



I e-NEWSLETTER. JANUARY 2012

Marta Lombraña, IRMA SL. Spain

OUR PROJECT

AcTour: Active Tourism for Sustainable Development – Transfer of Innovative Job-Related Vocational Training and Methodology

The **AcTour** project is a Leonardo da Vinci Transfer of Innovation Project, developed within the framework of the Lifelong Learning Programme and with a total lifetime of 18 months. It intends to transfer the results of a previous successful project called **ACTIVE TOURISM: “A New Professional Profile”**, developed between 2003 and 2005 and leaded by the Câmara Municipal de Miranda do Douro (Portugal).

Four partners from four different countries are involved in this AcTour project: a VET provider (INFOCENTER EOOD, from Bulgaria), an NGO (tourist businesses as members) (LATVIAN RURAL TOURISM ASSOCIATION LAUKU CELOTAJS, from Latvia), a public authority (DEVELOPMENT CENTER OF LITIJA, from Slovenia) and a consultancy company (IRMA SL, from Spain), all of them acting in the field of alternative tourism and rural areas.

The **main objectives** of the project are:

- Transfer Innovative Vocational Training solutions in Active Tourism based on labour market needs and skills identification and facilitate the creation of National Qualification Standards in Active Tourism in the countries involved.
- Foster the involvement of employers, continuous vocational training representatives and stakeholders at cross-sector level, to make the new professional profile an attractive occupation in rural areas.
- Increase accessibility to active tourism for the **disabled and seniors**.
- Integrate the **green tourism** philosophy into vocational training solutions in active Tourism.



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The **main direct target groups** of the project are:

- Young unemployed;
- young and senior entrepreneurs in rural areas such as: guest-house owners, family hotel owners, mountain guides, sports instructors, heritage interpreters, national park officers, etc.

The main **foreseen results** of the AcTour project are:

- Project Final and Evaluation Reports.
- 4 Transnational Meetings with the participation of all the partners.
- Project Dissemination e-Newsletters.
- Local Dissemination Events.
- Project Web Dissemination Environment and interactive Web Learning Tool in Active Tourism.
- Project Dissemination Brochure.
- AcTour Database of international stakeholders in Active Tourism.
- Memoranda of Agreement between the partners and entities related to the project topic.
- Active Tourism Skills Map – graphic illustration of the major skills identified to match labour market needs.
- Piloting and testing activities.
- Updated and improved Active Tourism Training Guide and Curriculum available as an interactive ICT-based tool (both online and offline).



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JOB-RELATED VOCATIONAL TRAINING MODEL FROM SPAIN

GUHEKO – Tourism and Leisure Time

GUHEKO S.L. is an enterprise specialised in services related to leisure such as active tourism activities, environmental and nature education activities, training activities, activities for enterprises, activities for children, etc.



www.guheko.com

Founded in 1993 and placed in León, it was one of the first enterprises specialised in leisure activities in Castilla y León and has been growing up, both in number of offered services and in number of specialised staff working in the entity.

Nowadays, the entity has a broad and quality offer designed by professional staff and addressed to all kind of customers, so that they can enjoy their leisure time through innovative, exciting and enriching activities.

The enterprise has a technical team of 40 professionals (organised in different technical, administrative and management areas and departments) able to carry out the management of big projects and to offer a high number of services.

GUHEKO has management and customer service facilities in the city of León, as well as other facilities in the surrounding mountains, where they manage the Active Tourism Centre of Vegacervera.



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As main activities GUHEKO offers:

- Active tourism activities
- Hiking or trekking programmes
- Training programmes
- Programmes addressed to children and young people
- Environmental education activities
- Activities for enterprises
- Hotel-Restaurant services
- Active Tourism Centre

Contact Information:

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As these are the activities more related to the project topic, we will describe them more in detail:



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ACTIVE TOURISM

The enterprise proposes a broad catalogue of activities so that the customers can choose among them, being sure to count on the best professionals, materials, facilities, insurances, transport services, and all the required elements to be only worried about enjoying.

Through these activities, subterranean rivers can be discovered, climbing experiences can be enjoyed, traveling in mountain canyons using different techniques can be experienced,

paintball combats among friends can be organised, different winter mountaineering experiences can be enjoyed, igloo building activities can be carried out... and all of this, with the calm and safe sensation of being accompanied by expert guides.

Offered activities:

- Canoeing in the Subterranean River of Valporquero's cave
- General Canyoning activities
- Rock and wall climbing.
- Paintball
- Multi-adventure packages
- Rafting, abseiling and flying fox
- Snowshoes
- Winter mountaineering
- Trekking routes
- Outdoor training



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For the development of all these activities, the participants are accordingly trained through brief practical explanations, so that the specific activity can be carried out under the best safety conditions. Besides, the participants do not need to bring any material, as GUHEKO is in charge of everything, including transport services.

The Active Tourism Centre:

The Active tourism centre located in Vegacervera has different equipped areas, such as a river swimming pool, an indoor climbing wall, paintball areas, rock climbing schools, changing rooms with showers and lockers, classrooms, meeting rooms...

It is an **Active Point** with activities for all ages and difficulty levels.

GUHEKO belongs to the Active Point Network of Castilla y León.

The centre of Vegacervera has become since 2008 an active tourism and adventure sport national reference, thanks to its appointment as Active Point of the province of León and thanks to the recent awarding of the prestigious Price FITUR 2010 to the Best National Active Tourism Product.



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TRAINING



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The enterprise has been devoted to training activities for 15 years. They offer the official courses of “Leisure Activities Instructor and Coordinator” and “Nature Guide”. Besides, they offer different expert accreditations on mountain activities, always developing a modern and practical training.

All their courses include management and procedures for the development of practical phases and employment bureau possibilities, in order to favour the inclusion of the participants into the labour market.

The practical part of all their courses is developed in their own facilities and in the sites/places they use to develop their active tourism activities. In this way, the students can feel the real job atmosphere.

Their training school is recognised by the Regional government of Castilla y León and is supported by the prestige of having had more than 2,000 graduated students during the last 10 years.

Official qualifications:

- Leisure Activities Instructor
- Leisure Activities Coordinator
- Specialization in Work Camps
- Specialization in Young people with Special Needs
- Specialization in Trekking
- Specialization in Climbing Techniques



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Official Accreditations:

- Climbing Expert accreditation
- Trekking Expert accreditation
- Canyoning Expert accreditation

Training courses:

- Nature Instructor-Guide
- Ice Climbing
- Mycology
- GPS Orientation
- Recreational activities with no resources
- Theatre recreational activities



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ENVIRONMENTAL EDUCATION

Regarding the environmental education and environmental respect, GUHEKO proposes different activities for all ages:

- Environmental education workshops,
- playing activities with public transport, environmental recreational activities,
- guided visits to environmental interesting places,
- routes interpreted by biologists,
- ornithological routes,
- etc.



www.guheko.com

As in all their activities, these actions are developed under the best safety conditions and with the participation of professionals that are in charge of every detail: transports, insurances, monitoring, promotion, etc.

Note: The information about GUHEKO has been extracted from their websites.