Projects and Products Portal for Leonardo da Vinci

SoTo - Socializing Tourism, integrated training course for social tourism

527466-LLP-1-2012-1-IT-LEONARDO-LMP

http://www.adam-europe.eu/adam/project/view.htm?prj=9959

Project Information

Title: SoTo - Socializing Tourism, integrated training course for social tourism

Project Number: 527466-LLP-1-2012-1-IT-LEONARDO-LMP

Year: 2012

Project Type: Development of Innovation

Status: running

Country: EU-Centralised Projects

Marketing Text: Social tourism became an issue in times of crisis. The labour market is constantly developing towards this direction, thus there is a strong need to have professionals involved in the tourism market equipped with new skills, the capacity to offer tourism services with social approach. By providing skills to professionals involved in tourism business, making the latter socially relevant, SoTo increased the chances for all (low class families, marginalised people included) to join tourism activities which puts them in contact with other people of other cultures, thus strengthen their social cohesion and nurturing intercultural dialogue.
SoTo was founded on the principle of close, strong and continuous cooperation and link between the tourism so as to provide socially approachable tourism activities. This implies cooperation among business enterprises and social sector, profit and no profit all playing a strong role in the proposal.

Summary: SoTo answered to the growing interest of different actors regarding the theme of social tourism, and tried to implement the general principle of “right to tourism for all”, especially in this moment of crisis in which local territory and community are experiencing a decrease in touristic incomes, along with strong economic and occupational losses. New and innovative actions for touristic hosting will offer local community an additional tool for territorial brand valorisation, very important in this moment of crisis when tourism is becoming a luxury for many. Given the lack of training paths on this issue the aim was to create a user friendly training model addressed both to touristic operators and social entrepreneurs, to private and public local actors in the field of tourism.
SoTo developed a training model which was implemented through lessons along with “job shadowing” and project works for the creation of touristic personalized services package for tourists with new needs. Also a certification system was developed in accordance with EU rules, certifying these new professional skills. To achieve these products SoTo edited a state of art analysis, collect good training practices on the topic, and assessed training needs through focus groups involving 91 stakeholders in the 6 partners’ countries. This led to the development of the training and certification model tested in 6 piloting training activities in each participating country, involving in sum 102 trainees.

Description: This project took origin from the desire of all partners to promote social tourism, defined as "the right to tourism for all." The period of economic crisis, that all of Europe is going through, invests mainly young people and led to an increase in the unemployment rate. The purpose of this project was to provide an additional tool for local communities to promote their reality through tourism. SoTo developed a training model which was implemented through lessons along with “job shadowing” and project works for the creation of touristic personalized services package for tourists with new needs. Our intention was to involve local public and private actors, non-governmental organizations, associations and any other organization that could help us improving and promoting the knowledge concerning the social tourism.

Themes:
*** Labor market
*** Lifelong learning
*** Access for disadvantaged
*** Continuous training
** Utilization and distribution of results
** Sustainability
** Recognition, transparency, certification
** Enterprise, SME
** Equal opportunities

Project Information

	* Social dialog * Open and distance learning
Sectors:	*** Accommodation and Food Service Activities *** Education ** Human Health and Social Work Activities ** Other Service Activities
Product Types:	others modules program or curricula website evaluation methods Film
Product information:	- a training model which was implemented through lessons along with “job shadowing” and project works; - creation of touristic personalized services package; - certification system; - state of art analysis, collection of good training practices on the topic; - focus groups involving 91 stakeholders in the 6 partners’ countries; - training and certification model tested in 6 piloting training activities in each participating country, involving in sum 102 trainees. - manual available in 10 languages; - multilingual website and a Facebook page, media events, transnational conferences; - 22 letters of agreement with VET organisations, mainstreaming round tables, workshops and dissemination activities.
Projecthomepage:	www.socialtourism.eu

Project Contractor

Name:	CEFAL - Consorzio Europeo per Formazione e Addestramento Lavoratori
City:	Bologna
Country/Region:	Emilia-Romagna
Country:	IT-Italy
Organization Type:	initial training
Homepage:	http://www.cefal.it

Contact Person

Name:	Giacomo Sarti
Address:	via N. Toscana, 1
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E-mail:	leonardo.soto@cefal.it
Homepage:	

Coordinator

Name:	CEFAL - Consorzio Europeo per Formazione e Addestramento Lavoratori
City:	Bologna
Country/Region:	Emilia-Romagna
Country:	IT-Italy
Organization Type:	initial training
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Partner

Partner 1

Name: Dolnolska Organizacja Turystyczna – DOT Lower Silesia
City: Wroclaw
Country/Region: Dolnoslaskie
Country: PL-Poland
Organization Type: association/non-governmental organisation
Homepage: http://www.dot.org.pl

Partner 2

Name: Fare Comunità società cooperativa consortile sociale ONLUS
City: Ravenna
Country/Region: Emilia-Romagna
Country: IT-Italy
Organization Type: association/non-governmental organisation
Homepage: http://www.farecomunita.com

Partner 3

Name: University of Malta
City: Msida
Country/Region: Malta
Country: MT-Malta
Organization Type: university/Fachhochschule/academy
Homepage: http://www.um.edu.mt/ittc

Partner 4

Name: – Municipality of Rhodes
City: Rhodes
Country/Region: Notio Aigaio
Country: EL-Greece
Organization Type: public institution
Homepage: http://www.rhodes.gr

Partner

Partner 5

Name:	KEK - Z INVEST
City:	Petroupoli, Athens
Country/Region:	Attiki
Country:	EL-Greece
Organization Type:	initial training
Homepage:	http://www.zinvest.gr

Partner 6

Name:	Asociación Observatorio de Economia Solidaria
City:	Barcelona
Country/Region:	Cataluna
Country:	ES-Spain
Organization Type:	association/non-governmental organisation
Homepage:	http://www.oesolidaria.org

Partner 7

Name:	Fundatia Pestalozzi
City:	Bucarest
Country/Region:	Bucuresti
Country:	RO-Romania
Organization Type:	others
Homepage:	http://www.pestalozzi.ro

Project Files

1. HANDBOOK Extended.pdf

   http://www.adam-europe.eu/prj/9959/prj/1.%20HANDBOOK%20Extended.pdf

2. EXECUTIVE HANDBOOK.pdf

   http://www.adam-europe.eu/prj/9959/prj/2.%20EXECUTIVE%20HANDBOOK.pdf

   Short version that was translated into 9 languages.

3. Chapter 3.2_Appendix_Training Content.pdf

   http://www.adam-europe.eu/prj/9959/prj/3.%20Chapter%203.2_Appendix_Training%20Content.pdf

4. Chapter 3.3_Appendix_A1_INTERVIEW_GUIDELINES.pdf

   http://www.adam-europe.eu/prj/9959/prj/4.%20Chapter%203.3_Appendix_A1_INTERVIEW_GUIDELINES.pdf

5. Chapter 3.3_Appendix_A2_SELF_ASSESSMENT GRID TRAINEES.pdf

   http://www.adam-europe.eu/prj/9959/prj/5.%20Chapter%203.3_Appendix_A2_SELF_ASSESSMENT%20GRID%20TRAINEES.pdf

6. Chapter 3.3_Appendix_A3_WEEKLY GRID TRAINERS.pdf

   http://www.adam-europe.eu/prj/9959/prj/6.%20Chapter%203.3_Appendix_A3_WEEKLY%20GRID%20TRAINERS.pdf

7. Chapter 3.3_Appendix_A4_GUIDELINES FOR CONDUCTOR.pdf

   http://www.adam-europe.eu/prj/9959/prj/7.%20Chapter%203.3_Appendix_A4_GUIDELINES%20FOR%20CONDUCTOR.pdf

Products

1 Research on the State of art in the field of social tourism

2 Website

3 Newsletters

4 Letters of agreement 20 VET

5 Evaluation tool for adult training and didactic kit tool

6 Training model and certification system manual (handbook)

7 Public Interim Report

8 Translation of the handbook

Product 'Research on the State of art in the field of social tourism'

Title:	Research on the State of art in the field of social tourism
Product Type:	others
Marketing Text:	This product is available on the website for everyone who wants to understand what was the history of this project and the results obtained, thanks to the collaboration between the partners.
Description:	Starting from the single reports sent by each partner following the implementation of focus groups, the WP leader provided a final report, containing stakeholders' need analysis and view points on the topic.
Target group:	Public report is available on the project website.
Result:	This final document consists of 58 written pages.
Area of application:	This analysis was the starting point for the work of the following step of the project.
Homepage:	www.socialtourism.eu
Product Languages:	English

product files

Research - Final document.pdf

http://www.adam-europe.eu/prj/9959/prd/1/1/Research%20-%20Final%20document.pdf

Product 'Website'

Title:	Website
Product Type:	
Marketing Text:	The website is a 7 multilingual tool as every partners translated the public pages into their national language. Numbers of hits and visits to the website are recorded through an online statistics tool so as to detect the impact and efficacy of this media/communication tool.
Description:	Basic information of the website are: project summary, rationale, aims and objectives, partnership, work-plan, project events, news, downloadable documents (dissemination material such as the project brochure and public deliverables), links, contacts.
Target group:	The widest possible audience
Result:	Project website
Area of application:	Dissemination of the results
Homepage:	www.socialtourism.eu
Product Languages:	Spanish Maltese Italian Romanian Polish Greek English

Product 'Newsletters'

Title:	Newsletters
Product Type:	
Marketing Text:	Each partner set the newsletters to its network contacts in order to spread the information as much as possible, at least providing 150-200 e-mail addresses (around 2000 contacts).
Description:	The newsletters contained information on the state of the art of the project, summaries of the achieved results so far and other relevant news. Newsletter 1 – January 23th 2013 Newsletter 2 – September 11th 2013 Newsletter 3 – February 25th 2013 Newsletter 4 – June 13th 2014 Newsletter 5 – October 2nd 2014 Newsletter 6 – October 28th 2014
Target group:	They were sent to all stakeholders and were uploaded in the project website.
Result:	Dissemination of the results, online content.
Area of application:	Dissemination and information
Homepage:	
Product Languages:	English

product files

NEWSLETTERS

20131125180148926.pdf

http://www.adam-europe.eu/prj/9959/prd/3/2/20131125180148926.pdf

Newsletter.xls.pdf

http://www.adam-europe.eu/prj/9959/prd/3/2/Newsletter.xls.pdf

Product 'Letters of agreement 20 VET'

Title:	Letters of agreement 20 VET
Product Type:	
Marketing Text:	This product is addressed to other VET organisations with the purpose to disseminate the training model experienced.
Description:	WP leader produced a model of letter of agreement to be addressed to other VET organisations. This letter was translated in each country language and promoted by partners in their networks for the signature of letters committing at least 3 VET organisation per country (at local and regional leve).The partnership collected 22 letters of agreement.
Target group:	22 VET organisations in total
Result:	Letter of intent
Area of application:	To make local and regional organisations commit to include the training course within their catalogues.
Homepage:	
Product Languages:	English Maltese Polish Greek Italian Romanian Spanish

Product 'Evaluation tool for adult training and didactic kit tool'

Title:	Evaluation tool for adult training and didactic kit tool
Product Type:	
Marketing Text:	These tools were used as a tool for evaluation of training and they were completed by piloting course participants during the training. They allowed to have a critical and constructive perspective of the work done by the trainers of the different countries.
Description:	The WP leader designed, with the support of an external evaluator, some tools to evaluate the training and assessment tool as tested in different countries. The instruments were evaluation questionnaires which were followed by an open verbal plenary evaluation on the same areas of investigation which investigated contents areas and methodology areas of the measures.
Target group:	Training participants.
Result:	Evaluation questionnaires
Area of application:	Each partner, organizing a pilot training course in its country, had to use it with the participants of the training, therefore they translated them into their national language.
Homepage:	
Product Languages:	Maltese Polish Greek Italian English Romanian Spanish

Product 'Training model and certification system manual (handbook)'

Title:	Training model and certification system manual (handbook)
Product Type:	
Marketing Text:	The handbook contains instructions for its use, as well as guidelines for the submission of these certification tool to different beneficiaries, as well as different training contexts. It is available on So.To. website: www.socialtourism.eu
Description:	The handbook contains a detailed description of both content and methodology of training, and skills certification system. The handbook ia composed as follows: - research; - description of the training methodology; - description of training contents; - instruction for participant's selection and needs assessment of the trainees; - description concerning the training course's organization; - instructions for trainers; - didactic tools for the delivery of the training on the job.
Target group:	Operator of social touristic sector
Result:	Handbook
Area of application:	Different training contexts.
Homepage:	
Product Languages:	Polish English Romanian Spanish Greek Italian Maltese

Product 'Public Interim Report'

Title:	Public Interim Report
Product Type:	others
Marketing Text:	It is a document intended for general and external communication, including people who are not familiar with the sector our project addresses.
Description:	Description of the project's objectives and results, presented against the work programme, how they were achieved, how they was exploited and how they contribute to EU policies.
Target group:	It is a document intended for general, external communication, including people who are not familiar with the sector your project addresses.
Result:	Mid-term results
Area of application:	To disseminate our mid-term results
Homepage:	
Product Languages:	English

product files

Public Interim Report

2012_4172_PR_SO-TO_pub.pdf

http://www.adam-europe.eu/prj/9959/prd/7/2/2012_4172_PR_SO-TO_pub.pdf

Product 'Translation of the handbook'

Title:	Translation of the handbook
Product Type:	
Marketing Text:	The executive manual was translated in the partnership's languages + French, German, Bulgarian and Czech).
Description:	This handbook had to be suitable for creating the conditions for future sustainability of the project outputs and to allow new users to get the lessons learnt by the previous experience. For this reason, the executive handbook couldn't be too "heavy" and dispersive. The handbook was elaborated in two versions: • the executive handbook (to be translated in the different languages of partners and some other languages, as foreseen in the application, containing all the useful information for the transfer of the innovative training package) and • an extended version of the handbook (only in English) including all the details about the research, the training modules and the results of the piloting courses.
Target group:	All VET organisation interested in develop operators' skills in social tourism sector.
Result:	Translation in 9 languages.
Area of application:	Development of training pathways in social touristic sector.
Homepage:	
Product Languages:	

Events

Dissemination seminar

Date	23.10.2014
Description	Organization of a dissemination seminar in order to promote So.To. handbook and the letter of agreement.
Target audience	Stakeholders, trainers, public administrations, tourism professional association, public and private touristic agencies, social enterprises.
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	23/10/2014 Bucarest Romania

Final dissemination seminar

Date	15.10.2014
Description	Organization of the last dissemination seminar, that involved 79 stakeholders of the territory. It was the official moment of presentation of the final handbook of So.To. and of the memorandum of understanding: a multi-beneficiary agreement for continuing the exchange of knowledge among partners and with new stakeholders on the field of social Tourism.
Target audience	Stakeholders, trainers, public administrations, tourism professional association, public and private touristic agencies, social enterprises, project partners.
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	15/10/2014 Bologna Italy

Events

V steering committee meeting and study visit

Date	14.10.2014
Description	During the final meeting the partnership discussed about the finalization of the last activities, fixing also the timing for the delivery of the products and the financial documents for the final report. The Italian partners organized a study visit to 3 realities of social economy linked to the field of social tourism.
Target audience	All the partner
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	14-15-16/10/2014 Bologna, Faenza Italy

Dissemination seminar

Date	16.05.2014
Description	Organisation of a local seminar, in order to disseminate project results obtained till that moment, in particulat the presentation of the first results of the experimentation of the training package.
Target audience	Stakeholders, trainers, public administrations, tourism professional association, public and private touristic agencies, social enterprises, project partners.
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	16/05/2014 Wroçlaw Poland

Events

IV Steering Committee meeting and study visit

Date	15.05.2014
Description	The whole partnership had the possibility to discover the experiences of social tourism, proposed by our Polish partner. During the IV steering committee the partners planed the next working phase concerning the finalizazion of the handbook.
Target audience	Partners
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	Wroçlaw, Poland 15/05/2014

Meeting with ISTO

Date	03.04.2014
Description	Meeting with ISTO – International Social Tourism Organisation
Target audience	Cefal,University of Malta and ISTO
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	03/04/2014 Brussels Belgium

Events

Piloting training courses

Date	01.01.2014
Description	After the preparation and organisation, 6 training course for target groups were implemented in different countries. 15 participants were foreseen for each training course and they were selected according to the project criteria so as to attend a total of 100 hours. A total of 102 adult trainers were educated by this preparatory course and it gave them the competences on social tourism and the skills to provide touristic services for all tourists, especially the vulnerable ones, final beneficiaries of the action. Each adult training centre hosted the course in its premises. At the end of the training an important activity was implemented: i.e. the open discussion and evaluation of the training according to the goals it shall achieve. Participants expressed how their training need had been addressed by the path, what needs to be included and what might be considered redundant. This first feedback was later on integrated by a second feedback given by the trainers.
Target audience	Touristic agencies, profit and no profit enterprise, touristic enterprises, public employees, touristic guides, ecc
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	01-06/2014 All partner countries

Coordination meeting for exploitation phase

Date	21.11.2013
Description	Coordination meeting for the exploitation phase in Poland and bilateral strategic relationships at institutional level between Region Emilia Romagna and Region Lower Silesia.
Target audience	Cefal Emilia Romagna, Dot Lower Silesia
Public	Closed event
Contact Information	leornardo.soto@cefal.it
Time and place	21-22/11/2013 Wroçlaw Poland

Events

Workshops

Date	01.11.2013
Description	This event was both an educational and informative moment, open to local operators in the field of tourism (in total 214 stakeholders involved), working like a think tank for the discussion on the topics emerged during the project. Each partner organized a workshop. This was the place to discuss the results, but also to promote new ideas for future projects and to create a consolidate network of social tourism promoters.
Target audience	214 stakeholders involved
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	Italy, Greece, Spain, Malta, Poland, Romania November 2013 - October 2014

Mainstreaming actions

Date	01.11.2013
Description	Round tables organized by each partner for the envolvement of local actors.
Target audience	Tourism associations, professional associations, local department for vocational education and training, local department for social and touristic policies and consumers' associations.
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	Italy, Greece, Spain, Malta, Poland, Romania November 2013 - October 2014

Events

Dissemination seminar

Date	11.10.2013
Description	Organization of a local seminar, contemporaneously with the training for trainers,in order to disseminate the project results to an audience as broad as possible.
Target audience	Stakeholders, trainers, public administrations, tourism professional association, public and private touristic agencies, social enterprises
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	11/10/2013 Rhodes Greece

III steering committee meeting

Date	10.10.2013
Description	Meanwhile to the training of trainers in Athens, in Rhodes took place the third steering committee during which the partners discussed the experimental phase of the training package, realized by the partner of Athens. The meeting verified the work done in the second period of the project, set up the agenda for the following working phase, it take decisions regarding the up-coming WPs and confirm the distribution of tasks. Time for individual consulting contacts on financial matters was granted by the coordinator to each partner so as to manage risen financial issues.
Target audience	All the Partner
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	10-11/10/2013 Rhodes Greece

Events

Training for trainers

Date	07.10.2013
Description	A week (5 days) of intensive training for trainers of the VET organizations involved in the project, targeted to the persons in charge of piloting training, in order to adjust procedures and levels of intervention among the partners and formally define the common model for the piloting activity.
Target audience	Trainers from each partners' countries
Public	Closed event
Contact Information	leonrado.soto@cefal.it
Time and place	07-11/10/2013 Athens, Greece

International intermediate workshop on the theme

Date	07.10.2013
Description	Thematic international workshop in Athens, organized by KEK Z-Invest the WP leader, involving partnership trainers, in charge of the pilot training activity. This workshop was open also to local stakeholders and foresaw the participation of 15 persons.
Target audience	partnership trainers,local stakeholders
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	Athens, 07/10/2013

Events

Coordination meeting

Date	16.07.2013
Description	Coordination meeting for the transition from the WP2 to the WP3
Target audience	CEFAL – Emilia Romagna, KEK-Z Invest, Fare Comunità, University of Malta
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	16/07/2013 Bologna

Dissemination seminar

Date	17.05.2013
Description	Organization of a local seminar,in order to disseminate the project results, in particular the research state of art.
Target audience	Stakeholders, trainers, public administrations, tourism professional association, public and private touristic agencies, social enterprises.
Public	Event is open to the public
Contact Information	leonardo.soto@cefal.it
Time and place	17/05/2013 Malta

II steering committee meeting and II study visit

Date	15.05.2013
Description	The whole partnership had the possibility to discover the experiences of social tourism, proposed by our Maltese partner. During the II steering committee the partners planed the next working phase concerning the training package for social tourism operators.
Target audience	Partner and stakeholders
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	15-17/05/2013 Malta

Events

Focus groups

Date	01.03.2013
Description	In each participating country one partner organized and conducted a focus group. The issues submitted to the group regarded their knowledge about social tourism, the training needs for this target population and the methodological issues which should be involved in building up a training path for the aims of the project. Each partner, at the end of the focus group, wrote a report following the guidelines produced by the WP leader and submited the information for the data analysis.
Target audience	15 strategic stakeholders (as much different typologies of stakeholders as possible) on the topic participated (a total of 91 stakeholders were involved).
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	In each partner country

I study visit

Date	27.02.2013
Description	The meeting favoured the knowledge of Spanish experiences on Social tourism, the verification and distribution of the tasks for the working phases.
Target audience	Partner and stakeholders
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	27/02/2013 - 01/03/2013 Barcelona Spain

Events

First Steering Committee meeting

Date	14.11.2012
Description	The meeting favoured the knowledge of all partners, the verification and distribution of the tasks for the working phases. Financial instructions were shared to enable each partner in keeping track of expenses according to the budget.
Target audience	Partner from Athens, Spain, Italy,Poland and Romania.
Public	Closed event
Contact Information	leonardo.soto@cefal.it
Time and place	November, 14-15 2012 Bologna, Italy