

The Innoguide tourism project has officially started on the 1st of October 2010. The aim is to develop an e-learning platform composed of 3 training modules (and 3 trainers' manuals) in English, for teachers of tourist guides and for tourist guides studying at level 4 or 5 of the EQF. The modules will focus on sustainable tourist guiding for the environment, intercultural skills and European dimension and creation of (LLL-) experience.

BACKGROUND

Tourist guides work in a local, regional, national and European context. They can play a very important role in the European integration process in increasing the understanding of the different cultural backgrounds and by promoting the European identity. They can also increase the awareness of the tourists regarding a sustainable tourism for the future of Europe. In addition, tourist guides can facilitate the acquisition of some key competences for LLL for tourists. However, currently these elements are not structurally part of the training of guides.

The key innovative element is to generate the foundations of the needed European framework and promote this as an integral part of the future vocational training. The integrated European approach will assure a major impact on the European level by shared understanding on the contents and the development of pedagogical tools.

AIMS AND OBJECTIVES TARGET GROUP

The project has three concrete aims:

- › to benchmark the current professional training programme of tourist guides to the EQF reference via a comparative study in each partner country and in relation to the European standard made up by the CEN.
 - › to develop new European training modules for trainers and guides, integrating common European vision and practices into every module.
 - › to validate the European modules in the partner countries.
 - › to stimulate mobility between teachers and students.
 - › to allow tourist guide training providers across Europe to include components that address sustainability while stressing European intercultural mediation as a contribution to LLL in their courses;
 - › to facilitate the intercultural dialogue between tourists and guides;
 - › to increase tourists' awareness about environmental and socio-cultural challenges thus promote a sustainable tourism;
 - › to improve the quality of training programmes for tourist guides and of qualification systems across Europe in a LLL perspective
- integrated European approach will assure a major impact on the European level by shared understanding on the contents and the development of pedagogical tools.

The intended users are primarily the organisations providing vocational training for tourist guides. However, the tools will be useful for all organisations active in tourist guide training across Europe. In addition, national tourist guide associations and the European Federation of Tourist Guides Associations (FEG) will benefit from the material that will be generated. The partnership involves training centres for tourist guides, governmental tourist bodies with strong links to the national and regional tourist guide associations, schools and universities that have tourism courses and private non-profit organisations with expertise in tourism education and LLL learning projects. The long term target groups will be the organisations working in the tourism sector in all Member States. In particular the organisations that are involved in training and/or employing tourist guides. The target organisations therefore include the local authorities with responsibility for tourism, LLP national agencies, public and private tourism institutions, vocational schools and universities. The e-learning system embedded in the website will make the courses accessible to everybody. A wide set of information, good practices and recommendations will be publicized online during and beyond project's life. This will allow institutions and practitioners working in tourism to exploit good practices in tourism sustainability, intercultural exchange, and creation of experience.

PRODUCTS

- › **STUDY ON TRAINING PROGRAMMES FOR GUIDES (STUDY REPORT)**
- › **CURRENT PRACTICES IN GUIDE TRAINING (STUDY REPORT)**
- › **SUSTAINABLE TOURIST GUIDING**
- › **INTERCULTURAL EUROPEAN TOURIST GUIDING**
- › **EXPERIENTIAL TOURIST GUIDING**
- › **INNOGUIDE PORTAL/ WEBSITE**
- › **INNOGUIDE DISSEMINATION MATERIALS**
- › **INNOGUIDE BULLETIN**
- › **INNOGUIDE CONFERENCE E-LEARNING**

PARTNERSHIP

Partnership

The Innoguide project involves 8 European countries (Belgium, Norway, Hungary, Spain, Italy, France, Malta and Netherlands).

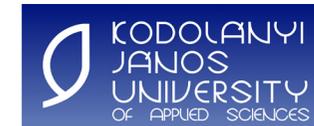


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