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# **“INTERPRETING OUR EUROPEAN HERITAGE”**

ECVET for transparency and recognition of learning  
outcomes and qualification in European Tourism Sector

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## **WP 8 – Dissemination and exploitation of project results**

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**INFOPACK 5 “Adaptation and updating of the NQF/RQF  
tourism qualifications in the participating countries, to the new European  
common sectoral professional qualifications  
“European Heritage Interpreter”**

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## 1. Adaptation / updating of the NQF/RQF tourism qualifications in the participating countries

The consortium updated and adapted the contents of the two professional qualifications “Interpretive Guide” and “Interpretive Host” to the National/ Regional Qualification Framework taking into account the needs of the market and the stakeholders according to the results of the WP2 –*“Analysis and preparatory researches in participating countries on the tourism sectoral professional field concerned by “heritage interpretation” activities* -.

The adaptation/ updating was carried out by each partner through the Section C – ECVET credits related to specific territorial (national/regional) competences of the professional figures

The following table shows the allocation of ECVET credits related to the competences common to all participating countries (Section A and Section B) and the ECVET Credits for the specific competences.

	ECVET Credits for the competences common to all participating Countries	ECVET Credits for the specific competences of each participating Country	Total ECVET Credits
Section A – ECVET credits related to common European competences transversal to the professional figures	40		40
Section B – ECVET credits related to common European competences specific for each professional figures: Interpretive Host and Interpretive Guide	12		12
Section C – ECVET credits related to specific territorial (national/regional) competences of the professional figures		8	8
<b>Total</b>	<b>52</b>	<b>8</b>	<b>60</b>

## **Country: Spain**

At the aim of the adaptation/insertion of the professional figures *Interpretive Guide and Interpretive Host*, established by the MoU, within the Spanish national qualification framework, the Spanish partner has started a dialogue that aims at being incorporated into the Spanish National System for Professional Qualifications, which is regulated by the INCUAL (National Institute of Qualifications). The process of integration in the catalogue is complicated and long and requires a follow up.

At this stage of the project, the Spanish partner defined three new competences in her addendum: administration and marketing management; communication in English; and communication in Spanish. Besides, the Spanish partner included 13 ECVET credits for “Training and vocational internships” within the Section C -ECVET credits related to specific territorial (national/regional) competences of the professional figures- in compliance with the Spanish VET system (the vocational and education trainings in Spain have a duration of two years and the learners combine theory and practice in working places).

The activities for the adaptation of the competence standards for “Interpreting Guide” and “Interpretive Host” described and formalised by the MoU at the aim of its formal insertion within the national qualification framework of Spain have been carried out in compliance with national regulations on professional qualification (Organic Law 5/2002; RD 1538/2006; RD 34/2008 and RD 1224/2009) and its later modifications and integrations.

## **Country : Italy - Umbria Region**

The activities supported by the Italian partners for the official insertion within the Italian National Qualification Framework of the new European professional standard in tourism sector defined by the MoU -Interpreting Guide and Interpretive Host- have been carried out at regional level within the Umbrian regional territory, since Italian regions have exclusive legislative competence on vocational education and training - VET, and are responsible for developing and setting VET curricula (the qualification included in the Regional Qualification Frameworks of Italian regions are recognised also at national level, as established by the Legislative Decree 13 of 16 January 2013).

Therefore, the activities for the adaptation of the competence standards have been carried out in compliance with regional regulations on professional qualification, and particularly the Umbrian DGR 51/2010 *Direttiva sul sistema regionale degli standard professionali, formativi, di certificazione e di attestazione* (Directive on the professional, training, certification and statement standards regional system) and its later modifications and integrations.

The Italian consortium partners have implemented the dialogue process with the competent Umbrian regional offices, also producing and presenting specific documentation to the competent Education, University and Research Service of the Umbria Region, in particular a technical proposal for the official insertion of the new professional standards within the Umbrian RQF *Repertorio dei Profili Professionali della Regione Umbria*. The proposal articulates and integrates, following the regional rules on professional standards, all the learning outcomes defined by the MoU. Furthermore, the same partners have started with the competent regional service also the dialogue process aimed at the definition of a coherent training standard (*Standard di Percorso Formativo*) to be inserted in the official Umbrian training standards repertory (*Repertorio degli Standard di Percorso Formativo*).

### **Country : Hungary**

Tradenet Global created 3 competences as an addendum in the Design of European professional figures in the tourism sector “Interpretive Guide” & “Interpretive Host”. The activities related to these competences are as follows:

- Administrative and marketing management
- Communication in Hungarian
- Communication in English

The administrative and marketing management is required in Hungary if you are working as an interpreter. As professionals are mostly acting as self-employed they need to know how to manage the fundamental administrative and budget principles and marketing activities associated to interpretive services. In other cases interpreters are working in SME-s (such as local tourism

offices) where it is also needed to be competent in basic management, financial and marketing issues.

Hungarian language competence is a must, because if interpretive service is provided for Hungarian people the interpreter has to communicate in Hungarian (as a lot of people cannot speak any foreign language, particularly the older generations).

Communication in English is also a mandatory – minimum at level B2 CEFR. In many cases the interpreter provides the service not for local people but for foreigners, and in these way English knowledge is very important.

### **Country : Belgium**

Diesis created 2 new competences for the Belgium addendum linked the management and business skills and competences and with the linguistic practices and knowledge.

In the case of Belgium, the Business management are required only for self-employed professionals. Indeed, many guides and professionals of interpretation are working for a public entity of promotion of the territory such as local tourism offices, DMO and they employ guides as employees. Diesis decided that the employed guides do not have to acquire and have specific competences regarding the management, the legal, the administrative and marketing aspects as in many situations, there are specific departments for each of those activities. They are perfectly able to guide and to interpret without having basic knowledge of the administrative part.

In addition, the language is a very important issue for Belgium as it gathers 3 official languages: Flemish, French and German. Depending on the location of the guide, it is important to acquire a minimum level of the regional and national languages. In addition, Brussels is the capital of Europe and the oral practice of English is also a very important competence.

### **Country : Austria**

At the aim to adapt and update the competences of the professional figures of “Interpretive Guide” and “Interpretive Host” a consultation process has been inaugurated in Austria for the national implementation of ECVET in the non-formal education. The overall objective is to focus in

the adult education curricula on the use of learning outcomes and to enable the transmissibility towards formal and non-formal education.

The IBW (institut für bildungsforschung der wirtschaft) shall, on behalf of the BMUKK, manage to make the ECVET idea known in Austrian adult education institutions, to stimulate interest and to discuss possible opportunities. Furthermore, the ECVET compatibility will be tested by the professional qualifications of “Interpretive Guide” and “Interpretive Host”.

The activities for the adaptation/ updating of the competence standards for Interpreting Guide and Interpretive Host, described and formalised by the MoU ECVET at the aim of its formal insertion within the national qualification framework of the Austria, have been carried out in compliance with national regulations on professional qualification.

Finally, the Austrian partner has defined three new competences in their addendum: administration and marketing management; and communication in a second language. The professionals involved in heritage interpretation activities in the tourism context of the country need acquire the competences to manage the fundamental administrative and budget principles associated to interpretive services. Besides, a second language is considered necessary to guarantee the quality of services to the clients.

### **Country : Slovenia**

Adaptation of NQF tourism qualifications was important task, since no Slovenian qualification is focusing in interpretation of heritage. In order to ensure high quality services the partnership prepared a qualification for 2 professions: Interpretive guide and Interpretive host. Since heritage is globally important as well as it is important also for local communities, it may have many different approaches, opportunities and a challenges. To ensure a correct development it is a key value to introduce the new qualifications and trainings for them. In this way new jobs and quality of heritage presentation could be ensured. NEC has reviewed all the existing national qualifications, and after interviewing and discussing with different stakeholders (public and private) agreed the plan to update the NQF tourism qualifications. 2 professions: Interpretive guide and Interpretive host were born in this way.

The regional development centre (Development centre of the heart of Slovenia) welcomed our qualifications together with a Network of craftsman and agreed to implement the trainings regarding the 2 new qualifications developed in the project 'Interpreting our European Heritage'. The Craftsman Network of the Heart of Slovenia had put the trainings into the future action plan of the network.

### **Country : Germany**

The process of updating and adaptation of the competence standards for the qualifications of Interpreting Guide and Interpretive Host within of the German NQF/RQF was based on the analysis of situation of the heritage interpretation in the country realized during the WP2.

During the analysis were detected two professional figures working in the framework of the tourism sector and heritage interpretation. The professional figures are: the "Certified Nature and Landscape Guide and the "Hiking Guide and Trainer-C Hiking", both inside the EQF level 3.

Thus, the German adaptation and updating of the two professional qualifications have been focused on the activities developed for the tourist guides. In Germany the profession of tour guides is not uniformly organised, therefore different trainings and qualifications exist in this sector. The federal association of visitor- guides in Germany (Bundesverband der Gästeführer in Deutschland e. V. - BVGD) is the biggest organization in Germany, who promotes a high training standard and a common job profile for this profession. Beside the BVGD numerous independent tour guides as well as a few independent tour guide associations exist. These tour guides did often not obtain a formal certification and the independent tour guide associations are accepting those members regardless.

In this context, It have been created 2 competences as an German addendum in the Design of two European professional figures in the tourism sector "Interpretive Guide" & "Interpretive Host":

- administration and marketing management;
- communication in a second language

Consequently, the German professionals involved in the heritage interpretation activities in the tourism sector, mainly the tourist guides, can acquire the competences and skills necessary to develop a quality work.