



Project no: 2011-1-BG1-LEO05-05043



European Union
Lifelong Learning Programme



HUMAN
RESOURCES
DEVELOPMENT
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INFORMATION TECHNOLOGY
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ActTour

LEONARDO DA VINCI
"TRANSFER OF INNOVATION"
PROJECT № 2011-1-BG1-LEOD-05043

ACTOUR: ACTIVE TOURISM FOR SUSTAINABLE DEVELOPMENT
PROJECT COORDINATOR: INFOCENTER EOOD, BULGARIA

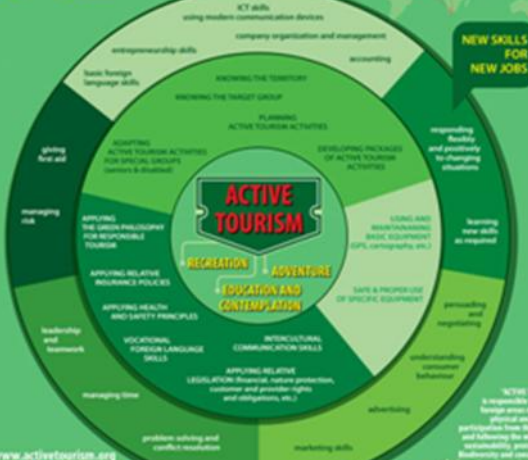
SKILLS MAP

WISST
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VOCATIONAL SKILLS NEEDED IN ACTIVE TOURISM

ENTREPRENEURSHIP IN TOURISM, TOURIST SERVICE PROVIDERS, EMPLOYEES

RURAL AREAS



NEW SKILLS FOR NEW JOBS

www.activetourism.org




The Map is available electronically and as bilingual posters.

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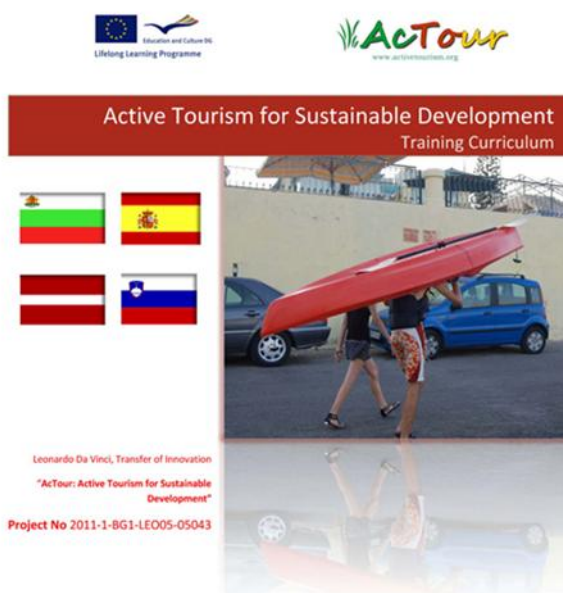


AcTour: Active Tourism for Sustainable Development

Leonardo da Vinci Transfer of Innovation

Project no: 2011-1-BG1-LEO05-05043

• Active Tourism Training Programme



The Programme was firstly created during a previous pilot project. We have enriched the new one with a detailed description of the professional profile of active tourism managers and instructors or coordinators. An attempt has



been made to optimize the description of practical and theoretical content. A new module on **Green Tourism** has been included. The Programme aims to support trainers in designing training courses in active tourism, depending on their trainees' needs.

The choice of the training modules included in this Program is mostly based on the skills identified in the Skills Map. The detailed description of the professional profile (professional tasks and activities, necessary tools and equipment, professional competences and personal qualities) is a result of a survey among active tourism providers.

www.activetourism.org

"AcTour: Aktīvais Tūrisms Ilgtspējīgai Attīstībai"
(LLP) 2011-1-BG1-LEO05-05043

Apmācību programma Aktīvā tūrisma uzņēmējiem

 Dokuments angļu versijā



The Programme consists of **eight modules**, intended for a total duration of **600-900 hours**, depending on the needs of practical training. It is based on the need of developing a common framework and is intended for both acting tourism providers and for future entrepreneurs.

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The Programme will provide trainers in active tourism with **a tool to provide high-quality trainings**, and to customize the trainings to both trainees' and employers' needs.



Program usposabljanja na področju aktivnega turizma in opis strokovnega profila
 Program usposabljanja



Leonardo Da Vinci, Prenos inovacij

AcTour:
 Aktivni turizem za trajnostni razvoj

Št. projekta 2011-1-BG1-LEO05-05043



• Active Tourism Training Guide

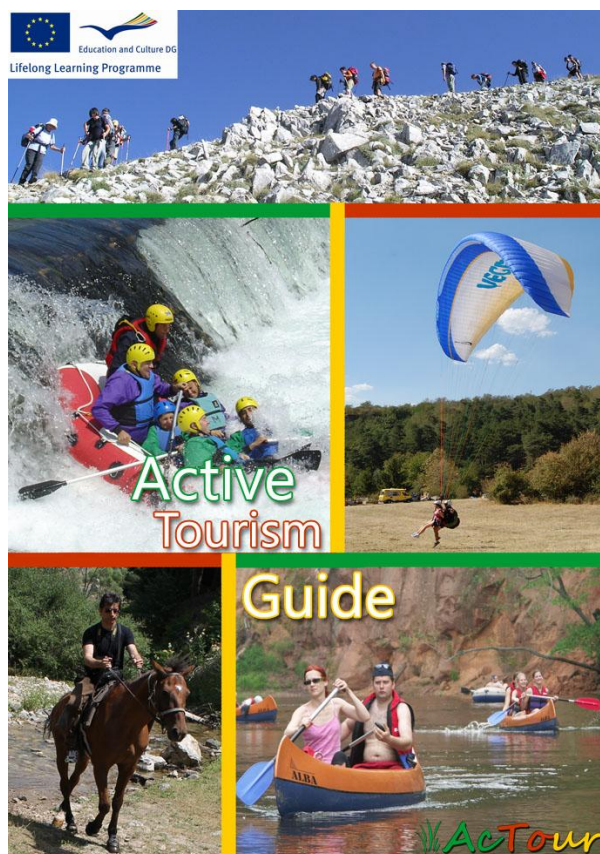
The Guide comes to compliment the Training Programme and to further support trainers and learners in the training process. It is also suitable for self-study.

The Guide is available electronically (off-line and on-line) in 5 languages - EN, BG, ES, LV, SI.

The English version of the Guide is probably the longest as it has kept a lot from the Guide created during the pilot project. Additionally,

new materials and sections have been included, mainly focused on “green” tourism.

The local versions differ both from each other and from the EN version. This is because each partner in the consortium has adapted the Guide to their local environments and needs.



In addition, we also have:

• 4 e-newsletters

Each partner has created one e-newsletter. Each newsletter provides information about the

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project progress, as well as a good example of job-related training from the partner country.

- **4 bilingual brochures**

Each partner created their own brochures in different formats, depending on their needs and targets. Three of the brochures came out in the form of folders, while the Latvian brochure looks like a booklet.

Bulgarian



Latvian



In addition to paper brochures we have all of them in electronic format on the web site. They have been distributed among our target groups, stakeholders and collaborators, as well as other interested parties. Some partners have included in the brochures the logos and the web sites of their collaborators.

Spanish



Slovenian





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- **attractive web site**

For more information about the project you can visit our web site at:

www.activetourism.org

Apart from that, you can access all project results electronically, download and/or print them out.

- **database of stakeholders**

The database is intended for all organizations and institutions which are involved in tourism, sports, recreation, sustainable development, environmental issues, issues related to disabled and disadvantaged people, vocational education and training, etc.

So far, we have 106 organizations from 11 European countries. We also have several world-wide represented organizations.



JOB-RELATED TRAINING EXAMPLE FROM BULGARIA

General overview



Competitiveness at the labour market means better trained and better qualified staff and workers. Competitive businesses realize the importance of regular continuing vocational training for their employees. These businesses usually give priority to short, needs-tailored trainings, closely related to specific job tasks and focused on acquiring practical skills at the work place.

Our team believes that job-related trainings have a lot of advantages for both companies and employees. In addition to increased labour productivity such trainings often need less resources. Training of employees while they are at the work place helps them easily assimilate new information and immediately apply the new skills acquired.



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PRACTICAL TRAINING FOR GUEST-HOUSE AND FAMILY-HOTEL OWNERS



People involved in rural tourism often run their businesses by their own. This is why they have various, often completely different, responsibilities and tasks. As a result, they need knowledge and skills at different levels. For these people it is very important that they continuously learn.

Many of the training institutions, as well as trainers in tourism, have realized that **learning by doing** is vital for rural tourism providers. At the same time tourism providers themselves often prefer short, customized trainings, focused on a specific skill and/or activity.

On the other hand, for rural tourism providers, often located in geographically remote areas, it is of great importance to meet with other rural tourism providers, to visit tourist places their

guests would visit and to share experience with their colleagues from different regions.

The **Bulgarian Association for Alternative Tourism (BAAT)** – www.baatbg.org – have found a solution to meet such needs.

Along with theoretical sessions, BAAT offers similar practical trainings or **field trips** to guest house owners from Bulgarian rural regions. Such trainings include visits and meetings, which allow for the participants to become aware with the tourist attractions offered in regions different than theirs, focusing on protected areas, which are a typical attraction in the rural vicinity.



Trainees meet local guest-house owners to share experience, discuss problems and potential solutions.

Following their training routes, participants hike along eco-paths, enter into caves and learn all



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about the infrastructure and interpretation characteristics of the area, as well as about all the additional facilities available.

In addition to it, trainees visit local tourist centers and learn about mechanisms of collaboration between local tourist providers, visitor centers, nature parks and adventure park managers.

As a follow-up there's a group discussion of what's been useful, what is possible to be used within participants' own areas and what kind of resources and support are needed and available.



It is worth mentioning that one reason for such trainings to be so useful is the fact that participants are fully involved in all the activities. They discuss everything they hear, see and experience and compare with their own resources and work environment.

What's more, all the time they think how to improve their own business performance.



Such field trips are suitable for LAG representatives, guest-house and family-hotel owners, mountain guides, tourist center managers, craftsmen, etc. Practically, for anyone involved or interested in rural and alternative tourism.