



PROJECT ENTRY 02

THE CBC BLACK SEA PROJECT ALECTOR



ALECTOR

Collaborative Networks of Multilevel Actors to
advance Quality Standards for Heritage
Tourism at Cross Border Level
2.1.2.73296.282 MIS ECT 2617

The ENPI CBC Project ALECTOR “Collaborative Networks of Multilevel Actors to advance Quality Standards for Heritage Tourism at Cross Border Level”, PRIORITY AXIS1: “Supporting cross border partnerships for economic and social development based on combined resources” and MEASURE 1.2 “Creation of tourism networks in order to promote joint tourism development initiatives and traditional products” funded by the ENPI CBC BLACK SEA JOP, is proud to announce that

HERISCOUT

the ALECTOR Project e-, distance- and onsite Course in heritage tourism will start on November the 3rd its educational activity 2013 for ENPI and IPA Partners.



HERISCOUT ID

HERISCOUT is a distance, e-learning and onsite Course specifically designed to serve the ALECTOR Project needs and requirements in cultural communication and heritage tourism, reaching target audiences 24 hours a day 7 days a week.

EDUCATIONAL VALUES

The educational values of HERISCOUT are:

- Knowledge, creation and innovation
- Knowledge transfer respecting principles of human cognitive architecture
- Gender equality and non-discrimination as described by the EU Horizontal Policies
- Use of a multidisciplinary and participatory knowledge platform operated in open collaborative environments

OBJECTIVE

The objective of HERISCOUT is to create an educational tool to deliver professional skills in cultural communication for heritage tourism and create a pool of individuals with increased capacities to use cultural values for development across the Black Sea Basin. The promotion of a Transparency of Qualifications and Competences via a European Certification System (EQF) and the professional certification of individuals with increased capacities in cultural communication is a basic training objective

TRAINING STRUCTURE

HERISCOUT includes a distance and e-learning Course specifically designed to serve Project needs and requirements, reaching target audiences 24 hours a day 7 days a week. 4 Modules are specifically designed to support self-directed-learning reducing cognitive loads, a Study Guide and Self-Evaluation Materials. MODULE 1 teaches protection, conservation, management, tourism planning; MODULE 2 teaches uses of natural and cultural resources for leisure, tourism and recreation. It guides the creation of place-driven products and services, fully exploiting the economic potential of cultural heritage; MODULE 3 teaches Heritage Interpretation, the main tool used to unlock cultural values residing in heritage resources; MODULE 4 teaches the planning of high added value cultural products and services. A FINAL DISSERTATION will be delivered by each project partner with more than one authors, e.g. up to 3 participants. The Dissertation corresponds to the Pilot Project Plan of each ENPI and IPA Partner with 10 locations each (9 plans in total with 90 geolocations).



RESULTS:

1 HIGHLY TRANSFERABLE ADVANCED TOOL trains participants, how to extract and interpret cultural values residing in tangible and intangible heritage assets and forge resource connections with users; the CURRICULUM is fully exploiting human architecture builds the basis for the formation of individuals with increased capacities in cultural communication.

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POOL OF LEARNERS

All ENPI and IPA partners participate HERISCOUT, which will be operated by METGEM through the project website with 3 participants per partner. The prerequisite is good command of the English language. Barriers regarding age and prior formation have been lifted for e-Course participants. A minimum of 36 participants from 8 countries in the project intervention area are expected to participate the e Course in cultural communication and heritage tourism. The Course is open to project satellites partners from related organizations. Following the EU horizontal policy on gender equality and non-discrimination the participation of women is warmly greeted.

COURSE DURATION

HERISCOUT extends over 20 weeks of virtual learning and 4 transnational study visits on site in Drama, Greece, Varna, Bulgaria, Batumi, Georgia and Istanbul, Turkey.

COURSE OPERATION

HERISCOUT will be operated by IPA Partner 3 METGEM on a Moodle Platform with access rights for tutors and participants. A Study Guide will instruct participants to the e-Course operation and the contents. Tutors will be guiding participants for 16 weeks with weekly tests and a forum. 4 cross border study visits and onsite lectures to domain specific subjects will enable participants a more profound understanding in the field of heritage tourism and cultural communication. A Mediathek to be delivered by ENPI FLB ANED DDSA will be made available to the cross border partnership and will be operated within the Moodle Platform.

PROFESSIONAL SKILLS

By delivering novel professional skills HERISCOUT is offering professional qualification, enabling especially women, young researchers and individuals with disabilities to improve their professional statuses. Individuals with increased capacity in heritage interpretation will interact with a series of social partners across the BLACK SEA region. 20 weekly tests and 4 modules (heritage management, heritage tourism planning, heritage interpretation and cultural communication, one final dissertation) round up the educational activities of the e Course. Successful participation concludes with the award of the EQF Certification in cultural communication.



TERM RESULTS

By delivering individuals with increased capacities in cultural communication according to the European Qualifications Frameworks for Lifelong Learning, CEDEFOP, and Skills Supply and Demand in Europe: medium-term forecast up to 2020, the certification is offering professional qualification, enabling especially women, young researchers and young professionals to improve their professional statuses. The certification testifies the holders' expertise cultural diversity issues, unlocking values of tangible-intangible resources on a spatial, social, and spiritual level. Novel skills acquired, enable holders to interact with a series of social partners across the Black Sea and promote thus the standards for heritage tourism and cultural communication: by guaranteeing the mental, emotional and spiritual accessibility of heritage assets to different users, and by raising the users' awareness for cultural values.

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EDUCATIONAL SUPPORT:

- UNIVERSITY OF THE AEGEAN, GREECE, ASSOCIATE PARTNER
- INSTITUTE OF NATIONAL ECONOMY, ACADEMIA ROMANIA, ASSOCIATE PARTNER
- UNIVERSITY OF BAHCESEHIR/METGEM INSTITUTE FOR VOCATIONAL EDUCATION, TURKEY, ENPI PARTNER
- ANED DDSA, ENPI FLB, GREECE

The ENPI CBC BS ALECTOR Cross Border Project Team