



# ADULT TRAINING ON TRANSMISSION OF CULTURAL HERITAGE AND ATTRACTIVE LIVING ENVIRONMENT

## MODULE 1: HERITAGE

### LEARNER

Adults, adults with low skills, adults with low qualification, unemployed adults, disadvantaged adults

People already involved in cultural heritage or tourism and willing to develop their activities.

### PRE-REQUISITE

None

### LEVEL AT THE END OF THE COURSE:

Level 4

### DURATION

20 hours

### VALIDATION

Training certificate from *Name of your institution*

### COST

Free of charge

### ACCESS

Application form should be requested from *Name of your institution*  
Learners must be over 18 years old.

### CONTACT

*Name of your institution- email – phone number*

### SUMMARY

We all inherit somethings: a local history, a language, a way of life, etc. But are we aware of the legacy that surround us? How can we preserve it and pass it to the next generations.

In this module you will learn how to identify cultural and natural heritage, tangible and intangible heritage., and how to preserve and valorize it.

### ACTIVITIES

- Identification of natural heritage
- Identification of cultural heritage
- Préservation of heritage

### COMPETENCIES

- Identify natural and cultural heritage
- Identify protected areas
- Define tangible cultural heritage
- Define intangible cultural heritage
- Identify endangered heritage
- Extend heritage valorization

### TEACHING METHODS

Online course on a dedicated platform  
Accessible 24/7

Course matériel may contain pdf files, ppt files, link to the internet, social media, lecture, workshops, meetings, exercises.

### ASSESSMENT ACTIVITIES

Each activity counts for the final mark:

- Chat or meeting with a stakeholder
- Multiple choice questions at the end of the course



CURRICULUM MODULE 1 / HERITAGE

LEARNING SECTION	LEARNING CONTENT
HERITAGE	<p>Definitions</p> <p>Natural heritage</p> <ul style="list-style-type: none"> <li>UNESCO World Heritage List</li> <li>National classification of protected areas</li> <li>Examples of protected natural heritage</li> </ul> <p>Cultural heritage</p> <ul style="list-style-type: none"> <li>Tangible heritage</li> <li>Intangible heritage</li> <li>UNESCO World Heritage List</li> <li>Examples of protected cultural heritage</li> </ul>
ENDANGERED HERITAGE	<p>Key threats to heritage protection</p> <p>Europa Nostra organisation</p> <p>Endangered languages</p> <p>List of World Heritage in Danger</p>
HERITAGE AND LOCAL COMMUNITY	<p>Positive aspects of local community inclusion in heritage protection</p> <ul style="list-style-type: none"> <li>Social cohesion and cultural development</li> <li>Employment creation and economic development</li> <li>Environmental sustainability</li> </ul> <p>Heritage and contemporary arts</p> <p>Examples of community heritage protection projects</p>
TOURISM VALORISATION OF HERITAGE	<p>Ecotourism</p> <p>Cultural tourism</p> <p>Creative tourism</p>



## MODULE 2: MARKETING

### SUMMARY

There are different types of tourists and different types of tourism. Each activity or product has to be promoted in order to reach the targeted audience.

In this module, you will learn how to understand and identify the needs of the tourists in your territory, and how to plan your activity. Marketing tools and techniques such as the analysis of the strength and weakness, will be explained.

### ACTIVITIES

- Identification of consumer trend
- Identification of customer expectations in tourism
- Evaluation of the impact of tourism
- Creation of a marketing analysis
- Creation of a network

### COMPETENCIES

- Identify the profile of tourist
- Meet expectations of tourists
- Control negative impact of tourism
- Develop a tourism product according to the tourism market
- Identify potential partners and share good practice
- Create a customer journey map
- Create a SWOT analysis
- Develop a Marketing Mix

### TEACHING METHODS

Online course on a dedicated platform

Accessible 24/7

Course material may contain pdf files, ppt files, link to the internet, social media, lecture, workshops, meetings, exercises.

### ASSESSMENT ACTIVITIES

Each activity counts for the final mark:

- Chat or meeting with a stakeholder
- Product creation
- Multiple choice questions at the end of the course



CURRICULUM MODULE 2 / MARKETING

LEARNING SECTION	LEARNING CONTENT
TOURISM BASICS	Definitions: tourism/tourist/tourism journey Characteristics of tourism journey Tourism destination Tourism organisations Tourism policies and legislations Brief history of tourism Tourism impacts on economy Tourism impacts on environment Tourism impacts on society and culture
TOURISM DEMAND	Travel motivation Push & pull factors in tourism Current consumer trends Market segmentation
TOURISM OFFER	Tourism market Characteristics of tourism product Key elements of tourism product <ul style="list-style-type: none"> <li>Destinations' attractions &amp; surroundings</li> <li>Accommodation &amp; services</li> <li>Destination accessibility</li> <li>Destination image</li> <li>Price</li> </ul> Tourism experience Examples of best practice
MARKETING TECHNIQUES AND TOOLS	Definition of marketing mix Elements of marketing mix <ul style="list-style-type: none"> <li>Product</li> <li>Price</li> <li>Place</li> <li>Promotion</li> </ul> Other aspects of marketing mix Step by step guidelines Sales techniques for small businesses Definition of SWOT analyses Motivation for SWOT implementation Elements of SWOT <ul style="list-style-type: none"> <li>Strengths</li> <li>Weaknesses</li> <li>Opportunities</li> <li>Threats</li> </ul> Internal factors in SWOT application External factors in SWOT application SWOT challenges Principles of design of visual materials



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PARTNERSHIPS AND SERVICE DESIGN	<ul style="list-style-type: none"> <li>Partnership</li> <li>    Role of the partnership</li> <li>    Partnership types</li> <li>    Partnership creation</li> <li>    Partnership maintenance</li> <li>Service design</li> <li>Local and global products</li> <li>Trends in service development</li> <li>Global service</li> <li>Personalized service</li> <li>Local as value</li> <li>Challenges for individualized service providers</li> <li>Process and tools of service design</li> </ul>
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## MODULE 3: COMMUNICATION

### SUMMARY

Good communication skills are necessary in order to let people know about your touristic activity. Verbal, non-verbal, different types of communication can be used according to your audience. In this module you will learn how to create your story and how to tell it. The importance of social media will also be described.

### ACTIVITIES

- Creation of a personal story
- Development of oral communication skills
- Promotion of activities
- Development of communication tools depending on the public
- Development of an animation/workshop
- Development of soft skills

### COMPETENCIES

- Define the appropriate type of communication (verbal/non-verbal)
- Build a storytelling
- Develop oral communication skills
- Manage social network
- Plan your animation/workshop
- Develop soft skills for the tourism sector

### TEACHING METHODS

Online course on a dedicated platform

Accessible 24/7

Course materials may contain pdf files, ppt files, link to the internet, social media, lecture, workshops, meetings, exercises.

### ASSESSMENT ACTIVITIES

Each activity counts for the final mark:

- Written communication challenge
- Chat or meeting with a stakeholder
- Workshop
- Multiple choice questions at the end of the course



CURRICULUM MODULE 3 / COMMUNICATION

LEARNING SECTION	LEARNING THEMES
COMMUNICATION TYPES	<ul style="list-style-type: none"> <li>Definition of communication</li> <li>Verbal communication</li> <li>Non-verbal communication</li> <li>Written communication</li> <li>Visual communication</li> <li>Guidelines for effective communication</li> </ul>
STORYTELLING	<ul style="list-style-type: none"> <li>Storytelling techniques</li> <li>Rules for good storytelling</li> </ul>
ORAL COMMUNICATION	<ul style="list-style-type: none"> <li>Advantages and drawbacks of oral communication</li> <li>Speech organisation</li> <li>Guidelines for successful oral communication</li> </ul>
SOCIAL MEDIA	<ul style="list-style-type: none"> <li>Definition</li> <li>Business opportunities</li> <li>Facebook</li> </ul>
SERVICE CULTURE	<ul style="list-style-type: none"> <li>Offering a good welcome</li> <li>Knowing the audience</li> <li>Guidelines for quality service culture</li> </ul>
SOFT SKILLS	<ul style="list-style-type: none"> <li>Definitions</li> <li>Difference between soft and hard skills</li> <li>Important soft skills in tourism               <ul style="list-style-type: none"> <li>Personality development</li> <li>Problem solving</li> <li>Leadership</li> <li>Time management</li> </ul> </li> </ul>



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## MODULE 4: BUSINESS

### SUMMARY

When you run a business, even a small one, it is necessary to better understand and apply financial management principles.

Moreover, some skills are required in order to either develop your own activity or get a job in tourism sector. In this module, you will learn why market research is important, the different steps of a business plan, and how to improve your skills in a business field.

### ACTIVITIES

- Evaluation of the market needs
- Development of a communication plan
- Development of a business plan

### COMPETENCIES

- Plan the different steps of your project
- Be able to understand the basic knowledge of a balance sheet
- Be able to understand the basic knowledge of a cash flow projection
- Develop your soft skills

### TEACHING METHODS

Online course on a dedicated platform

Accessible 24/7

Course materials may contain pdf files, ppt files, link to the internet, social media, lecture, workshops, meetings, exercises.

### ASSESSMENT ACTIVITIES

Each activity count for the final mark:

- Chat or meeting with a stakeholder
- Case study
- Multiple choice questions at the end of the course





CURRICULUM MODULE 4 / BUSINESS

LEARNING SECTION	LEARNING THEMES
MARKET RESEARCH	Factors of importance of market research Marketing research process Problem definition Research design Data collection Data analysis Report presentation Adapting the offer according to market research Clients Competition Partners Product Distribution Location
ENTREPRENEURIAL COMPETENCES	Autonomy Adaptability Stress resistance Being initiative Workplace etiquette Self-assessment of entrepreneurial competences
NETWORKING	Importance of networking Networking techniques Guidelines for successful networking
FINDING A NEW EMPLOYMENT	Steps in searching a new employment Preparing a curriculum vitae Preparing a cover letter
BUSINESS PLAN	Definitions Step by step procedure Income statement Cash flow projection Balance sheet Ways to cut business costs