



Lifelong Learning Programme



Програма „Обучение през целия живот“



REPORT

on INTEPA Piloting Activities

WHY?

- To provide training in **Heritage interpretation** to 15 representatives of the targets in Tryavna, Bulgaria;
- To help adapt the contents of the INNATURE Guide to the local socio-linguistic context;
- To validate the contents included in the INTEPA Guide.

WHAT?

- Contact relevant individuals to arrange the course - **mainly guest-house owners to help them enrich the product they offer;**
- Collect info about the people interested, processing of documentation and training materials;
- Provide a 25-hour pilot training for 15 people in Tryavna **(6-10 Feb 2012).**



TO WHOM?

Mainly to guest-house owners and rural accommodation providers. For most of them this is the main economic activity. As it is highly seasonal and not very profitable we aimed at



Проект № / Project N.: 2010-1-ES1-LEO05-2105

INTEPA: Transfer and adaptation of new training itineraries for the qualification in the Heritage Interpretation field

INTEPA: Трансфер и адаптация на иновативна методология и материали за професионална квалификация в областта на интерпретация на културното наследство



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helping them enrich the product they offer and attract more tourists through interpretation, thus increasing their incomes and improving their quality of life.

HOW?

- Gender: equal access to the course (9 men and 6 women participated)
- Local experts from the museum and tourist office involved, as well INFOCENTER trainers;
- Theoretical lessons and practical sessions (program attached);
- Exercises from the training program tested;
- 5 learners test interpretation plans developed during the course within their own accommodation businesses and report
- Evaluation.

10 hours of theoretical lessons

Discussions, pair work, problem solving, video and internet materials used

15 hours of practical sessions

Project-oriented work on Interpretation planning using local natural and cultural resources



Practical tasks:

1. Make an audio-visual about an item or a heritage site in the area. Include a short text following the guidelines you have learned in the course.

Results:

- Short movie on traditional shoe-making



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- Short movie on making Martenitsi

(to be available on the owner's on their web site or used when receiving guests for the first time)

2. Give ideas of heritage interpretation for accommodation providers through interior design and in-house services:

Ideas and Results:

Old furniture and antique objects

Family relics and old family pictures

History/geography of the territory presented graphically or by pictures

Pictures of the nature around

Herbs and animal pictures

Thematic rooms

Old books available to visitors

Traditional dishes served, traditional music available

A small museum/wine-cellar/souvenir shop within the house/cottage/family hotel



Follow up

We telephoned half of the learners about 20 days after the course and they all claim that they try to use what they have learned with their guests so as to make their stay more interesting. They all evaluate their performance as useful to their businesses. It would be interesting to interview these people after a longer term, let's a year, to see if their new skills have

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influenced the number of visitors in comparison with the accommodation providers who do not focus on heritage interpretation.

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