T.E.R. network coordinator



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Ready for PESTO? Promoting and Networking in the Midst of Sustainable Tourism

Petra Kampf, E.N.T.E.R. (Austria)

Tourism is one of the largest economic sectors in Europe and has become a global business with an unmanageable number of target groups, stakeholders and key actors, representing different interests, perspectives, demands and needs. In this setting, tourism is linked to many risks and it takes a lot of know-how, experience and competence to perform successfully in the different markets. It is not enough just to see the economic potential of tourism as having unlimited growth but much more, it is essential to be aware of both its destructive dimension and the limitations of its resources.

These problems have been evident for a very long time, leading to the development of the concept of "sustainable tourism", which generally speaking promotes as little interference as possible with the environment and local culture whilst improving local development and employment at the same time.

Nowadays, sustainable tourism plays a key role in each major development policy.

The challenging facts at a glance:

- Tourism is one of the largest economic sectors in Europe
- Limited growth in times of economical crisis
- Sectoral shortage of skilled workers
- Need of specific competences, skills, know-how and experience at strategic and operational level
- Lack of concepts and training programmes in EU specifically at VET level
- Lack of know-how exchange and cooperation between VET providers and economy

The importance of sustainable tourism developments is also reflected in the many EU projects which use the concept as a main topic in their activities and are supported by various funding programmes such as the Lifelong Learning Programme. So far there have been no attempts to link those initiatives with each other, or to develop formal/informal

networks between the project partnerships, allowing them to learn from each other and providing them with special opportunities and platforms for promoting their projects and activities to target groups, stakeholders and the general public. PESTO was created to improve this situation by implementing a range of activities.

PESTO aimed to:

- raise general public awareness of the issue of sustainable tourism developments in Europe (including the presentation of general EU policies, opportunities, risks, chances and benefits in this context as well as the introduction of Vocational Education and Training (VET) providers and educational counsellors specialised in this field)
- attract citizens from all over Europe to the concepts, opportunities, benefits and possibilities of sustainable tourism
- promote European policy and funding opportunities for lifelong learning and VET, especially in connection with sustainable tourism developments
- support EU projects dealing with sustainable tourism in their dissemination activities their project ideas and in building up reliable networks for stakeholders and target groups
- provide several platforms where all relevant target groups and stakeholders (e.g. VET providers, policy makers from local to EU level, representatives of tourism enterprises, environmentalist associations and NGOs, unions, chambers of commerce, representatives of EU funding bodies etc.) can meet, discuss and push forward the issue of sustainable tourism in Europe for its economic and ecological development.

The following is an overview of the main activities that were carried out:

- Collection of 20 good practice projects
- Organisation of a two-day conference, with a project fair, in Graz (Austria), on 2-3 October 2014
- Publication of a special edition of the European Magazine FOCUS EUROPE on sustainable tourism
- Production of the PESTO video clip

All products are available at <http://pesto-project.eu>



Enter Europe's network for sharing project results and products.

www.enter-network.eu



E.N.T.E.R.
European Network for Transfer and Exploitation of EU Project Results



PESTO MEETS GRAZ! THAT WAS THE PESTO CONFERENCE

Nina Reiter, E.N.T.E.R. (Austria)

On 2nd and 3rd October an enriching dissemination and networking event took place in the city of Graz (Austria). The final conference of the PESTO project (Promotion and networking of EU projects on sustainable tourism), organised by E.N.T.E.R. and project partners in cooperation with Steiermark Tourismus, presented a varied programme to the circa 120 attendees.

What was it all about?

As the project name suggests, the aim of the conference was to present successfully implemented projects in the field of tourism and sustainability, thus spreading ideas and initiatives throughout Europe. From a long list of good practice projects, 20 were selected to promote their work at the conference.

The conference delegates came from all over Europe, each one an expert in a specific field within the tourism sector, all contributing to a varied spectrum of expertise and qualitative information exchange.

A brief overview of the conference:

The two-day event opened with key note speeches by well-known personalities such as Erich Neuhold, Steiermark Tourismus, Dr Shyam Patiar from Grwp Llandrillo Menai Coleg Llandrillo, Christian Maurer from IMC University of Applied Sciences Krems and Dewi Davies, former Regional Strategy Director with Tourism Partnership North Wales.

Delegates also came from notable tourism organisations and institutions from across Europe and during the afternoon of the first day their active participation was required. Within workshops, specific topics ("Sustainable tourism and labour market challenges: qualifications and training", "ICT based communication and web2.0 in/for sustainable tourism" and "Sustainable tourism and regional development") were discussed intensively and critically scrutinised by small groups..

When so many people with specialised knowledge gather together in one place it is of course vital to provide sufficient scope for an open exchange of ideas and views. The project fair for the 20 good practice projects provided the perfect setting for this. Visitors were able to freely discuss the project ideas, their level of innovation, and how difficulties and obstacles were overcome.

Alongside the good practice projects the fair also included stands from the IMC Krems and the Gesäuse National Park. If that was not enough the Fandler Oil Mill was also in attendance, allowing conference visitors to sample 17 different types of culinary biological oils.

To conclude a successful day the project partners as well as the exhibitors were invited to a small treat organised by E.N.T.E.R., namely a reception hosted by the Mayor of Graz at the city hall. As well as enjoying fine Styrian specialities, all present were bestowed with a very special impression – a spectacular view from the city hall's balcony across Graz's Old Town.

The following morning began very early for the team. On the dot of sunrise the film crew responsible for producing the conference video arrived at the Schöckel, Graz's local mountain, to capture an impression of the awakening city. Meanwhile the delegates enjoyed a more leisurely start to the second day. A presentation by Dr Baumgartner from Naturefriends International provided both inspiration and stimulation. This was followed by a facilitated open question and answer session dealing with issues generated during the previous day's workshops. Six facilitated tables confronted the delegates with a particular topic area in the form of a specific question. However every 15 minutes the delegates were prompted to move to another table in order to tackle some of the other questions. This resulted in much hustle and bustle, good interaction and the generation of new ideas and approaches. The wealth of ideas produced was then presented to all in a plenary session by each table facilitator.

The conference was a great success for the PESTO project and the entire organisation team. The feedback received from the project exhibitors was also extremely positive. Above all the good practice exchange was regarded as being particularly valuable.

If you are now curious to know more about how the conference went and who was present and are interested in the topics addressed, then please get in touch with one of the project partners or visit the project's website at www.pesto-project.eu, as the film of the conference will soon be available online!



TOURISM – VIOLATOR OR SUSTAINER OF HUMAN RIGHTS?

Christian Baumgartner,
Naturefriends International (Austria)

The **Universal Declaration of Human Rights** was adopted by the UN General Assembly in 1948 in order to guarantee the rights of every individual everywhere. Human rights issues are becoming increasingly important in corporate governance and business management. In 2011, the United Nations Human Rights Council accepted the Guiding Principles on Business and Human Rights.

For many businesses in the tourist industry, it no longer matters whether but rather how they address their human rights responsibility. Tourism that aggravates the competition for scarce resources – such as water, food, and land –, that creates exploitive labour conditions, or ignores the needs of the local population will not remain profitable for long.

The **rights that are very often affected by the tourism industry** are the right to an adequate standard of living (including the right to housing, the right to food and the right to water) and the right to decent work, as well as procedural rights, such as the right to information and the right to participation in decision-making processes.

The **target groups whose rights are affected** include both staff and non-staff in the tourism industry: staff e.g. suffer from bad working conditions and from being prevented from collective bargaining; the rights of non-staff are mostly affected through land grabbing, competition for water and depriving local communities of their traditional income-earning means. The rights of children can be affected when they are forced to become sex workers or in cases of forced labour of children, those of women, when they are trafficked for sex tourism purposes, suffer from gender discrimination at a workplace or unwanted sexual attention, are the victims of economic inequalities increased by loss of traditional jobs, or of cultural barriers to entering jobs in the tourism industry. Indigenous people form another particularly vulnerable group: they often do not hold legal titles to the land they live on, even if they have been settled there for hundreds of years, making them particularly defenceless to big business attempts to displace them.

The **stakeholders accused of violating human rights** were most often government authorities, which, in a number of cases, seemed to have been cooperating with domestic and international tourism businesses. International tourism businesses were most often named to be the violators in the cases of right to water and right to decent working conditions. Tourists were accused of affecting the rights in cases of sex tourism as well as breaching the right to privacy. Other groups violating human rights include middlemen facilitating the human trafficking for sex tourism or forced labour purposes.

Over the last years the number of **instruments and activities dealing with human rights impacts** has increased. Most of those instruments focus on social aspects of sustainable development and/or social and cultural rights, staying often rather vague and general. The most visible challenge of all instruments is the lack of monitoring and the lack of a compliance mechanism.

Very promising examples of responsibility taken by the industry are the activities of Swiss tour operator Kuoni.

Based on Kuoni's Statement of Commitment on Human Rights (2012) the tour operator implemented a systematic approach to assessing human rights risks and impacts that arise from its operations and business relationships. German and Austrian NGOs, together with some tour operators, founded a multi-stakeholder initiative, the 'Roundtable Human Rights in Tourism' in 2012. The roundtable published - amongst other activities - a management guideline that addresses tour operators, assisting them in systematically implementing the UN Guiding Principles on Business and Human Rights.

As a **conclusion** one could say that tourism could be both a violator of human rights or their sustainer. The latter should not be considered as good practice examples however, but rather a matter of course.

Cases and Good Practice Examples

Case: Porters

Many porters in the Himalayas are poor farmers from lowland areas, and are as unused to the high altitudes and harsh conditions as Western trekkers. Nepalese porters suffer four times more accidents and illnesses than trekkers do. There are many reports of porters being abandoned by tour groups when they fall ill. They have even been abandoned in life-threatening blizzards while trekkers get rescued by helicopter. In Tanzania, there are reports of porters having to carry portable toilets up and – once full – back down Mount Kilimanjaro (Tourism Concern Ethical Tour Operators Group, 2009).

On Machu Picchu, Peru, a campaign initiated by Tourism Concern has helped to reduce the abusive treatment of porters. A member of the Machu Picchu Porters' Syndicate describes conditions before the campaign began: "The wages we receive don't match the physical effort we put in. The tour operators don't offer us equipment like sleeping bags and waterproofs... We have to sleep outside. We are contracted as 'beasts of burden'...and treated as if we weren't human." Following a syndicate-led strike in September 2001, there is now a US\$8 a day minimum wage for porters. The government fines agencies that fail to comply with the regulations and in some instances, has withdrawn their operating permits (Tourism Concern 2009).

Case: Kyan women

In the Mae Hong Son province in Northwest Thailand Baan lies Mai Nai Soi, one of three 'tourist villages' housing some 600 Kayan refugees. Kayan women wear brass coils around their necks, making them appear elongated. The villages are controlled by powerful Thai business interests, who earn a lucrative income from the tourists who flock there to stare at and photograph the so called 'long-necked' or 'giraffe' women (there are no men in evidence in the village – they do not wear coils around their necks so have no tourist value).

The poor treatment of the Kayan in Mae Hong Son and the widespread denial of their human rights is predicated on their vulnerability as refugees and their commodity value to the Thai tourist industry.

Similar situations are to be found with the Mursi tribes in Ethiopia, wearing large pottery plates inserted in their lips.

Case: Displacement of Bushmen from the Central Kalahari Game Reserve (Botswana) resulting from diamond finds in the area in the 1980s. Several court decisions in the 1990s and 2000s legally backed displacement. In 2006, the Bushmen won the right to go back to their land again. The government prevented access to water (by cementing over traditional water boreholes whilst drilling new ones), prohibited hunting and gave permission to a tourism company (Wilderness Safaris) to open a tourist camp (including swimming pool and 'bushman tours') in the reserve area. In 2013 Survival International launched an international campaign calling tourists and tour operators to boycott tourism to Botswana.

Case and good practice example: Residents of the **Makuleke community (South Africa)** were forcibly removed from their lands in 1969. The land was incorporated into Kruger National Park. The community won back legal title over their lands in 1998 after a restitution of land rights process. The community decided to retain the conservation status and to establish a joint management board comprised of members from the community and representatives from the Kruger National Park. The community devised a strategy that would provide a sustainable source of economic development and income for the community and, at the same time, ensure the ecological integrity of the land and protection of endemic wildlife species. South Africa National Parks was identified in the agreement as the strategic partner for conservation activities while Wilderness Safaris was awarded the contract to partner in construction of the luxury eco-lodge that would become Pafuri Camp.

What emerged then was a unique partnership between a community, a private sector partner and the state. Ownership of the Makuleke community land was returned to the Communal Property Association (CPA), who held responsibility for the land on behalf of community members. The land itself remains part of Kruger National Park for a period of 50 years, subject to review in 25 years. A joint management board was established for the day- to-day management of conservation activities in the territory. All commercial benefits arising from the land would be accrued by the community. This solution was the winner of UNDP Equator Initiative prize.

Good practice example: Maori-centred tourism (New Zealand), a concept supported by Maori Tourism board, as well as non-Maori New Zealand tourism organizations, promotes Maori having control over their economic, social, cultural and environmental resources in a process of Maori self-determined development. Sustainability is achieved through incorporating Maori values into business and preserving their distinct cultural identity.

This approach to tourism is not a result of a specific project or a modern human rights campaign, but rather the way the involvement of Maori communities in tourism has evolved over time. "We are in charge of who we are as people. We are in charge of our culture and how it is portrayed. We tell our stories ourselves" - explains the Maori tour guide in the promotional video on the Tourism New Zealand website. Although the indigenous theme is present to a varying degree, what connects these experiences is the fact that the Maori population has a high level of control over how their culture is presented, and as they own the majority of the businesses that are related to Maori culture, they also are the ones that benefit economically from tourists visits.



Case: The Accor hotel group: Accor has signed an International Framework Agreement with IUF in 1996. With this agreement Accor committed to safeguarding its employees rights (see attachment). It was the first agreement of its kind a private company ever signed with IUF. In recent years other companies such as Danone, Melia Hotels also signed such agreements.

According to IUF, the Accor agreement was very vague, not saying anything about monitoring/reporting of activities. After IUF became aware of what Accor were doing in Canada and Benin (i.e. unions were struggling to be recognised by the regional Accor managements) they brought up the complaint to the French National Contact Point for the OECD guidelines. According to the French NCP Accor was not complying with the guidelines. As a result, Accor came back to IUF asking for advice for improvements.

Good practice example - Melia Hotels International: A good practice example for hotel chains is the agreement between Melia Hotels International S.A. including its subsidiaries and franchisers and the International Union of Foodworkers (IUF). It contains the definition of minimum rights of workers and commitments to respect fundamental human rights. The agreement is based on principles such as freedom of association, collective bargaining, equal treatment of men and women, no discrimination based on sex, language, ethnic origin, age, political opinion, religion, sexual orientation. It further states a prohibition of child labour. Annual meetings and ongoing communication between Melia and IUF aim at reviewing implementation and identifying steps forward.

Good practice example - Kuoni: Based on Kuoni's Statement of Commitment on Human Rights (2012) the tour operator implemented a systematic approach to assessing human rights risks and impacts that arise from its operations and business relationships. The intended aim of the assessment was a systematic integration of CSR activities into the core business strategy. The key business partner of the project was Kuoni's local destination management company in Kenya, external advisors from NGOs, academic institutions and UN institutions were also consulted.

The study has identified a range of social and human rights issues occurring at various stages of their operations. Based on those findings, the company decided to undertake a range of follow-up actions to address the identified issues.

The company has committed itself to addressing its direct staff issues by incorporating the findings of the study in the development of the new PSL Human resources manual, which is to include a new grievance mechanism. The organisation has also committed itself to conducting a living wage assessment and establishing benchmark salaries. The organisation has also decided to reinforce an open door policy of management. In addition to that, the company has committed itself to addressing labour issues at its key accommodation by organising a capacity-building workshop for hotels in Kenya on "improving business performance through respect for labour conditions and social rights" and continuing to promote the Travelife management system at the destination.

The organisation has proposed that the issue of unequal access to economic benefits brought about by tourism be addressed, by establishing a participative, gender sensitive project to measure local economic benefit. As part of this project, the company has proposed the organisation of a workshop for local stakeholders as well as identify actions to increase the economic empowerment and involvement of local communities. The company has also committed itself to sharing the outcomes of this project and the resulting improvement actions throughout the tourism industry in Kenya.

Kuoni has furthermore committed to continue lobbying for the global establishment of The Code of Conduct for the protection of children from sexual exploitation in travel and tourism networks. Kuoni supports the establishment, training and capacity building of a local Code representative in Kenya.

Good practice example - Roundtable Human Rights in Tourism: In 2012 German and Austrian NGOs, together with some tour operators founded a multi-stakeholder initiative, the 'Roundtable Human Rights in Tourism'. The roundtable considers itself an open platform to advance human rights in tourism. It provides incentives for enterprises, organisations and institutions that are campaigning for the respect of human rights in tourism. Participation is open to all institutionalised actors who identify with the principles of the roundtable, based on a concrete commitment that is signed by the members.

The roundtable published - amongst other activities - a management guideline that addresses tour operators, assisting them in systematically implementing the UN Guiding Principles on Business and Human Rights. The implementation process is divided into the five key fields of action: Strategy – Survey – Integration – Remedy – Reporting.

Furthermore an online training course for counter staff and other employees disseminates the engagement through the personnel and creates awareness and communication skills towards customers.

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SOCIAL MEDIA & TOURISM

María Gracia Benítez Jaramillo,
FUNDECYT PCTEX (Spain)

Nowadays, nobody doubts that the evolution affecting the ICTs and the Internet is deeply changing all aspects our lives: the way individuals communicate and collaborate, the way entrepreneurs and corporations do business and the way governments develop policy and interact with their citizens. This impact has affected also, of course the tourism industry. The evolution of Web 2.0 has dramatically changed the market conditions for tourism organizations (a fact to reflect upon: according to ITB World travel trends report, the internet has by now clearly established itself as the main place to buy travel with 54% of bookings, well ahead of travel agencies which have slipped to 24%).

THE TOURISM SECTOR IN EUROPE

- Generates, directly more than 5% of GDP in the EU and represents about 12 million jobs
- Taking related industries into account, the contribution of tourism to GDP creation is estimated to generate about 11% of EU GDP and represents approximately 12% of the workforce.

Thanks to Web 2.0, consumers have become powerful as they can compare the information offered by different companies (hotels, travel agencies, etc.), agencies (offices, tourist associations, etc.). They also have access to knowledge and the collective experiences shared by other consumers. In this sense, a new term has been created to refer to the new emerging consumer of Web 2.0 services as a buyer and adviser, actively participating in the promotion of a service or product without any affiliation: the "Adprosumer" derived from Advertising + Producer + Consumer.



For this reason, it is really important for tourism companies to have a strong communication and marketing strategy, including social media strategy, taking full advantage of all that these kind of tools can offer, such as talking with users and finding out their opinion without intermediaries, which offers a valuable source of firsthand and updated information. Products can be offered directly to a global market generating new paths to innovation and collaboration. As most of these tools are free or have a very low cost, costs can be saved in communication and marketing.

At FUNDECYT PCTEX, we are promoting the use of ICT in the tourism sector in different initiatives:

ROUTE 2.0 project: <http://www.route-20.eu/> aimed to promote the use of Social Media by tourism sector, offering an on-line complete training system.

DANTE: <http://www.danteproject.eu/> aimed to promote a new regional policy in the area of innovation by enhancing the role of ICT in tourism industry in rural.



Call for Papers and Participation

3rd International Student Conference in Tourism Research

(ISCONTOUR 2015)

www.tourism-student-conference.com

18 – 19 May 2015

Salzburg University of Applied Sciences, Austria

Tourism is one of the most important industries, contributing an estimated 5% to the worldwide gross domestic product (GDP) and creating thousands of jobs in the service industries associated with tourism. Universities and Universities of Applied Sciences play a major role in both tourism education as well as knowledge transfer between academia and practitioners from the industry.

The conference brings together the research community with industry and it consists of three parallel research tracks.

For more information regarding the submission guidelines, programme and the registration please visit www.tourism-student-conference.com !

The aim of the **International Student Conference in Tourism Research** is to offer students a unique platform to present their outstanding research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations.

Approximately 200 delegates from 18 different nations attended the last International Student Conference in Tourism Research which took place in May 2014 at the IMC University of Applied Sciences KREMS, Austria.

The annual conference is jointly organised by the **IMC University of Applied Sciences KREMS** and the **Salzburg University of Applied Sciences**, and takes place alternately at the venues Salzburg and KREMS. The conference chairs are **Prof. (FH) Dr. Roman Egger** (Salzburg University of Applied Sciences, Austria) and **Prof. (FH) Mag. Christian Maurer** (University of Applied Sciences KREMS, Austria).

The target audiences include international students, graduates, teachers and lecturers from the field of tourism marketing and management as well as practitioners from the tourism industry.

Research papers are presented from the widest spectrum of the following areas within a tourism context:

- Marketing & Management
- Tourism Product Development & Sustainability
- Information and Communication Technologies



ACTOUR

Active Tourism for Sustainable Development
Accessible and Responsible Tourism
in European Rural Areas

Kalina Toteva, Infocenter (BG)



There is an important and increasing demand for alternative tourism that connects local culture and the environment. This tourism is strongly dependent on local features and encapsulates a wide range of activities such as walking, hiking, climbing, canoeing, horse riding, paragliding and cycling, animal and bird watching, skiing and skating, etc. People are becoming more active and the demand for diverse activities is rapidly increasing. Nature is becoming the most sought after environment in which to spend our vacation time.

It is very important to note that large movements of people have an important influence both on society and on the environment. It has to be taken into account that we need to offer, as well as practice responsible tourism, tourism which takes care of nature and culture, tourism accessible to all people, including those with disabilities.

The AcTour project provided innovative vocational training solutions in active tourism based on labour market needs. It introduced active tourism as a new professional profile in rural areas by transferring a technology-enhanced vocational training product with special focus on:

- "green" tourism
- active tourism for the disabled.



AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: Infocenter (Bulgaria)
Main outcome: Skills map, training and curricula
Website: www.activetourism.org

The project was mainly targeted at young and senior entrepreneurs in rural areas such as: guesthouse owners, familyhotel owners, mountain guides, sports instructors, heritage interpreters, national park officers, young unemployed, etc.

The following were among the main topics treated:

- The potential and financial benefits of accessible tourism for both the tourist businesses and society
- Bio and eco hotel services, the "green houses" initiative
- The importance of local cuisine as an active tourism activity
- The importance of first aid knowledge for active tourism providers

To achieve the objectives, 103 local stakeholders from Bulgaria, Latvia, Slovenia and Spain got involved in the project activities.

Finally the project resulted in the creation of:

- Web site (www.activetourism.org) - rich in information, photos and videos on active tourism.
- Active Tourism Training Curriculum - addressed to managers of active tourism enterprises, instructors, assistants and coordinators in remote rural areas and aimed to support trainers in designing training courses in active tourism, depending on their trainees' needs. It was enriched with a detailed description of the professional profile of active tourism managers and a new module on Green Tourism. Available at: <http://activetourism.org/training-curriculum>
- Active Tourism Training Guide – an innovative technology-enhanced training tool available at: <http://activetourism.org/training-curriculum>;
- Skills Map - graphic illustration of the major skills need to provide quality services in active tourism.



CORE-VET

How to Acquire Basic Competencies
(Reading, Writing, Arithmetic) through Key
Professional Competencies

Marija Rašan-Križanac, Hotel and Tourism School
in Zagreb (HR)

The concept of key competencies in any field of work encompasses a range of knowledge and skills related to reading, writing and arithmetic. Based on these key competencies it should be possible to train the workforce to work in a certain familiar environment, within which they will be able to assume responsibility for certain tasks.

The CORE-VET project, building upon the highly successful, former LdV project "Basic Skills for Work", developed and tested innovative training materials for those who want to acquire basic skills (reading, writing, and mathematics) through examples that describe the vocational skills needed within three occupational fields - the front office, hotel housekeeping, and the food and beverage sector. All learning materials are designed in a way that their content describes the knowledge and skills related to specific areas of work. At the same time learning materials are adapted to the educational outcomes of basic levels of the European Qualifications Framework. The ICT literacy, as one of today's core competencies, is also included.

- The CORE VET project consortium consists of eight partners coming from five countries (Croatia, Greece, Cyprus, Austria, Romania):
- Institute for Tourism, Zagreb, Croatia - Applicant organization
- Militos Consulting, Athens, Greece - Management Coordinator
- Zagreb School for Hotel and Tourism, Zagreb, Croatia
- BEST Institute for Berufsbezogene Weiterbildung und Personaltraining, Vienna, Austria
- The Hellenic American Union, Athens, Greece
- Educational Excellence Corporation, Nicosia, Cyprus
- RND0, Nicosia, Cyprus
- STEJAR Center of Research, Development and Excellence, Bucharest, Romania

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: Institute for Tourism Zagreb (Croatia)
Main outcome: e-learning platform and training manuals
Website: www.corevet.eu



Through the seven project work packages the ICT platform for distance learning will be developed. Through the e-learning platform the participants will be able to learn and acquire basic competencies of CORE curriculum and VET curriculum at the same time, choosing space, time and tempo of learning. The CORE-VET project intends to contribute and increase competences of unskilled and semi-skilled workers in the hospitality and tourism sector as well as stimulate them to continuous learning through an e-learning platform.



ECOTOUR

Ecotourism: New Knowledge by Innovation,
New Jobs by Knowledge Transfer

Antonios Theocharous, Cyprus University
of Technology (CY)

The project aimed to improve the skills and competences of people in the tourism sector by introducing an ecotourism training programme in Cyprus, Estonia, Lithuania and Spain, while at the same time encouraging ecotourism development in project countries in particular and in Europe in general.

The project was based on the transfer of the results of the LdV pilot project ECOLL which was completed in 2007 and provided innovative results that were successfully integrated in formal training programmes in partner countries. The objectives of ECOTOUR included analysis of ECOLL training programme and materials, their adaptation to the requirements of the target group and project countries; sharing experiences in ecotourism training and development of new (e-)learning contents; testing and evaluation; dissemination of information about the project and project

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: Cyprus University of Technology (Cyprus)
Main outcome: Training materials, ECOLABEL certification scheme
Website: www.ecotour4jobs.org

results and preparation of appropriate mechanisms/processes for their further exploitation.

ECOTOUR is for people in the tourism sector: entrepreneurs and managers of tourism SMEs. The training product might also be used by tourism policy makers, students, or people living in rural communities who would learn how to present and transuse their knowledge on the surrounding environment and local culture to the tourists.



ECVET – HEALTH TOURISM

An ECVET Process to Achieve Transparency and Recognition for Learning Outcomes and Qualifications of Professionals in the Health Tourism Sector Across Europe

Dorottya Farkas, Várnai Consulting Education and Labour Market Service Nonprofit Ltd (HU)



AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation – LLP
Co-ordinator: Várnai Consulting Education and Labour Market Service Nonprofit Ltd (Hungary)
Main outcome: Memorandum of Understanding ECVET for European qualifications in the health tourism sector
Website: www.ecvet-healthtourism.eu/

The coordinating Hungarian partner as well as the participating partner countries – Belgium, Italy, Slovakia and Romania – have ensured the involvement of institutions and organisations from the health tourism field with key professional networks in relevant areas/regions in the project. They have contributed highly to the dissemination of a Memorandum of Understanding – which is about the concord and recognition of project aims and results - with interested stakeholders. Thanks to this, around 60 relevant stakeholders (VET schools; public authorities competent in VET and health-tourism; social partners; VET providers operating in health-tourism sector; companies working in the related field etc.) have already signed the Memorandum of Understanding and the signature process is still ongoing.

As a result of the project, it becomes possible to define one's knowledge and experience - already acquired through non-formal and informal ways - as real professional competences in the health tourism sector. This will help to stimulate labour flows between European countries; to promote short and long-term mobility as well as to pave the way for supplementary and/or additional studies and training programmes facilitating Lifelong learning across Europe.



What does it mean to be a cosmetician? How to do your job as a Fitness-wellness assistant? What does a Health-tourism manager mean? What competences do you need to possess in order to perform your job perfectly and satisfy your customers' needs? The ECVET - HEALTH TOURISM project (European Credit system for Vocational Education and Training) provides responses to resolve all of these challenges and issues. It aims to reveal, collect and define those knowledge, skills and competences which are required to successfully perform the three above mentioned professions in the sector of health tourism. The overall objective of the ECVET – HEALTH TOURISM project is to recognize the competences obtained through non-formal and informal ways of learning across Europe and to ensure their transparency between European countries.

GO&LEARN

An international catalogue of study visits in SMEs

Giovanni Tonutti, Regione autonoma Friuli Venezia Giulia (IT)

AT A GLANCE

Programme: Leonardo da Vinci Network - LLP
Co-ordinator: Regione autonoma Friuli Venezia Giulia - Central Department Labour Training Education Youth Policies Peer Opportunities and Research (Italy)
Main outcome: Study visit catalogue for SMEs
Website: www.goandlearn.eu

Vocational education and training has a key role in supporting the aims of the Europe 2020 strategy. This strategy makes clear that it's fundamental to encourage more workplace learning experiences, a closer collaboration and partnerships between public services, education and training providers and employers, at several levels and a greater validation of skills and competences acquired in non-formal and informal contexts. Furthermore, the EU Employment Committee declared that the levels of mobility remain low within the EU labour force due to several factors, such as the absence of a standard recognition of informal skills, a lack of information on mobility opportunities and no previous experiences of mobility.

“Journeying abroad provides for every person a school of training and experience of the most manifold nature and is for the craftsman and tradesman all the more indispensable in that only through his own observation of alien conditions and circumstances can he make comparison with such as are familiar to him, thereby forming a correct perception of truth, beauty and usefulness and at the same time educating himself as an individual and craftsman. Exemption from the obligation of journeying may only be granted on the most imperative grounds”.

General Crafts and Trades Law
 German Crafts and Trades Congress
 Frankfurt - 15 August 1848

The Go&Learn initiative aims to build a local and international framework that offers the chance to access an international catalogue of training seminars and/or guidance visits aimed at the discovery of local economic fabrics and to the propagation of knowledge.

So the GO&LEARN project aims to:

- Exploit the training role of SMEs
- Foster mobility for students and workers
- Link tourism to guidance and the discovery of local economy

The actors in the vocational education and training system are seldom able to provide their students with a simulation of all the possible professional and working settings which characterize their economic frameworks: the active involvement of all kinds of local businesses to integrate guidance and VET proposals is thus essential. Companies are in fact the only institutions which can provide a complete, detailed view of products and services; organisation and technology; professional culture and heritage for study purposes abroad.

The G&L idea focuses on a set of formal training and/or guidance units carried out in a non-formal context.

Guidance visits and industrial tourism visits can be good tools for discovering foreign economic frameworks. They are shorter than the in-company seminars and open to a wide range of participants: single individuals, whatever their working condition or age is. This broad variety of potential participants allows the use of this kind of visit for two different purposes:

- Industrial tourism visits to foster the discovery of the local economy: they can integrate and enhance existing local tourist's visits programs.
- Guidance seminars to learn more about professions and professional settings in the local job market: they can integrate and enhance existing guidance paths proposed by schools, VET, employment centres, etc...

The visit to the local company will lead participants into the heart of the region offering an unusual way of discovering the job and professions, technology and organizations, economy and culture. Visits are thus more oriented to fulfil informal learning needs, discovery and guidance.

For these reasons during the project we have built up a cluster of thematic seminars, guidance seminars, industrial tourism visits that we have called “circuits”. A circuit about the same theme/subject in different companies becomes a training path which can give a very complete and satisfying idea of how that technology, product, service is developed in that specific area. The thread of a circuit can be whatever the target user needs. At international level, the circuit is a basic element of catalogue building. In fact since the participants are moving from another country it is seldom that they'll do it just for a one day visit.

TARGET GROUPS

The G&L idea targets many different potential beneficiaries:

- for the thematic seminars circuits, or circuits which mix thematic and guidance seminars: students of VET, secondary school, university, apprenticeship, workers in continuous training, teachers and trainers;
- for the industrial tourism and guidance seminars: the categories listed above plus any individuals or groups of any age and working condition interested in economic discovery and guidance;

In general terms, the customers of the G&L services are:

- schools, vocational and education centres, universities and companies willing to add international training and guidance to their training programs
- local bodies aimed at fostering guidance, training and mobility programs;

- guidance and counselling agencies and tourism development agencies. The G&L services are intended to be accessible to individuals and to organizations.

For this reason the project has developed 18 international circuits all around Europe:

- 1 Between flavours and knowledge. Maniago cutlery industry, a history of water, earth and fire. Metalworking sector - Italy
 - 2 Food industry companies in Szabolcs-Szatmár-Bereg county - food industry sector in Hungary
 - 3 Corporate social responsibility in the food industry - food Industry sector in Belgium
 - 4 Creative joining of tourism, wellness and learning to build regional trademarks - hotels and similar accommodation sector in Poland
 - 5 Development of new technologies in Pomeranian companies - new technologies sector in Poland
 - 6 Digital technologies and Innovation in Friuli Venezia Giulia - ICT sector in Italy
 - 7 Economy and sustainability - sustainable businesses and products sector in Germany
 - 8 Evolution from a one (wo)man business to a multinational - food industry sector in Belgium
 - 9 Flanders and Brussels: big in the food industry! - food industry sector in Belgium
 - 10 Growth in Flanders, Brussels and the Netherlands - food industry sector in Belgium
 - 11 Lake Constance - way more than just apples! - agriculture products and food industry sector in Germany
 - 12 Lean production in Friuli VG - lean production in Italy
 - 13 Metal industry in Szabolcs-Szatmár-Bereg County - metal industry sector in Hungary
 - 14 Precision mechanics in Friuli VG - metal and mechanical sector in Italy
 - 15 The best marketing practices in selected SMEs in Prešov region - food, chemical and hotels and similar accommodation sector in Slovakia
 - 16 Town Prešov-Engineering and Electronics town - engineering and plane industry/electronics sector in Slovakia
 - 17 Valorization of territory, culture and local agro-food production - tourism and agri-food production in Italy
 - 18 Wine business and marketing in the Friuli Venezia Giulia Region - tourism and agri-food production sector in Italy
- The project is ending at the end of November but the catalogue is still open to new contributions and creating new circuits in other countries.



INNOGUIDE

Innovative Guiding in a Globalised World

Petra Huyst, Toerisme Vlaanderen (BE)

In a globalised world it is a challenge for today's tour guides to keep up. In the last few years a tourist's profile has become more diverse and his requests have become more demanding. The tour guide has to deal with an interculturally diverse audience that cares for the environment and is looking for an engaging tour in which all of their senses are used. Each and all admirable requests but this demands a broader set of skills from our tour guide. These skills and competences can be taught.

Ten partners from eight different countries (BE, NL, MT, NW, FR, ES, HU, IT), active in the world of guiding and tourism, joined forces to tackle these challenges in a three-year European project called Innoguide. Based on a comparative analysis of guide training programmes in the different participating countries an online teaching platform was developed. This e-learning instrument contains three modules on the topics of sustainability, interculturality and experiential guiding. It offers support to guide trainers who want to include these topics in their training.

In a two-year follow-up project (Innoguide 2.0), starting September 2014, this platform will be further updated and optimised. A mix of old and new partners will work together to make the platform more interactive and not only usable for both guides and guide trainers but also guide organisations. As well as teaching materials this follow-up project will also provide support

AT A GLANCE

Programme: Leonardo Da Vinci - LLP
Co-ordinator: Toerisme Vlaanderen (Belgium)
Main outcome: e-learning platform for guide trainers on the topics of interculturality, sustainability and experiential guiding

Website: <http://learning.viaviatourismacademy.com/innoguide/>

instruments for guide organisations to improve their service quality on the topics of sustainability, interculturality and experiential guiding.

All materials and results of the first Innoguide project can be found on: <http://learning.viaviatourismacademy.com/innoguide/>. For questions on one of the two Innoguide projects, please contact project coordinator, Petra Huyst (petra.huyst@toerismevlaanderen.be) who works at VisitFlanders, Belgium.



TRANSCSR

Corporate Social Responsibility – an Additional Qualification on the European Labour Market

Ute Rössle, kate ecology & development (DE)

Corporate Social Responsibility (CSR) is a growing area of concern in society. Implementing CSR in the core business is a quality feature that allows enterprises to meet future market requirements and enhance their competitiveness. This requires qualified employees who are able to drive and lead this process in companies.

As a broad variety of training courses and even more informal and non-formal knowledge on CSR already exist, nine organizations from the sectors of higher education and sustainable tourism located in six European countries (AT, BE, DE, IT, LV and UK) started a process of systematization and recognition of CSR skills focussing on the tourism sector.

Transparency of learning outcomes is a precondition for recognition. Using the tools of ECVET (European Credit system for Vocational Education and Training) and the EQF (European Qualification Framework) 58 CSR qualifications were evaluated and brought into a learning outcome matrix.

An outstanding training programme in tourism with a focus on CSR (CSR Management by TourCert) serves as source for benchmarking and assessment of competences, skills and knowledge on different educational levels. An emphasis lies on the practicability of the CSR skills in the work place.

A self-assessment tool for CSR-skilled persons is currently under development. Job seekers can use the tool to evaluate the skills which they

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation – LLP
Co-ordinator: kate ecology & development (Germany)
Main outcome: Transparency and validation of CSR skills for (formal, non-formal and informal) qualified persons on the labour market

Website: www.kate-stuttgart.org/de/ueber-kate-unsere-projekte/im-bereich-csr-und-csr-tourism/transcsr.html

have gained in diverse learning environments. On the other side, companies can refer to the benchmarks behind the tool displayed in a skills pass to find appropriate employees for their needs.

A transparent CSR-qualification, supported by a network of acknowledgement, will provide recognition and therefore valorises the CSR qualifications on the labour market on a local, regional, national and European level.



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TransCSR

ECUISINE

The Art of Cooking Mirrors the Culture of a Country – an App Makes it Visible

Brigitte Heffeter, Unternehmensberatung Heffeter (AT)

Have you ever travelled a country wondering about the dishes presented in the restaurant's menus? The translation of the dish into English or your own language was poor and the waiter's language skills were not good enough to describe the dish? Another situation: you have a table in a nice Viennese restaurant together with Slovenian friends and they want to know what the background of the famous „Wiener Tafelspitz“ is. Where do you get all the necessary information and preferably in Slovenian?

eCuisine helps to solve problems like these. Partners from AT, HR, LT, LV, SI, UK have created an app providing background information on the region where the registered dishes come from as well as intercultural and ethnic information. In the category "Gastronomic Advice" users are informed about religious or medical specifications as well as corresponding beverages and dishes while „Miscellaneous“ offers relevant internet links and literature for further reading. You want to cook the dish yourself? No problem. Recipes are available in the partner languages English, German, Slovenian, Croatian, Lithuanian and Latvian.

The app is meant to allow staff to have quick and easy access to background information for their conversation with guests as well as for tourists who are curious about cuisine, culture and the stories behind the dishes. eCuisine

AT A GLANCE

Programme: Leonardo da Vinci– Transfer of Innovation LLP
Co-ordinator: Unternehmensberatung Heffeter (Austria)
Main outcome: App for mobile devices, database with descriptions of selected dishes

Website: www.ecuisine-project.eu

is integrated into the ordering system "Smart Order" from the technical partner GMS and will be promoted in their new information system „My Butler“.

An important component of the eCuisine project is its contribution to learning in schools as well as in enterprises for self-studying purposes. A learning programme offers tasks and exercises on different language levels according to CEFR and the Anderson/Krathwohl taxonomy of competences that makes selection easy for both, teachers and learners. See and try it yourself!



EUROSCREEN

European Screen Destinations

Matti Allam, Film London (UK)

Screen tourism demonstrates the power of film, TV and commercials, as well as games, mobile and internet-based content in attracting tourists to visit destinations seen on screen. It is evidenced through countless productions shot and set in locations all over the world.

EuroScreen is a project specifically designed to capitalise on the major economic and cultural opportunities presented through screen tourism. The three year project, co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme, aims to exploit the screen sector as a proven catalyst for tourism development through the alignment of policies between the screen and tourism industries.

By establishing clear links between the two industries, EuroScreen aims to increase screen and tourism SMEs' understanding of the benefits of working together, thus encouraging cross sector collaboration.

The EuroScreen partnership consists of nine organisations across eight different EU regions, including regional development agencies, film commissions and a higher education institution:

- Film London (UK), Lead Partner
- Apulia Film Commission (Italy)
- Bucharest Ilfov Regional Development Agency (Romania)
- Fondazzjoni Temi Zammit (Malta)
- Lund University, Department of Service Management (Sweden)
- Maribor Development Agency (Slovenia)
- Promalaga (Spain)
- Rzeszow Regional Development Agency (Poland)
- Ystad Municipality (Sweden)

AT A GLANCE

Programme: INTERREG IVC
Co-ordinator: Film London (United Kingdom)
Main outcome: Research report capitalising on screen Tourism: The attraction of screen destinations, baseline report assessing best practice, case studies

Website: www.euroscreen.org.uk

Products developed in the project include:

- Baseline study of research
- Case study guide
- Manual for policy makers
- Research assessing the impact of film locations on tourists visiting

Online database of screen tourism information (books, articles, reports, press, videos etc.) available on www.euroscreen.org.uk



euroscreen

I-NEW

New Job Opportunities for Inactive Women in Tourism Sector. What Women Want and Employers Need

Monika Hirschmugl-Fuchs, miraconsult e.U. (AT)



© Hotel Weitzer



The key objective of I-NEW project is very sophisticated. It wants to give employment chances to all types of women, be it academic or with basic knowledge, experienced employees or stay at home mothers, living in the city, or living in the countryside, some of them familiar with local tourism, others have never even visited a local tourism enterprise. They are all characterised by one thing – they are attached to a locality - because of care duties for elderly or sick family members, or for young children or maybe just for their own family in general. The project partners therefore asked a small group of women and potential entrepreneurs in every partner country (SK, TR, IT, AT) about their needs and wishes.

Even though the group of people interviewed was small, the results have been interesting. More than 80% of the women in three partner countries (AT, IT, SK) but only around 33% of the respondents from Turkey feel that barriers to entering the labour market, may be due to their high educational background. Around 90% of the women questioned from IT, SK and TR and only 50% of the Austrian respondents have a university or at least high school degree. More than 76% of women from (AT, IT and SK) and 50% of Turkish women indicate that they have foreign language skills. All respondents have IT-skills, more than 60% of women from IT, SK, TR have advanced IT-skills. In every partner country more than 50% of the respondents can imagine working in Tourism, most of them locally. Austrian

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: COOP Institute of Education (Slovakia)
Main outcome: E-Learning platform with basic and advanced tourism knowledge for the target group inactive women
Website: www.inew-eu.net

and Slovakian women have a preference for working as a receptionist. Women from Turkey think that hosting is the best job, while more than 50% of Italian women want to work in the kitchen. Most of the interviewed women from AT, IT and SK think that they will mostly need soft skills for employment in Tourism, while the majority of Turkish women think language competences are most important.

But what are the obstacles facing tourism enterprises (Hotel & Restaurant) in employing additional people? Most business owners from SK, IT and TR indicated financial reasons, while in AT in particular the times of availability and lack of required skills was mentioned. In AT and SK availability of employees in general was mentioned as a problem. 70% of tourism enterprises interviewed in AT and IT, as well as 80% of interviewed enterprises in SK and TR are looking for waitresses. In Slovakia only, there seems to be a need for hotel managers. Soft skills as the most needed skills were mentioned by the employers - 100% (AT), 90% (SK, IT) and 50% (TR), followed by language skills 70% (SK), 60% (IT, TR) and 50% (AT). This is comparable to the choices of their potential future employees. Only 10% (AT) and 20% (SK) indicate the need for hard skills.

In the I-NEW project IT skills and soft skills have been innovated by POINT (TR, coordinator in TourEast), TAKKID (TR) created a new module for hosting, Mercury (IT) has developed e-learning modules for hotel personnel manager, COOP (SK coordinator I-NEW) has developed modules for receptionists and waitresses and miraconsult introduced an interactive English language module for different learning groups to the partners.



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AT A GLANCE

Programme: Leonardo da Vinci Transfer of innovation- LLP
Co-ordinator: FORMACION Y ASESORES EN SELECCIÓN Y EMPLEO (FASE) (Spain)
Main outcome: Learning entrepreneurial skills through playing a serious game
Website: www.playhostgame.eu/

PLAYHOST

The Hospitality Entrepreneur's Game

Béatrice Bellet, FASE (ES)

Tourism plays a major role in creating growth, jobs, and also in promoting regional development. It is one of the biggest and expanding European economic sectors.

Hospitality and restaurants play a major role in tourism. The PLAYHOST project directly addresses to the labour market's needs and economic

demands by promoting the creation of new job posts and businesses. In many centres providing VET (vocational education and training) in hospitality, entrepreneurship training is either missing, or is taught in a very theoretical way. The PLAYHOST project wants to offer the students of hospitality and any adult with similar needs a practical tool to assist them in establishing and maintaining a business, in the hospitality sector.

Understand how to run an hospitality business

The game is oriented towards young people between 18 and 26 years old.

The main task of these computer games is to give young people a basic overview of everyday business in a small and medium enterprise. By playing the game the students get acquainted with the decision making process, either with the trainer or by themselves. This makes the learning interactive and demands reactivity.

By playing the game the student experiences first hand, which personal qualities and what kind of personality one must have to succeed in business. They do a mini market analysis (business environment: type of the customers, type of business...) and gain an insight into the type of financial problems which may be encountered. To succeed in the game they also monitor the economic environment, the competitors and make marketing efforts.

Play the game on: <http://www.playhostgame.eu/>



ROUTE 2.0

Promoting the Use of Web2.0 Among SMEs in the Tourism Sector

María Gracia Benítez Jaramillo, FUNDECYT PCTEX (ES)

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: FUNDECYT PCTEX (Spain)
Main outcome: Learning Contents, On-line Platform
Website: www.route-20.eu

ROUTE 2.0 is aimed at promoting the use of web 2.0 tools among SMEs belonging to tourism sector as a first approach but is also open to other types of sectors.

The aim of the Route 2.0, project which finished in 2013, was to facilitate the development of the skills and competencies necessary to integrate and implement communication strategies and marketing actions using Web 2.0 tools in the process of business management for European SMEs and microSMEs from the tourism sector. This was to be achieved through the creation of a methodology for continuous learning to improve the performance and competitiveness of these organizations.

Training in the use of web 2.0 tools for communication strategies enabled SMEs and MicroSMEs to:

- understand Web 2.0 tools, showing them the possibilities offered as a communication tool for their business.
- understand how to manage their brands online.
- develop a strategy for effective communication through social networks.
- offer new competitive services and adapt to new needs.
- understand the importance of planning an effective communication plan.
- understand and plan, communication for specific environments.
- generate transversal communication synergies to improve services, or products.
- train SMEs and independent professionals in emerging jobs.

The ROUTE 2.0 project has developed a learning system tailored to the specific needs of target audiences.



CO2OLBRICKS

Climate Change, Cultural Heritage & Energy Efficient Monuments

Daniela Scherz, Department for Heritage Preservation of the Ministry of Culture in Hamburg (DE)

Financed by the European Union through the INTERREG Baltic Sea Region Programme 2007-2013, the Co2olBricks project started its work at the beginning of 2011, and by the end of 2013 it had compiled its results through the following main work groups: Policy Development (WP3), Technical Innovations (WP4) and Education and Economic Promotion (WP5).

The goal of the project was to identify measures by which the heat energy consumption, and hence the CO2 emissions, of historic brick buildings can be reduced without destroying their historical value. For this purpose, 18 partners from nine countries with ten languages came together to investigate various technical solutions, the judicial and financial obstacles involved in energy efficiency measures for historic buildings and how to improve the education of craftsmen, architects and engineers in this field.

AT A GLANCE

Programme: Baltic Sea Region Programme 2007 - 2013
Co-ordinator: Department for Heritage Preservation of the Ministry of Culture in Hamburg (DE)
Main outcome: Policy development, good practices and pilot projects
Website: www.co2olbricks.eu

Also over 30 associated partners from all around the Baltic Sea supported the activities and results of the project. The partnership consisted of national and municipal heritage protection departments, universities, heritage protection organisations, vocational training institutions and energy agencies.



CULTTRIPS

Experience people & culture in Europe

Fons Jacques, Local Action Group Redange-Wiltz (LU)



The times have changed, and we have turned over a new leaf. No longer do we travel to huge anonymous hotels to avoid having to talk to anyone. Now we travel to 'people-places', where we become richer, leaving with a wealth of memories, more encounters and even more friends in the end. CultTrips has given thought to this trend and has read the signs of the times. CultTrips is about seven rural regions in the European countries of Austria, Estonia, Finland, Italy and Luxembourg that have invented a different brand of tourism, one that is authentic and exciting and replete with stories waiting to be told.

We focus on people. Craftspeople, food producers, chefs, artists and farmers act as guides, showing to the guests hands-on what everyday life in the regions is all about. In this way, visitors receive a unique opportunity to be creative while becoming immersed in the special customs and culture of that particular area.

AT A GLANCE

Programme: LEADER transnational cooperation project
Co-ordinator: Local Action of socio-cultural tourism
Main outcome: To develop a new concept of socio-cultural tourism
Website: www.culttrips.org

This personal relationship is what engenders deep ties and a sense of identification with the region. Meanwhile, guests can take home a highly personal souvenir – namely something they have created themselves. CultTrips starts where conventional tasting trips and tours stop: precisely at the point where emotions come into play and visitors have the opportunity to submerge in the region's private life.

As part of the pilot trips, "test-persons" were initially allowed to experience the tourism offerings, while testers' feedback was then used to fine-tune the joint concept to make it suitable for later professional marketing. It is planned to launch this marketing phase in a second project step within the framework of the 2014-2020 LEADER programme.



FORTE CULTURA

Marta Banasiewicz, City Kostrzyn nad Odra (PL)

The project Forte Cultura concentrates mainly on fortified relicts, historical fortified monuments, and fortress systems which are situated in regions of central Europe. They all contribute to splendid cultural heritage due to their magnitude and greatness. Some of them still represent the unique identity and attractiveness of the central European cities and regions.

Fortified cultural heritage capitalization

The splendor and uniqueness of the cultural heritage do not, however, compensate for the problems created by their usage and the inadequateness of their maintenance. Transnational cooperation is thus of help to the regions in capitalising on the cultural heritage for their urban, cultural and social development. Investment in monument protection and in the tourist industry in general will be promoted

The goal of FORTE CULTURA is to create a new quality of cultural heritage with tools such as promotion, modern utilization and monuments' protection knowledge exchange.

Kostrzyn fortress virtual model:

A certain amount of display units from the collection of the Fortress Museum Kostrzyn nad Odra became digitalized in April 2014. The Fortress Kostrzyn is a fortification complex built and in use between 15th and 20th centuries in Kostrzyn nad Odra and its regions. The city was severely damaged in 1945 (95 % of its buildings) together with a big part of former bastion fortifications. Preserved remnants are currently undergoing renovation. The fortress territory is divided by a German- Polish border. Most of the former fortress objects are situated on the Polish side. Fort Gorgast, situated on the German side, is being used for tourism along with the Bastion Philipp, Chyaznska and the Berlinska Gates (being parts of the Fortress city) on Polish territory. It is hoped that the digitalization of the display units will increase tourist potential of this unique place.

http://www.kostrzyn.pl/index.php?option=com_content&view=article&id=4121:wirtualny-model-miasta-twierdzy-kostrzyn&catid=143&Itemid=62,10.01.2014,Katarzyna Malinowska, Town Hall Kostrzyn nad Odra

http://www.scanning3d.pl/?op=,1,0,0,100&j=&akt_tul=Digitalizacja%20w%20Muzeum%20Twierdzy%20Kostrzyn 25.06.2014

Some of the most significant events of the project were:

"The European Tourist Culture Route of Fortified Monuments 'FORTE CULTURA' -New Chances of the Northern Italian Fortification at the European Tourist Markets" on the 9th and 10th April 2014 in Palmanova [Italy] dedicated to a conclusion of the study tour to Slovenia and Palmanova organized by the Project Partner, Provincia di Verona. This was followed by the signing of a contract on the 10th of January 2014 with a COCOMO to mark the creation of "Kostrzyn fortress virtual model" organized by the Town Hall Kostrzyn nad Odra. Next a WP 6 – Workshop "Traditional knowledge" in Ljubljana on the 27th and 28th of May 2014 at the Institute for the Protection of Cultural Heritage in Slovenia - Restoration Center (RESCEN) in Ljubljana which was organized by the same institution.

AT A GLANCE

Programme: Central Europe Program
Co-ordinator: City Kostrzyn nad Odra (Poland)
Main outcome: Capitalised fortified cultural heritage
Website: www.forte-cultura-project.eu/news



The third European Conference of "Fortified Ideal Cities" in the framework of FORTE CULTURA project took place on the 9th and 10th of April 2014 in Josefov and was organized by the Czech project partners, Jaromer Municipality. This was followed by a presentation on the project during the International Tourism Fair in Berlin on the 5th – 9th of March 2014, which was organized by GUK Standortentwicklung together with the financial manager of the project. The financial manager also organised the 4th Transnational Network Conference "The European Tourist Culture Route of Fortified Monuments 'Forte Cultura' New Chances of the North Italian Fortification at the European Tourist Markets" in Verona on the 11th of June 2014.

<http://www.forte-cultura-project.eu/news?limitstart=0> link to further information and pictures



GREEN MOUNTAIN

A Sustainable Development Model for Green Mountain Areas

Letizia Casonato, Province of Macerata (IT)

AT A GLANCE

Programme: South East Europe Transnational Cooperation Programme
Co-ordinator: Province of Macerata (Italy)
Main outcome: Common sustainable development and management model, online platform

Website: www.greenmountain-see.eu



The Green Mountain project has been a great example of transnational cooperation, taking a coordinated bottom up approach, able to bring together relevant stakeholders from different European mountain territories. The concrete applicability of the Common Model has jointly been tested by project partners in different geographical areas of the south east of Europe. Therefore, the Common Model can be a useful tool able to guide relevant actors/territories across the SEE area, supporting them to initiate and set up sustainable development processes in their territories.



Mountain habitats are important ecosystems that constitute a vital component in the maintenance of the global bionetwork, playing a key role in the preservation of land, biological diversity, water supply and cultural identity. The south eastern area of Europe and in particular the territories of Green Mountain, host some of Europe's most important and delicate Mountain areas. These highly sensitive areas, already remotely situated and geographically isolated, are exposed to a series of risks and threats in terms of global environmental, political, economic and social change (depopulation, land use changes, climate change, abandonment of traditional subsistence activities, political mismanagement, exploitation through mass tourism and more generally over exploitation of natural resources for economic profit, etc.) with negative consequences on the preservation of natural heritage and on a balanced economic and social development.

The aim of the Green Mountain project was to help local, regional, and national authorities, as well as national/nature parks to better promote, manage and preserve natural assets and resources of mountain areas. To this end six local and regional authorities (Italy, Bosnia and Herzegovina, Bulgaria, Greece, Hungary, Montenegro and the Ukraine), two National/Nature Parks (Italy and Austria), a national forest administration (Romania), a national environmental agency (Slovakia) and an R&D Centre (Austria) worked together to jointly develop a "Sustainable Development and Management Model" (Common Model) that can: a) generate sustainable economic activities and; b) point out common priorities and strategies for an integrated territorial approach which can be translated into coordinated and efficient management plans.

The Common Model developed by the Green Mountain partners is a sort of "manual" giving guidance and creating a framework for sustainable development processes in mountain areas. It takes into account different territories and landscapes of the SEE area and their different problems and needs. On the basis of the commonly developed framework each concerned partner was able to draw up an integrated and coordinated management plan for its territory. Each partner then tailored specific activities and actions in respect to its territory's specific resources, needs and territorial assets. The Common Model, the eight management plans and further information on activities tested in the Green Mountain territories can be found on the project website www.greenmountain-see.eu



HENGE

Heritage, Natural Resources for Green Entrepreneurship

Maureen Lawton, Lawtonschool S.L. (ES)

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation – LLP
Co-ordinator: Lawtonschool S.L. (Spain)
Main outcome: Learning platform for green entrepreneurship

Website: www.henge-rural.eu

People in rural areas often underestimate the value of their heritage and local environment, paying scant attention to the conservation of these resources. Additionally there is a gap in skills provision for poorly qualified rural dwellers in this field.

HENGE's overall objective is to raise awareness of the potential for revenue generation through heritage and natural resources and to foster green practices in rural business by providing the target group with innovative, sustainable models of rural entrepreneurship and best practice. In particular, Henge provides the skills to assess the natural and heritage resources as well as the basic aspects involved in starting a business, such as planning, finance and funding, legal requirements, and marketing.

Based on a survey carried out by the consortium (seven organisations from six countries - UK (2), ES, RO, BG, LT, Turkey), an interactive training platform was built to improve the above key skills and competences of groups with few or no formal qualifications, facing socio-economic disadvantage for personal and vocational development.

The interactive course is available in 6 languages, online or CD, and provides case studies taken from each partner country and links to relevant bodies that can provide further help and guidance.



MANAGE+

Opportunities for Stakeholder Involvement for the Touristic Development of Former Industrial and Military Sites

Nora Künemund, Regionalverband Ruhr (DE)

AT A GLANCE

Programme: Interreg IV B Programme North West Europe 2007-2013
Co-ordinator: Regionalverband Ruhr (Germany)
Main outcome: Management models for the long-term use of former industrial and military locations converted into business parks, greenbelt recreation areas and tourist destinations.

Website: www.manageplus.eu

1. Introduction

We all are familiar with the challenge of finding long-term financing solutions for the regenerated, former industrial and military locations, which have been converted into tourist destinations. These places have traditionally been subsidized in the starting phase and managed by public authorities. Successive public budget experienced by various European countries during the last decade and the urgent need for new innovative solutions for the management of these sites with as little public funds as possible. This requires private engagement – one of the main goals of manage+.

Set against this background the INTERREG IV funded project, manage+ develops new management models by initiating a process of stakeholder involvement in the very beginning at the planning phase, to give stakeholders the chance to influence the site development. The integration of stakeholders into the management of touristic sites leads to a more sustainable management in terms of economic viability due to the fact that costs will be shared between various parties. Stakeholder involvement also gives the opportunity to integrate different interests and thereby has the power to maximize the social and also environmental impact of the touristic development of a site. Moreover it can contribute to sustainable regional

development by linking different stakeholders within a region. During the manage+ project, various very different outputs of this stakeholder involvement process could be observed.

2. Best practice regional marketing in Gemersheim: Gemersheimer Weintage

In Gemersheim, a small charming town located on the rhine in Germany, a cooperation composed of the city of Gemersheim's marketing section, representatives of the tourism sector and a bank have created the very successful event Gemersheimer Weintage, where 30 regional and national growers and wineries present their products at the fort. The event is already considered as one of the touristic highlights in the summer season and attracts hundreds of visitors. Besides increasing income opportunities through an increasing number of visitors for the city itself, the wine sector in the region is fostered.

3. Best practice foundation of entrepreneurs as management organisation

In the Netherlands a foundation composed of various private actors who run the forts of the former military defence line, New Dutch Waterline was created. The foundation stimulates and facilitates cooperation between the various forts belonging to the New Dutch Waterline and thereby leads to synergy effects through joint activities in the fields of marketing and promotion, organization of events, purchasing common goods, exchange of knowledge, fundraising and networking.

4. Best practice Public public cooperation

Another interesting output of stakeholder involvement is the creation of a new management model for the visitor centre at the landscape park Hohward in Herten. The landscape park Hoheward is the biggest landscape of slag heaps in Europe and has high tourist potential. At its top tourists

can visit an impressive "Horizon Observatory", where the movements of the Sun, the Moon and the Stars can be observed. Thanks to an intensive process of stakeholder involvement a management model composed of the three key stakeholders, two municipalities and a regional government, and further stakeholder groups could be established. An established committee composed of the three stakeholders serves as steering committee.



PARKS & BENEFITS

Nature Respects No Boundaries

Martin Kaiser, Nationalpark Müritz (DE)

Protected areas are vital resources of our shared natural heritage. They are dedicated to the preservation of species, ecosystems and landscapes. Moreover they allow well-managed access, understanding and enjoyment. In a highly engineered world they are our link to nature as it is – unaffected, unpredictable, following its own laws – the link to our origin and to the great context of life.

Connecting people, place and nature is at the heart of protected area managements. Saving our natural inheritance for future generations can only succeed by understanding its meaning to us. A sustainable nature-based tourism – respecting the preservation objectives – within and around protected areas can be an important element of regional economies.

The Baltic Sea Region holds many sites of typically Baltic and outstanding natural heritage which are preserved in protected areas. But how can we secure this protection if people are not aware of their value? The 18 PARKS & BENEFITS project partners with eight protected areas around the Baltic Sea, chose an approach that includes both protection and sustainable management of the natural resources.

The mission during the PARKS & BENEFITS project from February 2009 to January 2012 was to point out the economic, ecological and social benefits that sustainable tourism can generate by implementing the European Charter for sustainable tourism in the participating protected areas.

More information under www.parksandbenefits.net



AT A GLANCE

Programme: Baltic Sea Region Programme 2007-2013
Co-ordinator: Ministry for Agriculture, Environment and Consumer Protection Mecklenburg Vorpommern (Germany)
Main outcome: Baltic Sea Region network of protected areas and regions & sustainable management of natural resources

Website: www.parksandbenefits.net



TOURAGE

Developing Senior Tourism in Remote Regions

Ulla Äänismaa, Regional Council of North Karelia (FI)

Demographic change and an aging population, challenge the EU Member States and other Western industrial countries to find new ways of organising services and sustaining regions' competitiveness. In 2020 around 20 % of Europeans will be over the age of 65. The intensity and pace of demographic change varies between different countries and regions. Even though the changes in age structure create new challenges in different areas of life and in the organization of services, ageing today is also considered to provide increasing opportunities in various sectors. Due to ageing, there is a need to develop new services and solutions that cater for the needs of the changing population structure and respond to the changes in consumer behaviour and demand.

Being one of the fastest growing industries in Europe, the possibilities are vast in tourism as well. The tourism industry should prepare for the changes in consumer habits and needs in order to maintain global competitiveness. However, it should be noted that seniors are not a homogenous segment but a colourful group of individuals ranging from wealthy seniors to those with low income and from healthy seniors to persons who need special services, for example.

The TOURAGE project was developed from the idea that demographic change creates possibilities, and not only challenges for regions. Relatively remote regions have a lot of unexploited and unidentified development potential in tourism. The project identified good practices that can be utilized in the development of tourism services for seniors and to enhance sustainable tourism and regional development. The results of the project help to develop and strengthen tourism in Europe so that it the ageing population into better account. Furthermore, the results offer tools for the development of regional senior tourism policies.

As one of the project's outputs, during the past three years 55 good practices have been collected. These practices identify methods which take seniors into account in tourism development. The selection has been made during several project workshops and learning cafes in order to identify the most interesting and transferable practices. Good practices are divided into five themes which cover a wide variety of tourism topics including: Activity and Nature, Culture and History, Health and Wellbeing, Accessibility and Organization. The joint policy recommendations summarize the main conclusions of the project.

TOURAGE held its final conference in Brussels on 18th September 2014. During the conference, the INTERREG IVC programme highlighted that TOURAGE has been the only project which has tackled these particular issues during the programme's implementation. This innovative character and its wide geographical scope are considered to be one of its strengths. The European Commission emphasized the importance of senior tourism development in the future too. In fact, senior tourism is one of the targets of the EU's tourism policy. The conference concluded that the project has taken significant steps to ensure the sustainability of the project results and the partner regions have had excellent and tangible results in this respect.

AT A GLANCE

Programme: INTERREG IVC
Co-ordinator: Regional Council of North Karelia (Finland)
Main outcome: Good practice guidebook

Website: www.tourage.eu



Photographer: Heikki Hamunen



PACE

New EU Funding Programmes - don't miss out!

Holger Bienzle, die Berater® (AT)

Now is the ideal time for project-making, with all EU programmes starting in the new funding period 2014-2020.

We can help you...

...develop your project by turning your project idea into a fundable EU project.

...create the project content by using our expertise in developing training programmes both in classic and new-media environments.

...manage your project by planning, organising, monitoring, disseminating and evaluating your project effectively.

The European project work of die Berater® and their affiliated organisations takes place under the platform "bridges to europe" (www.bridgestoeurope.com). We have done more than 80 transnational projects ourselves in various roles, as coordinator, partner, evaluator, developer of high quality education products, disseminator... With our experience, expertise and know-how, we provide a unique support service to people and organisations looking to develop and implement EU-funded projects in a professional, effective and sustainable manner.

Let's cooperate: Get in touch and discuss your new project ideas with us!

Are you involved in European projects and interested in improving your project management performance? The EU Grundtvig project (Project Actors Community in Europe), coordinated by die Berater®, has created a Community of Practice for European project management in education and related areas.

Get to know the PACE platform!

The focal point of the community is a virtual platform where project managers can meet, share experiences and ideas or find peer support to address challenges and current topics of EU project management.

Read-Learn-Discuss: PACE users can browse through these areas, to find management tools and resources concerning the five main topics in project management:

- Plan & Organise
- Administer
- Evaluate
- Disseminate
- Manage People

AT A GLANCE

Programme: KA4 - LLP
Co-ordinator: die Berater (Austria)
Main outcome: PACE platform

Website: www.projectactors.eu



Read: The PACE library contains a collection of resources from former LLP projects. Here they are put together to give a good overview on already existing tools, handbooks and other publications on the topic of EU project management.

Learn: In this area the users can deepen their knowledge on specific PM tools. The PACE learning objects are based on pre-existing PM tools, developed further with the European project community in mind.

Discuss: The PACE forum is the interactive element of the platform. Members can discuss and share experiences. They can comment on the learning objects, encouraging a continuous process of further development and improvement.

Register at the PACE platform: pace.sabacloud.com

Attend our BarCamp! You want to discuss topics on EU project management in person? Then attend our BarCamps in November 2014 and June 2015 in Florence, Italy. For more information contact Maren Satke m.satke@dieberater.com or go to www.projectactors.eu



MAECVET

MaecVET – ECVET Portal for Promotion and Mutual Recognition of Massage Professions in Europe

Suse Topp, BBW in der Deutsche Angestellten-Akademie (DAA) (DE)

The MaecVET project, funded by the Lifelong Learning Programme, started in October 2012. MaecVET aims at developing a recognition handbook for massage and physiotherapy professions in Europe. This handbook will provide transnational comparison and recognition of massage / physiotherapy professional qualifications, thereby, hopefully increasing the mobility of labour across Europe.

The project partners have reviewed the units of learning outcomes of each massage and physiotherapy professional curriculum from the eight EU-Partner countries (DE, AT, FI, HU, IT, PT, BG and UK). A transnational comparison of the professions has been developed with the help of the systems of the National Qualification Framework (NQF), the European Qualification Framework (EQF) and the European Credit System for Vocational Education and Training (ECVET). The project partners have also been involved in creating an internet platform, named "Eucapo". The e-portal Eucapo (www.eucapo.eu) presents the recognition of the masseur professions, European job offers, recognition centres, training offers and useful links.

AT A GLANCE

Programme: Leonardo da Vinci - LLP
Co-ordinator: BBW in der Deutsche Angestellten-Akademie (DAA) (Germany)

Main outcome: Recognition handbook

Website: www.maecvet.eu/

This e-portal will improve the visibility of VET and higher education institutions as well as the labour market situation in the field of massage physiotherapy professions across Europe.

BBW in der DAA together with the Maecvet partnership is pleased to invite you to the international final conference in Schwerin, Germany on the 3rd of March 2015. The conference will focus on the main outcomes of the project and the development of the ECVET in the Partner countries through partner discussion, speeches, and presentation of the project e-portal "Eucapo". For further information and registration please visit the website www.maecvet.eu/news.



BASEREC

Baltic Sea Region's Communities, Promoting and Utilising the New EFC Programme for Information Transfer, Training, Networking and Know-How Exchange

Reiner Kröger, Städte- und Gemeindetag Mecklenburg-Vorpommern (DE)

The EU funding programme "Europe for Citizens" 2014-2020 provides an excellent basis for local communities in the Baltic Sea region to develop and intensify transnational cooperation. This project seeks to disseminate information in DE, PL, SE and DK about the programme, what it offers and how communities can benefit, mainly through town-twinning and town-networking initiatives, as well as providing key people within local authorities with support in the design and writing of funding proposals.

The BASEREC project is led by the Mecklenburg-West Pomerania Federation of Municipal Authorities (DE), working together with Kommunförbundet Skåne (SE), Związek Gmin Pomorskich (PL) and Fritid and Samfund (DK), all of which are municipal federations.

Two seminars in each of the four partner countries will inform approximately 200 people about the programme, and give detailed guidance to assist with the preparation of proposals to the programme. In addition our flying project office provides practical on-site advice to local communities.

AT A GLANCE

Programme: Europe for Citizens programme

Co-ordinator: Städte- und Gemeindetag Mecklenburg Vorpommern (Germany)

Main outcome: Provide information to local communities about Europe for Citizens programme and support for the application process

Website: www.baserec.eu

The expected outcome of the project is a marked increase in the number of funding applications submitted to the programme from the Baltic Sea region.

Further activities planned to strengthen networks in the southern Baltic Sea region are a study trip in March 2015 for representatives from local authorities in Pomerania (PL) to visit Mecklenburg-West Pomerania (DE), and in March 2015 the closing project conference will take place in the German city of Rostock.

For more detailed information about the project, its aims and activities please visit the website which is also presented in each of the partner country languages.



PROACT

Professional Development & Actions in Civil Society

Michael Schwaiger, INIT Developments (DE)

A phenomenon in Europe in recent years has been the rapid growth of the social economy sector, which is playing an ever increasing role in the social and economic life of citizens. However the vast majority of organisations in this sector are quite small, whose staff, both paid and volunteers, often lack the necessary professional skills and experience to develop their organisations to meet new challenges and achieve long-term sustainability.

The professional development of this sector is therefore a key priority in order to strengthen organisations and ensure the growth of the sector. The ProACT project is actively responding to this challenge. Starting in October 2012 partners from FR, IT, CZ, PT and UK have been working to develop the acquisition of knowledge and key competences of 35 employees, volunteers and managers working in this sector, so that they can manage their organisations better and also strengthen them.

The ultimate aim of the project is to create a suite of learning approaches that can be applied across Europe's social economy sector. This new and exciting programme of learning was piloted in the partner countries in the first half of 2014 to test its effectiveness and to make modifications in order to produce the final version. The learning proved to be very popular, thus reinforcing the need for such a programme. The pilots involved a diverse range of community organisations and learners, including paid staff, volunteers and trustees.

The pilot training was undertaken using real work situations in order to improve its effectiveness and so that learners could apply the training in their own organisations. A thorough evaluation of the pilot training was undertaken during the summer, and the report will be published shortly.

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: IFAID Aquitaine (France)
Main outcome: Development of transferable learning approaches for the social economy sector
Website: www.proact-project.eu

The main preliminary points identified so far are:

- learners have improved their knowledge and skills in organisational management
- social economy organisations are keen to strengthen management effectiveness and efficiency, as they see it as crucial to their future sustainability as well as to their economic and social growth in Europe
- by learning together the sense of partnership between learners can develop, thus strengthening their organisations
- training modules need to be tested in diverse setting to ensure transferability and validity.

The outcomes of this innovative project will demonstrate how the approach can work across Europe to add real value to the skills of all people active in the social economy sector.

To obtain more detailed information about the project please contact the Project Co-ordinator: Ms. Stéphanie Bouffier, Europe@ifaid.org



BE(COM)ING EUROPEAN

Strengthening the Autonomy and Self-Confidence of Learners in Basic Education in Europe

Friederike Stoller, WHL Graduate School of Business and Economics Lahr (DE)

How can motivation be fostered in basic education? What are the necessary competences to take part in society and how can they be taught? What does it mean to be European? These are some of the issues the BeE-project is dealing with. BeE offers a broad range of innovative methods and concepts to address those issues. The leading question behind the project is what competences individuals need in order to participate in European societies, societies that are characterised by constant changes in various fields of life.

AT A GLANCE

Programme: LLP - Grundtvig
Co-ordinator: WHL Graduate School of Business and Economics Lahr (Germany)
Main outcome: Workshop schedule for educational staff
Website: www.becoming-european.eu

As the demands on individuals are increasing permanently, these competences cannot be described on a contentual level. The project therefore deals with the fundamental basis of sustainable learning and ways to motivate learners to take part in lifelong learning. BeE aims at establishing a different teacher-learner relationship and institutional changes in basic education.

The project consortium consists of eight adult education institutions from seven different European countries. The main outcome of BeE is a workshop concept for educational staff which is adaptable to different topic areas and target groups. The concept was developed in close cooperation with teachers and learners who participated in several workshops in the partner institutions.

The concept contains seven modules dealing with different topic areas (e.g. basic education in Europe, competence-orientation, self-regulated learning and sustainable teaching strategies). The workshop concept can be downloaded from the project website. Interested teachers and trainers can also take part in a BeE-workshop, which will be offered beyond the life span of the project in Malta.

Further information: <http://www.becoming-european.eu>



M_APP

Mobile Learning Application

Veronika Rechberger, Auxilium (AT)

Travel broadens the mind! We are all familiar with this well known phrase – but how do we know this is really true? The M_APP project aims to define new skills learned by people during trips abroad.

Partners from Germany, Spain, Ireland, Romania, Sweden and Turkey, coordinated by Austria, are working to achieve this by creating a mobile device application which supports people in:

- documenting what they have learned during a stay abroad,
- showing how and when they gained new skills and
- presenting these newly acquired skills to others.

In addition a web-based application offers users a personalised account to store, manage and edit documents and uploaded information collected with the mobile application. Available in six languages (English, German, Romanian, Spanish, Swedish and Turkish) both Android and Apple iOS devices will be supported.

A recognition and accreditation procedure has been established for two of the eight European Competences for Lifelong Learning:

- Learning to learn, and
- Social and civic competence.

AT A GLANCE

Programme: Grundtvig – LLP
Co-ordinator: Auxilium pro Regionibus Europae in Rebus Culturalibus (Austria)
Main outcome: Mobile device application for capturing and validating intercultural experiences
Website: www.mapp-project.eu

Both of these competences can clearly be acquired during stays abroad. Providing an innovative opportunity and approach to ensure that relevant skills are validated and accredited will be a considerable help to adults, increasing their employment prospects in the labour market.

Pilot tests with the mobile application will be carried out in spring 2015, following the development phase. Regardless of where you are from, spread the news and try out the application during an upcoming trip abroad!

For further details visit our webpage and get in contact with us.



CAMP2.0

Challenging Attractiveness of lifelong learning: web 2.0 tools for strengthening Marketing and Public relations competencies of adult education providers

Agne Bliuvaite, UAB "Globalios idejos" (LT)

Situation of adult education

According to European benchmarks adult participation in lifelong learning should reach an average of at least 15% by 2020. Education providers are invited to show more initiative to increase participation. There are some structural barriers hindering participation in adult education that can be addressed by adult educators themselves: financial means to study, lack of access to information about providers, offers, topics, course durations and qualification levels.

Traditional marketing versus WEB2.0

Traditional marketing tools such as publications (flyers, brochures, course catalogues, posters, etc.), television and radio advertising are expensive and at the same time ineffective. They do not provide feedback from target groups. On the other hand, WEB 2.0 tools allow users to interact and collaborate, for example social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, etc.

Many training offers have become digital, thus allowing people to take advantage of distant and blended learning. Web 2.0 tools allow contacting potential learners with low costs – only competent staff is needed. Managerial staff of adult education providers should update their knowledge, especially practical skills on marketing and PR within these changed settings.

Survey of adult education institutions

In order to identify educational needs, both evident and latent, and any problems and deficiencies related to marketing and public relations faced by adult education providers, a survey was organised in 7 countries: Austria, Germany, Italy, Lithuania, United Kingdom, Spain and Turkey.

AT A GLANCE

Programme: Grundtvig - LLP
Co-ordinator: UAB "Globalios idejos" (Lithuania)
Main outcome: Pilot an innovative training course
Website: www.camp20.eu

Interviews were conducted with forty adult education organizations, marketing measures applied concerning adult education were compared.

Survey has shown great importance is given to the use of media tools. Also, adult education providers are aware that the use of different social media tools is continuously evolving yet they lack guidelines for the implementation of marketing strategy. Internal implementation of strategies for social media does not appear to be common. The great majority of respondents expressed their interest in further training and in developing their use of web-based marketing and public relations tools.

Upcoming course for adult education providers

In order to strengthen marketing and public relations competencies of adult educators a course will be introduced. The main topics will be: what is WEB2.0, legal tips, good social media behaviour, social media strategy, creation of social media content, social media tools, quality assurance, evaluation and monitoring, and search engine optimization.

Piloting of the course will take place in Turkey and in 2015 the course will be presented in international conference in Lithuania. A trainers' guide and a handbook will be available online and via major networks in European union. For more information visit www.camp20.eu or contact the partners.



E.L.M.I.

Enhancing Labour Market Integration of elderly family carers through skills improving

Daniela Maresch, E.N.T.E.R. (AT)

The progressive ageing of the population is a problem that all countries throughout Europe now have to face. Therefore the challenge for the health and social care systems will be huge and the work of informal carers as major care providers will remain crucial or become even more important.

AT A GLANCE

Programme: Leonardo da Vinci Transfer of Innovation - LLP
Co-ordinator: Habilitas Association (Romania)
Main outcome: Transfer of Italian e-learning training course for elderly family carers
Website: www.elmiproject.eu

Unfortunately the financial crisis has led to shortages in the availability of local carers. The European Commission has therefore recommended in its Ageing Report that the emphasis should be on encouraging a family to insource rather than outsource care. Informal care can then become a valuable resource on the labour market.

Romania, Poland and the Czech Republic are three of the European countries where the care for elderly people lies mostly on the family. Therefore the ELMI project has the following two objectives:

- The transfer of an e-learning training course for informal caregivers from Italy to Romania.
- The analysis of its potential transfer to Poland and the Czech Republic.

Furthermore, in order to support a qualified mobility of Romanian workers to Italy the training acquired by Romanian carers within the ELMI project will be recognized in Italy in the framework of an ECVET Memorandum of Understanding.

The main result of the ELMI project is an e-learning course specifically targeting family carers of older people. It aims to provide the skills and competences necessary for both providing better care and preventing stress and burn out. This course has been developed in Italy in 2011 and has been used by almost 400 carers so far! For more information please consult the following website: "http://corso.caregiverfamiliare.it"!

The 7 partners of the project come from 5 countries: Romania (Asociatia Habilitas CRFP – coordinator, Societatea Romana Alzheimer, Confederatia Caritas Romania), Italy (Anziani e Non Solo), Poland (University of



Lodz), the Czech Republic (Center for Family and Social Care), Austria (E.N.T.E.R.). ELMI is a Leonardo da Vinci TOI project financed by ANPCDFP Romania and has a duration of 2 years (2014-2016).



GREEN

Green Environment Education European Network

Sabine Wiemann, BUPNET (DE)

AT A GLANCE

Programme: Comenius network - LLP
Co-ordinator: BUPNET - Bildung und Projekt Netzwerk GmbH (Germany)
Main outcome: Implementing climate change education into school curricula
Website: www.green-eu-net

European Network for Climate Change Education in Schools

Climate change represents one of the greatest environmental, social and economic threats facing the planet. Today's teenagers are likely to experience the effects of climate change much more than we do today and they will be forced to address the issue and need to learn to live sustainably. Schools can play a central role in providing their students with information and knowledge and assist them with making more conscious consumer choices in terms of developing new attitudes towards what is appropriate and what is not. Moreover, schools have a key role in supporting young people to make career choices, for some businesses will grow considerably while others will decline.

The network consists currently of 16 European partners from ten European countries. Together they seek to promote the sustainable integration of climate change education into educational programmes and school curricula. In a first step they have identified good practice examples on how this complex topic can be broken down to school level. In a second step European schools will be invited to present their examples in the GREENHOUSE – the European think tank for climate change education in schools. Based on the collected examples new approaches will be generated, discussed and compiled in a manual for teachers.

One major activity is to extend the GREEN Network and to involve other interested schools and relevant stakeholders. For this purpose the network will organise a number of events and activities. At a local and regional level GREEN partners will organise net-working events and expert talks as well as training days.



At a European level GREEN will organise webinars and forums and will launch the first GREEN Award in 2015, to which all European schools will be invited. To learn more about the events, please visit www.green-eu.net.



MEET CHANGE

Motivating Elderly Employees for Training and Change

Grit Ackermann, Chamber of Commerce and Industry Slovenia (SI)

Discover tools to improve the participation of older low-skilled workers in training and learning programmes!

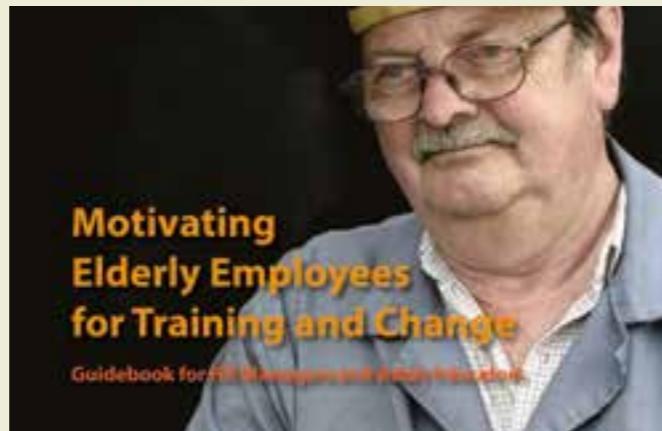
From the results of our project MEET Change we have learned a lot about why companies need to reallocate older and low-skilled workers and the reasons why workers do not want changes to their work environment. The answers can be found in the reports on surveys and interviews conducted on our website.

The guidebook for adult educators and HR professionals on how to work with these workers and develop an understanding of why older and low-skilled worker might refuse change is also available for download.

The guidebook presents proven and newly developed tools, methods and case studies on how to motivate the target group to participate in training and accept change in their work environment in clearly arranged and easy-to-read language.

AT A GLANCE

Programme: Grundtvig - LLP
Co-ordinator: Chamber of Commerce and Industry Slovenia (Slovenia)
Main outcome: Guidebook and training workshops
Website: www.meet-change.eu



PINECL

Parents Informal Network for Early Childhood Learning

Jennifer Land, Meath Partnership (IE)

AT A GLANCE

Programme: Key Activity II - LLP
Co-ordinator: Meath Community Rural & Social Development Partnership Limited (Ireland)
Main outcome: New dimension in the provision of cost-effective adult and early childhood education
Website: www.pinecl.eu

The PINECL project has identified an innovative, multi-faceted model for the development and provision of blending training for employment, parenting supports and early childhood development, using micro-social networks across rural communities in Europe. Eight project partners from IE (2), NI, IT, RO, CY, AT and FI have come together to deliver this project bringing with them, vast experience in the fields of adult education, parenting supports, early childhood development, e-learning and dissemination activities.

Research confirms the added value to society of investing in quality early childhood development programmes for children living in disadvantaged areas; emphasising that many of the major economic and social problems could be reduced as a result of early nurturing, the provision of early learning experiences, and the promotion of physical health and well-being from birth to age five.

The PINECL Project is creating an online hub, known as the Parents Academy, where parents of young children, from infancy up to primary school age, can network, share their experiences and support each other. It also brings together parents from rural communities, with social, healthcare and adult education providers, in support of early childhood development.

This represents a holistic approach to educational self-sufficiency for rural families allied to the creation of informal support networks for parents. Finally, PINECL will provide a forum for professionals working in the field of early childhood development, supporting the exchange of best practice and offering access to a wide range of resources and materials.

To follow the development of this project and access the tools and resources developed to date, please log onto www.pinecl.eu or contact Jennifer Land, Project Co-ordinator at jennifer.land@meathpartnership.ie



IMAILE

Innovative Methods for Award Procedures of ICT learning in Europe

Petra Kampf, E.N.T.E.R. (AT)

AT A GLANCE

Programme: FP7
Co-ordinator: Halmstads Kommun – Municipality of Halmstad (Sweden)
Main outcome: Validated innovative PLE solutions customised and developed to fit the end users need ready to commercialise and procure on the market.
Website: www.imaile.eu

IMAILE is the first project at a European level that addresses the area of ICT in the field of education and e-learning from both the demand and the supply side. Enabling a dialogue between the demand and supply sides will allow research and innovation to focus on the actual needs of the end-users (our European schools, teachers and students) by equipping them with the tools they need to bring the classroom into the 21st century.

Today there are many great ICT products, apps and services on the market which support e-learning in the European classroom. But few of them are developed in a customized way supporting the implementation of creative learning and innovative teaching with the true pedagogical needs of our schools (end users) in focus.

IMAILE has identified and decided to focus upon the challenge of an increased demand of personalized learning where new technology should support schools and teachers in an innovative and creative way. The next generation of PLE's (personal learning environment) for students in primary and secondary school in the topics science, math and technology (STEM) should support different learning styles in order to:

- support all students to reach their goals in a personalised way.
- create more 1 to 1 meetings between teacher and student in the classroom.
- reduce teachers planning hours.
- increase students' motivation to learn STEM.
- create a real shift from teacher centered learning to student centered learning (research shows that lessons in math and science still is mostly teacher-centered, with few opportunities for the students to have influence on their own learning and using digital tool).
- we applicable to all devices (responsive design for computers, mobile phones, tablets...), our PLE solution should be a tool that can be easily used from the students' personal devices as well.
- be applicable to all learning styles according to the Learning and Teaching Styles (Felder & Silverman, 1988, revised in 2002): active/reflective, sensing/intuitive, visual/verbal and sequential/global.
- provide students with a personalised formative feedback and scaffolding, based on their learning paths, needs and styles.
- reduce the numbers of early drop outs on long term perspective.



The city of Halmstad (Sweden) is coordinating this project where public procurers of ICT in education from four countries (Sweden, Finland, Germany and Spain) are using PCP (pre-commercial procurement) as a method to stimulate user driven innovation in cooperation with European ICT industry, research and SMEs.

The PCP process benefits both users and suppliers. Users get a solution that is developed and evaluated according to their needs, and suppliers get a solution that has been developed to the point of pilot testing, thereby increasing their potential for successful commercialization.



MORE WOMEN INTO AERONAUTICS!

Ready for take off with IN2SAI?

Petra Kampf, E.N.T.E.R. (AT)

The IN2SAI project intends to increase the participation of female students in higher education studies in scientific fields (especially those relevant for aeronautics) and to contribute to their integration into the aeronautic industry (AI).

The project thereby aims to enhance a close collaboration among academia and industry as well as identify possible reasons for the low female interest in scientific studies and participation in the aeronautic industry. Different activities will be implemented in order to increase the interest of female students in this field of studies and highlight possible careers in AI.

Besides the organisation of different events such as technological clinics for students at secondary level aiming to introduce them into scientific studies in higher education; mentoring field trips for female higher education students to AI companies, and open days for schools, families, universities and AI industry, IN2SAI will identify several case studies of women working in AI. Each of these women will present their educational pathway and job profile in order to show different career opportunities in the aeronautic field and motivate young women to pursue a career in this field.

Additionally the project consortium will analyse educational programmes by assessing the promotion of gender balance in contents and methodologies for the motivation and support of female students.

Fasten your seatbelts and join us now!

<http://in2sai.eu>
<http://facebook.com/in2sai>

Have you ever been attracted by the dream of flying?

IN2SAI: to break stereotypes and rediscover the role of women in research, in scientific professions and in aeronautics.

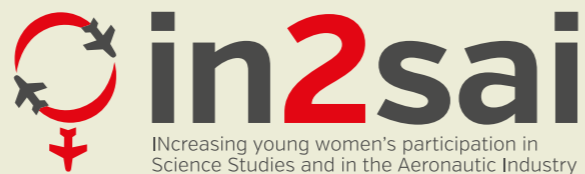
Watch the video!



AT A GLANCE

Programme: Erasmus – LLP
Co-ordinator: Universidad Politécnica de Madrid (Spain)
Main outcome: Different activities and events to increase the interest of female students in science studies and specifically the aeronautic industry

Website: www.in2sai.eu



T-EST

Transfer of Employment Support Tools for People with Disabilities

Michaela Meier, Jugend am Werk Steiermark GmbH (AT)

The T-EST project aims to transfer the Supported Employment (SE) approach and tools to countries that lack efficient vocational support services for people with disabilities, especially to Bulgaria, Romania and Turkey. The baseline product is the Supported Employment toolkit, which represents the European standards and values of SE. In accordance with the national backgrounds, which were ascertained during the project, national manuals for implementation support tools were developed and translated into the transfer country languages.

A training programme based on the requirements disabled people have in order to enable them to achieve secure, paid employment on the open labour market was developed. This was attended by the transfer coaches in BG, RO and TR who were implementing the pilot employment support programmes in their countries.

The massive success of the implementation phase led to a clear improvement in the quality of accessibility to the labor market for people with disabilities. The whole transfer process was embedded in an awareness raising campaign in the receiving countries to inform companies, labor market institutions, training institutions as well as self-advocates about the need for full access for people with disabilities to the open labor market. Despite legal protection and funded support services

AT A GLANCE

Programme: Leonardo da Vinci – LLP
Co-ordinator: Jugend am Werk Steiermark GmbH (Austria)
Main outcome: Pilot implementations of supported employment and training programme for transfer coaches

Website: www.t-est.eu



Project partnership and their stakeholders at the T-EST final conference, 19th of September 2014, Izmir, Turkey

it is obvious that societal prejudices against people with disabilities have to be reduced. Full access to education and the labour market for people with disabilities as a key focus of the European Disability Strategy must be fostered.

STAY IN

Drop Out Recognition and Prevention Training Programme for VET Teachers and Trainers with Special Focus on Dual VET Systems

Michaela Meier, Jugend am Werk Steiermark GmbH (AT)

The vocational Education training (VET) sector appears to be quite a complex matter in European education systems.

The manner in which practical training in the work place is implemented, varies from country to country and matters are further complicated by the fact that the responsibility for VET training of apprentices is shared by teachers from VET schools and apprenticeship trainers as well as people in the workplace. These factors create a difficult environment for supporting teachers and trainers in an appropriate way.

The main aim of the STAY IN project is to provide better support for teachers and trainers in the VET sector in the participating countries and beyond which is coherent with national and European policies for combating early school leaving.

Started in November 2013, STAY IN is a 2 year-long project, funded by Leonardo da Vinci –Transfer of Innovation under the Lifelong Learning

AT A GLANCE

Programme: Leonardo da Vinci – LLP
Co-ordinator: Jugend am Werk Steiermark GmbH (Austria)
Main outcome: An innovative training programme for VET teachers in school based VET systems and VET / apprenticeship trainers in companies, to identify potential risk factors for drop out and obtain strategies and instruments to prevent drop out

Website: www.stayin-project.eu



Programme, with activities planned throughout 8 different European countries: Austria, Bulgaria, Germany, Finland, Italy, the Netherlands, Portugal and Turkey.

SECTOR SKILLS ALLIANCES TOURISM AND CATERING

Shyam Patiar, Grwp Llandrillo Menai (UK)

AT A GLANCE

Programme: Lifelong Learning Programme
Co-ordinator: Grwp Llandrillo Menai (United Kingdom)
Main outcome: Design innovative qualification for Tourism and Catering Sector
Website: www.ssatc.eu

Curriculum / Qualification Development:

The development of a common European curriculum/qualification in the area of tourism and catering is to establish a new model of co-operation between interested parties from education and industry. There will be a state-of-the-art e-learning platform to enable learning and continuous assessment of different technical knowledge and social skills within the tourism sector. Delegates of the partner institutions actively assessed the current situation and analysed the gaps and differences within curriculum across the tourism and catering sector. In order to successfully achieve these goals, the partners have based their findings on both empirical research and the human resource requirements of hotels, restaurants, travel agencies and tour operators.

Recognition Map:

Each partner carried out a study of their main qualification in the tourism and catering sector at EQF Level 5 and presented their findings. There were discussions held by each group presenting their findings of curriculum gaps in the tourism and catering sector across Europe. These curriculum gaps have been grouped to form module titles.

Module Titles:

It is envisaged that the NEW qualification will consist of modules with identified units, which have been agreed as follows:

Customer Service:

- Customer service principles
- Preparing to deliver a customer service training programme
- Inter-Cultural communications
- Conflict management

Personal and Professional Development:

- Personal learning and development
- Hospitality skills for the tourism and catering sector
- Research skills and project management
- Learning in action and employability skills

Entrepreneurship and Innovation:

- Entrepreneurship
- Innovation
- Setting up of small businesses
- Small business enterprise

Supervisory Management:

- Supervisory skills
- Leadership skills
- Training / mentoring skills
- Planning and organisational skills

ICT in Tourism:

- Application of ICT in hospitality and catering
- Application of ICT in travel companies
- Description of ICT in tourism presentation
- Usage of social media and online booking

Sustainable Tourism:

- Sustainable environment and sustainable tourism
- Accessible tourism
- Rural tourism
- Agri-food tourism

Advance Notice for the Final Meeting:

The fourth and final meeting is scheduled to be held in Llandudno, North Wales, UK from Wednesday, 12th November 2014 to Saturday, 15th November 2014. There will be a launch of the strategy paper to the partner institution representatives and the main stakeholders from the UK and across Europe. For further information, please contact the **Project Co-ordinator on 0044 (0) 1492 542 316 or email s.patiar@gllm.ac.uk or visit the website www.ssatc.eu**



CUBITUS

Curriculum for Sustainable University Business Cooperation in the Tourism Sector

AT A GLANCE

Programme: Erasmus - LLP
Co-ordinator: Baltic College – FHM (Germany)
Main outcome: Business cooperation model
Website: www.cubitus-project.eu

For Europe's tourism sector the CUBITUS project gives concrete answers on how complex global market developments and quickly changing customer demands can be better foreseen and assessed, to allow timely reaction in order to defend Europe's top position in the world in this sector.

The CUBITUS mission is to provide concrete answers to major concerns of the tourism industry such as:

- How to predict and assess global market trend and major changes in customer demand?
- How best to defend Europe's leading position in the world's tourism industry?
- What is the right kind of advice to enable businesses to address emerging changes proactively?

CUBITUS aims to explore professional opportunities for cooperation between universities and medium sized enterprises so that the potential of both partners is shared and utilized to their mutual advantage. CUBITUS aims to develop cooperation and mutual consultation models for the European tourism industry from the concept stage via practical testing to the public dissemination of their findings.



In addition to the Istanbul Chamber of Commerce from Turkey, corporate networks and consultancies from Italy (The Cooperative Florence Planet), Portugal (Sociedade Portuguesa de Inovação) and Austria (SystemCERT) are on board. The university project partners are the University of Suceava (Romania), Coleg Llandrillo (Wales), Tartu University (Estonia) and the FHM -University of Applied Sciences (Germany).

When we analyze the human resources aspect of tourism, the industry is marked by low levels and sometimes inhumane working conditions, a high staff turnover, a high share of informal employment arrangements and a lack of infrastructure, especially when it comes to senior tourism. All these factors indicate that the industry is facing a tangible shortage of skilled personnel, especially in senior tourism.

CUBITUS was therefore set up as a project to help remedy this situation. Its basic approach is to develop a framework for a working partnership between both stakeholders - universities and companies is called the "CUBITUS University Business Cooperation Model".

The CUBITUS project aims at investigating the growth market of senior tourism, its trends and potentials, as well as the needs of the target groups. In close partnerships between science and industry, between universities and regional tourism businesses, a consulting and guidance model is being developed. The aim is to combine the scientific know-how in the field of tourism and to integrate this in the form of pilot consulting models in private companies.

In Turkey, a political focus on the development of tourism sensitive to environment and small enterprises has gained importance especially in the last years. The Turkish business world and Istanbul Chamber of Commerce give the utmost importance to tourism and sustainable tourism approaches as tourism is a sector becoming more important and vital for Istanbul and Turkey every day. The travel and tourism industry has a great economic importance for the Turkish economy. From 2013 to 2023, the average growth in this field is expected to remain around 3% the tourism, being a people-based activity, can also be considered as a generator of employment. As indicated by the 2013 figures, the share of tourism in Turkey's employment rose from 6.2% to 6.8%.

In addition to this, Turkey continues to be one of the main destinations for tourists. The number of tourists visiting Turkey has increased 2.5 times in the last 10 years. While 14 million tourists visited Turkey in 2003, this number has reached to 34.9 million in 2013. Similarly, Istanbul hosted more than 10 million tourists in 2013. For all these reasons, sustainable tourism approaches remain indispensable and irreplaceable for the Turkish business world.



RECREATE

Re-vitalisation of the European Culture Route in the South Baltic Area

Gabriel Gach, University of Greifswald (DE)

AT A GLANCE

Programme: South Baltic Cross-border Co-operation Programme 2007-2013
Co-ordinator: Municipality of Leborg (Poland)
Main outcome: Development of the touristic infrastructure along a historically traditional route
Website: www.en.re-create.pl

The Way of St James is a network of European long-distance trails for pilgrims, all of them with the final destination Santiago de Compostela (Spain). These ways usually follow old long-distance trade routes that were already used by pilgrims in the Middle Ages.

In this project, a significant part of the way - from the Baltic States (at Kretinga, Lithuania) to the Polish-German border - is being revitalized and made available for pilgrims. The project picks up on existing regional initiatives and is working closely with local stakeholders from churches, the tourism sector and local administrations. In total, nine different international partners are working within RECreate.

Even in the North East of Europe, pilgrimage to Santiago de Compostela has a long tradition. Besides the so called middle route (via Frankfurt on the Oder) and the southern route (via Görlitz), the use of a path 20 – 30 kilometres south of the Pomeranian coast is historically proven. The way led towards the islands Wolin and Usedom, and was connected to the Via Baltica. The aim of the RECreate project is to re-establish this ancient pilgrims' path and revive the tradition of St James pilgrims in the North-Eastern Europe.

Milestones along the route are places of outstanding religious significance in the Baltic Area, such as the archdioceses and dioceses Kamien Pomorski/ Szczecin, Koszalin, Pelplin and Elblag, as well as pilgrimage sites related to St James.

Individual pilgrims and pilgrim groups are the main target groups. Furthermore, particular attention is being paid to a disabled friendly access to the revitalized trail and the involvement of all social groups.

The project's aim is not only to re-open trails for pilgrims, but also the revitalization of a European Cultural Route, giving an impetus for the development of tourism in the untapped coastal hinterland of the Baltic Sea.



Photo: Amrehn/Knuth



Photo: Gerstmann



Weekend Pilgrims (Photo: Buschmann)

Q-PLM

Quality Assurance for VET Providers using Product Lifecycle Management

Michael Schwaiger, INIT Developments (DE)

AT A GLANCE

Programme: Leonardo da Vinci Development of Innovation - LLP
Co-ordinator: bfi Steiermark (Austria)
Main outcome: Development of an IT-based tool for the integrated product lifecycle management for VET providers.
Website: www.q-plm.eu/en/

It is a well known fact that within the vocational education and training (VET) market there is an array of different factors and variable elements that influence the services and products that are offered by providers. Product lifecycle management is an innovative conceptual approach that responds to this challenge as it takes into consideration the entire lifetime of a product.

Product lifecycle management is a therefore a tool specifically designed to measure the indicators of a VET product and the management of its lifetime.

There is currently a high demand for a coherent and practical tool that can be applied by VET providers to monitor the lifecycles of their products and services, and which take into account a range of variable factors that influence VET offers.

The Q-PLM project is a direct response to this need and its overall aim is to produce an IT-based tool that VET providers can implement to carry out effective and integrated product lifecycle management. Initially the project will analyse existing software for this function and identify the variable factors that influence the product lifecycle of a VET offer.

After completing this background work the eight partners (from AT, DE, BE, ES, FI, IE, SI and RO) will develop together a handbook and software both aimed at active product lifecycle management. The project will culminate in a conference in Austria in September 2015, when the final versions of the products will be presented and made available for wider dissemination throughout the VET sector in Europe.

For further information please visit the website at www.q-plm.eu (versions in all partner languages) or contact the Project Coordinator Karin Wiedner at karin.wiedner@bfi-stmk.at



AGORA 2.0

Heritage Tourism for Increased Baltic Sea Region Identity

Betina Meliss, University of Greifswald (DE)

AT A GLANCE

Programme: Baltic Sea Region Programme 2007 – 2013
Co-ordinator: University of Greifswald, Institute of Geography (Germany)
Main outcome: Strengthen the common identity of the Baltic Sea Region, based on natural and cultural heritage
Website: www.agora2-tourism.net

Over the centuries, countries in the Baltic Sea Region have had a long common history and this region is characterised by a great variety of natural and cultural resources. However, the area was still not really perceived as one single region outside its borders.

AGORA 2.0 aimed at improving the common identity of the Baltic Sea Region, based on its rich natural and cultural heritage. Heritage assets are not only interesting tourist attractions, but also relevant preconditions to enhance the business environment.

Heritage with pan-Baltic potential was identified to strengthen tourism capacities and to make the Baltic Sea Region more visible.



Skokloster Castle, Sweden, © Jens Mohr

Project Outputs are:

BASTIS - The Baltic Sea Heritage Tourism Information Service

BASTIS is an online tool providing tourism related market data on destinations, source markets and heritage tourists especially for tourism sector SMEs and other organisations. It follows the Wiki principle: users from heritage sites can install their own account to publish information and data about their own sites - to be visible for tour operators in particular. An online benchmarking tool was included and an absolutely new service is, the availability of figures on BSR level. (see: www.bastis-tourism.info)

The "Six Baltic Sea Wonders" contest

After a pre-selection procedure, 65 candidates of natural and cultural heritage from all countries around the Baltic Sea were included in a web based heritage panel, showing structured information, pictures, maps and links. During 3 voting rounds to find out the "Six Baltic Sea Wonders", nearly 15,000 voters from the entire BSR gave more than 45,000 votes. The six winners were finally:

- White cliffs of Ruegen and Moen (DE, DK)
 - Curonian Spit (LT, RU)
 - Masurian Lake District (PL)
 - Tallin old town (EE)
 - Vilnius old town (LT)
 - Gdansk, town of memory & freedom (PL)
- (see: www.6-bsr-wonders.net)

Common Identity Profile

So far, all relevant studies came to the same conclusion: that no common identity in the Baltic Sea Region exists. Nevertheless, AGORA 2.0 tried to find out by using a bottom-up approach "What do we have in common in the whole Baltic Sea Region?" and what could be used as assets for common marketing. The results presented what BSR residents recognised as having in common:

- Hanseatic league and castles (culture);
 - Amber, forests and lakes, beaches and dunes (nature);
 - Education and environmental protection (society & economy.)
- (see: www.agora2-tourism.net/assets/639/BSR_Common_Identity_Profile.pdf)



Church in Kamien Pomorski, Poland, © Betina Meliss



Lithuanian forest, © Betina Meliss

Series of brochures "Treasures of the Baltic Sea"

The series "Treasures of the Baltic Sea" consists of five issues. In a well-structured way the brochures give an overview of the rich treasures of the region, as it has never been presented before. The aim is to attract tourists to the region and to be become noticed by tour operators. (see: www.agora2-tourism.net/)



Stones, Island of Ruegen, Germany, © Betina Meliss



Moving sand dune, Leba, Poland, © Betina Meliss

COUNTRY STYLE

Attract Tourists to Rural Areas

Betina Meliss, University of Greifswald (DE)

The EUSBSR Seed Money Facility is an important instrument which will act as a bridge to the new EU Programme Period 2014-2020. The main intention is to enable stakeholders to carefully develop future "bigger" projects. Country Style aims at developing rural tourism in the Baltic Sea Region in a new dimension – based on the rich natural and cultural potential of its rural areas (which have not yet been opened up) and the offers, activities and products provided by stakeholders. Also, tourists shall be encouraged to discover rural areas away from the crowded coastlines. This however, requires a tourism offer that is transparent and diversified, consisting of the necessary quality required by demanding visitors and marketed in an appropriate way.

Direct outputs of the seed money project will be:

- Structural analysis on rural tourism in the Baltic Sea Region showing the diverse structure of rural tourism organisations in the countries around the Baltic Sea and their main activity fields and some statistics.
- Screening analysis on rural tourism in the Baltic Sea Region, consisting of ongoing and implemented projects as well as conclusions and recommendations for the future
- A plan for the main stage project
- Work plan containing, composition of the partnership and budget plan
- Report on funding possibilities and steps to be taken after the seed money project is finalized

AT A GLANCE

Programm: EU Strategy for the Baltic Sea Region, Seed Money Facility
Co-ordinator: Mecklenburg-Vorpommern Tourist Board (Germany)
Main outcome: Strengthen rural tourism development in the Baltic Sea Region
Website: www.auf-nach-mv.de



Contact

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 fon +49 (0)381 40 30-663
 j.volkmar@auf-nach-mv.de



STITCH

Fostering Sustainable Tourism Development by Education and Training

Ruth Bördlein, University of Greifswald (DE)

How can housekeeping in hotels be organized in an environmentally friendly way? How can people employed in the tourism industry avoid cultural pitfalls when dealing with guests from abroad? Why should tourism development be organized in an economically, ecologically, and socially sustainable way at all?

To integrate the answers to these and many more questions into education and training it is necessary to foster sustainable tourism development throughout Europe. To be successful, well educated and trained, men and women are needed at all qualification levels, i.e. strategic planning, management and implementation.

The results of the STITCH project respond to this demand. The project was financed by the Lifelong Learning Programme from 2010 to 2012. For three years partners from eight European countries (AT, DE, DK, LT, PT, RU, TR, UK), developed a comprehensive e-learning platform, offering courses on sustainable tourism for three qualification levels: vocational education and training (VET), bachelor level and masters level, respectively.

AT A GLANCE

Programme: Key activity 3 - LLP
Co-ordinator: University of Greifswald, Institute of Geography and Geology (Germany)
Main outcome: Learning platform and training courses for three qualification levels
Website: www.stitch-project.eu/

Five thematic modules – Introduction to Sustainable Tourism, Heritage Tourism, Tourism in Protected Areas, Sustainable Tourism Planning and Cultural Interferences – offer a broad range of material and information for in-depth studies. All courses are available in seven languages.

An english demo-version of the learning platform is available under <http://www.stitch-project.eu/>. If you are interested in further information, please contact one of the partners



2014

NOVEMBER

Final Conference of Be(com)ing European Project – Strengthening Autonomy and Self-Confidence of Learners in Basic Education in Europe

Date: 13th November 2014
Location: Brussels, Belgium
Organiser: CVO Antwerpen

The members of the BeE project consortium are pleased to be announcing the final conference of the project in Brussels. More than 100 participants are expected to attend, various events will be offered: Key notes on basic education, reports from teachers, trainers and learners on their cooperation within the project; workshops and other forms of exchange of experience will offer the conference participants opportunities to actively participate.

Fees: No conference fee. Formless registration requested (projects@cvoantwerpen.be)
Further information: <http://www.becoming-european.eu>



DECEMBER

Sport Tourism Conference (STC'14)
New Challenges in a Globalized World

Date: 10-12 December 2014
Location: Coimbra College of Education, Portugal
Organiser: Coimbra College of Education

STC'14 aims to stimulate research and the dissemination of scientific knowledge, providing a platform to increase inter-disciplinary discussions and comparative approaches, enhancing knowledge and experience related to sport tourism studies.

STC'14 focuses on a wide variety of topics related to Sport Tourism studies within the theme of "Sport Tourism: New Challenges in a Globalized World". With this broad theme, we intend to discuss the challenges that globalization has brought to Sport Tourism, considering its opportunities as well the threats. We are also interested in linking academic studies to real market needs.

The subtopics that we suggest in STC'14 are directly linked with this idea: policies, development studies and sustainability studies towards increasing positive and reducing or eliminating negative impacts; innovation, competitiveness studies, management studies, and event studies, to improve organizations and management best practices; market approaches to suit offer and demand; analysis of new trends to understand the tendencies of the market and to project new research problems and new research lines; but also to look back to the history of Sport Tourism history as a way of predicting the future.

Further information: <http://www.esec.pt/pagina/stc2014/index.php>

2015

JANUARY

REGIONAL STUDIES ASSOCIATION
Tourism Research Network Workshop
Metropolitan Tourism Experience
Development: Diversion and Connectivity

Date: 28-30th January 2015
Location: Budapest, Hungary
Organiser: E+L Congress and Exhibition Organiser Ltd.

In the age of budget airlines and increased mobility, the importance for metropolitan areas of positioning themselves in an increasingly competitive environment where the boundaries between international tourism and local leisure are becoming blurred, has increased.

Metropolitan areas are highly preferred targets for tourists owing to their diversified and concentrated attractions, cultural heritage and up-to-date events as well as their business environment. They are the focal points of tourism in a lot of regions and countries. Besides the questions of local management and sustainability, regional implications (not only for the neighbouring regions) are of crucial importance from the aspect of development opportunities and strategies.

Another aspect of metropolitan tourism considers the local population, and the great variety of institutions and businesses linked to the tourism system...

Further information: <http://www.vagyongazdalkodas.hu/mtd2015/#.VE-gg2fuYo0>

MARCH

"ECVET Conference" regarding Mutual Recognition of Massage Professions in Europe

Date: 3 March 2015
Location: BBW in der DAA, Schwerin, Germany
Organiser: BBW in der Deutsche Angestellten-Akademie (DAA)

The conference will focus on the main outcomes of the project and the development of the ECVET in the Partner countries through partner discussion, speeches, presentation of the project portal "Eucapo".
Fee: Participation in the conference is FREE.
Further information & registration: www.maecvet.eu/news



Smart Cities - South-East European Exhibition & Forum

Date: 11-13 March 2015
Location: Inter Expo Center Sofia, Bulgaria
Organiser: Via Expo

Scope: energy management, smart grid and storage, intelligent buildings, lighting, ICT, e- mobility and smart transport, emergencies and security.

Further information & registration: <http://viaexpo.com/en/pages/smart-cities>

APRIL

The Learning Teacher Network's 10th International Conference
Innovation for Development in Learning and Sustainability

Date: 16-18 April 2015
Location: Zagreb, Croatia
Organiser: The learning teacher network

In order to meet the challenges for the future, education and training need to address the areas of innovation, learning and sustainability. The conference will contribute to the exploration of these perspectives.

Further information: <http://www.learningteacher.eu/zagreb-conference-2015>

MAY

3rd International Student Conference in Tourism Research (ISCONTOUR 2015)

Date: 18 – 19 May 2015
Location: Salzburg University of Applied Sciences, Austria
Organiser: IMC University of Applied Sciences Krems and the Salzburg University of Applied Sciences, Austria

The aim of the International Student Conference in Tourism Research is to offer students a unique platform to present their outstanding research and to establish a mutual knowledge transfer forum for attendees from academia, industry, government and other organisations.

Further information: www.tourism-student-conference.com

JUNE

11th Annual International Conference on Tourism

Date: 8-11 June 2015
Location: Athens, Greece
Organiser: Athens Institute for Education and Research

The aim of the conference is to bring together scholars, researchers and students from all areas of Tourism

Further information: <http://www.atiner.gr/tourism.htm>

OCTOBER

2nd BarCamp on European Project Management

Date: 8-9 October 2015
Location: Florence, Italy
Organiser: EU Project PACE BarCamp

The BarCamp is open to all those EU Project Managers who like to share experiences and ideas through an open and informal approach. The BarCamp is organised within the EU Project PACE – Project Actors Community in Europe.

Join the PACE BarCamp if you are interested in:

- sharing experiences and best practices with colleagues from all over Europe
- learning from other experts in EU Project Management in an open and informal environment
- meeting new potential partners, to disseminate your EU-project ideas and results
- connecting yourself with people and institutions involved in EU Project

Management

A BarCamp is an open and self-organized event with discussions, demos and interaction from attendees. Participants put together presentations and join open discussions on any topic they are interested in, of course related to European Project Planning and Management.

Participation is free of charge – but active participation in the BarCamp is required! Hotel and meals costs will be covered by the organisers. Travel costs will be covered by attendees.

More information: www.projectactors.eu or contact Maren Satke m.satke@dieberater.com





Spotlighting European Developments and Projects

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petra.kampf@enter-network.eu

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