

The Recreation Assistant (RCA) - a new professional training



Lifelong Learning Programme

Landkreis Friesland



METROPOLE NORDWEST
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Tourism – a major industry

Tourism is one of the major industries worldwide. Countries, regions and cities compete for tourists' visits. High numbers of guests boost local economy, create employment and generate tax income. It is not only mainstream tourism businesses, such as accommodation, travel or tour operation, which live on tourist Dollars and Euros, but tourism also generates extra income in other sectors, as agriculture, manufacturing or the culture industries. Tourism directly delivers 2.9% of the EU's GDP, whereas its total economic impact sums up to 7.9%. This resulted in 7.2 million jobs in the tourism sector and a total of 18.6 million jobs depending on tourism spending EU-wide.



The world of experiences

As a tourist we leave our everyday life and enjoy a more leisureed lifestyle. Tourism provides us with the experience of freedom, leaving our everyday tasks, duties and time schedule behind. On the other hand, travel is not extraordinary nowadays. 21st century people live a mobile life. They travel frequently – not only for leisure but also on business, to visit friends and relatives and for shopping. As a result the contemporary tourist has become seasoned and highbrow: they know what to expect and how to benefit from travel. As a result, many tourists seek experiences beyond mere relaxation or spending time with friends and relatives. They are eager to experience unusual settings, to meet locals, to learn new skills and to perform extraordinary roles. This requires the tourism industry to become more innovative in the future, placing an emphasis on unique programs, individualized offers and quality service. Tourism is now part of what is referred to as the 'creative industries' – together with media, fashion and design.

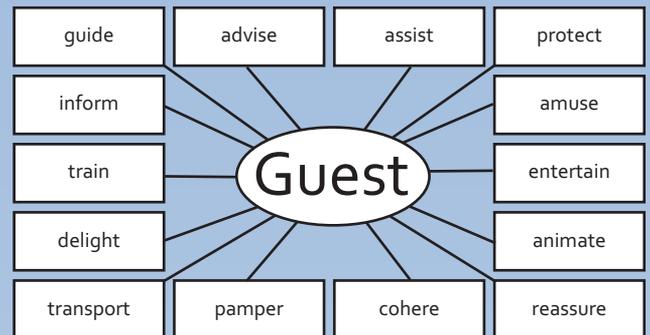
RCA – the solution

RCA – Re-creation Assistant. An RCA serves as the link and cultural interpreter between the visitor and the local community. An RCA is a travel professional, who is able to:

- ▶ anticipate and understand tourists' wishes,
- ▶ develop and realise unique and authentic experiences,
- ▶ organise and manage programs,
- ▶ deal as a cultural interpreter for a community, a location or a product,
- ▶ inform and support visitors during their stay.

In short, the RCA is the person who will make sure the tourist is able to discover the destination, enjoy quality experiences and find the right service providers.

In the center is the guest – activities of a RCA



The content of the training

The RCA program trains multi-skilled leisure managers. The training includes short courses in tourism, psychology, geography, marketing and project management. These are integrated in a practical way by an experienced and motivated team of instructors. Study material includes up-to-date concepts and international case studies. Based on introductory lectures in the above subjects, discussions and group exercises ensure that participants are able to deepen and apply the skills and competences gained. The program is concluded by an all-encompassing practical exercise, where participants develop their own marketable tourism product. The RCA training is organised as a series of block seminars allowing participation on a part-time basis.

The RCA training is recommended to open-minded, talkative and creative individuals at any stage of their professional career. If you are looking for employment or entrepreneurial opportunities in this growing new field of tourism providing for new challenges after maternity leave or retirement, the RCA is the solution! You will be able to find work opportunities in hotels, national parks, cultural institutions or in visitor centres of cities and regions. The skill and competences gained during the RCA training will enhance your market opportunities as a farmer, a craftsman or an artist.



Project coordination:

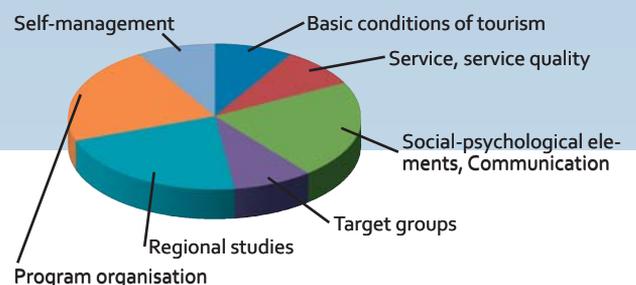
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Structure of the RCA program