EU Lifelong Learning Programme 2007- 2013 (2012/C 232/04)
Subprogramme Leonardo da Vinci. Call for proposal 2013 EAC/S07/12
Action "Transfer of Innovation"
Project number: 2013-1-ES1-LEO05-66707

"INTERPRETING OUR EUROPEAN HERITAGE"

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

Applicant co-ordinator: Koan Consulting SL (ES)
Core Partners:
Aris Formazione e Ricerca Società Cooperativa (IT)
Tradenet Global (HU)
Diesis Coop scrl-fs (BE)
BEST Institut für berufsbezogene Weiterbildung und Personaltraining GmbH (AT)
Consorzio Itaca (IT)
NEC Notranjski ekološki center, Cerknica (SL)

Associated Partners:
Interpret Europe (BE)
Ayuntamiento de Segovia (ES)
Regione Umbria (IT)
Budapest Chamber of Commerce and Industry (HU)
European Alliance for Responsible Tourism and Hospitality (BE)
Centro Nacional de Educación Ambiental (ES)

RESULT NUMBER 35

Infoday and Focus group 5 "Adaptation and updating of the tourism professional qualifications of the National and Regional Qualification Frameworks"

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WP 8 – "Dissemination and exploitation of project results"

R35 Infoday and Focus Group 5 "Adaptation and updating of the tourism professional qualification of the National and Regional Qualification Frameworks in the participating countries, to the new European common sectoral professional qualification "European Heritage Interpreter".- National information day and Focus Group, in Slovenia, among the partners and users, on first part of work package 6 and project results, to inform key actors on quality, relevance and effectiveness of project results, for their transfer to decision - makers and for their adoption and application by end- users.

1 October 2014

Activity description: National Infoday. Firstly the general presentation of IOEH project and ECVET was made, continuing with practical examples and vison of IOEH and MoU ECVET. We explained how the MoU ECVET will be implemented and what are opportunities for different target groups e.g. interpretators, guides, site managers, hotels, small tourist companies, local communities, municipalities, regional development agencies and regional destination organisations.

Date: 01-10-2014

Placement: Litija, Slovenia

Implementing partner: NEC Cerknica, Slovenia

Target groups: Participants on the event were identified as key stakeholders; on one hand they were end users of the project results, and on the other hand the key persons with influence to the training and education system. Among participants the results were disseminated and information were communicated. We wanted to inform key actors about quality, relevance and effectiveness of project results, especially for their transfer to decision-makers and for their adoption and application by end-users.

- Cultural organisation (e.g. museum, art gallery) (NFP-CULT)
- Educational Institution (EIN)
- Professional associations (ENT-PROFS)
- Public authority (local) (PUB-LOC)
- Public authority (national) (PUB-NAT)
- Enterprises, social partners and their organisations at all levels, including trade organizations.

Number of participants: 50

The event happened in Litija, Slovenija, with relevant target audience. The event was executed in the way that participants had opportunity to speak and share their experiences and visons with interpretation in different areas (peer sharing). Firstly the general presentation of IOEH project and ECVET was made, continuing with practical examples and vison of IOEH and MoU ECVET.
We explained how the MoU ECVET will be implemented and what are opportunities for different target groups e.g. interpretators, guides, site managers, hotels, small

tourist companies, local communities, municipalities, regional development agencies and regional destination organisations.

Discussion pointed out how important it is to find links between craftsman centres, small or local museums, private micro and small companies, individuals/voluntaries on heritage sites and local/regional public organisations to encourage further development and professionalism. Most of Slovenija is a rural area and almost all of more than 200 municipalities have set tourism as one of key sectors. Tourism is also a key national sector. There is a lot to be done in nature and heritage interpretation. We all agreed that "hot tourist sites" and public museums did sth in field of interpretation; on the other hand, there is a lot to be done in local, rural areas. There are many opportunities to found these activities in LAG programs.

We finished the encounter with a debate on how to further develop interpretation profession – how to link it to other relevant players in tourism sector.
We gathered some views from the Nation Info Day (and Focus Groups):

Ljubica Zgonec Zorko form Rokodelska Zadruga (Arts and crafts cooperative) and representative of Kulturno izobraževalno društvo keramikov in lončarjev Podravja MAJOLIKA (Culture and Education Society of ceramists and potters Podravje MAJOLIKA) pointed out how important is to include in MoU Handcraft centres of Slovenia.

Karolina Vrtačnik, editor in chief of Slovenian craftsman magazine (Chamber of Craft) suggested connecting with specific centres of Chamber of craft and expressed willingness to support MoU.
Janez Dekleva from Institute for development of Knowledge introduced the roll of Association of Employer of Slovenia and their organisation in such networks and expressed support for the project.
Janez Maček as one of representatives for cruisers services in Slovenia pointed out the importance of standardisation and certification of e.g. tourist guides, interpretators at heritage sites. They would like to cooperate and do business with reliable suppliers and providers.

At the info day were also present representatives of municipalities and regional agencies that were looking for parallels with Decree on local guides in municipalities and regional planning documents. If there will be strong will of local tourism sector to implement the idea form MoU in local policies some of them are willing to try. They all agree that this kind of activities could be supported from regional and other structural funds.

ASUS