

Annex 1: DATA SHEET – SUSTAINABILITY TRAINING SYSTEM

TITLE OF TRAINING SYSTEM	
Creativity, capacity building and business ideas for cultural management and tourism	
Please assign the training course to one or more of the 10 Tourism2030-Topcis ¹ : <i>Cultural Heritage, Life Styles & Diversity</i>	
COURSE FRAMEWORK DATA	
Time period and dates: (→ Dates/ frequency/ period of course offer)	Continuous training offer online through an e-learning platform (Important note! The project’s website is working but the link leading to the CULTOUR+ Learning platform is opening a page that is currently down; the training course provider should be contacted to solve the issue or to provide the needed materials.)
Type of training course: (→ seminar, workshop, self-checks)	Online learning content and tool
Course venue: (→ Online/In-situ)	Online
Amount of working hours to complete the course:	72 hours total estimated time (12 hours per module)
Language of instruction:	English, Portuguese, Bulgarian, Spanish, Greek, Italian, Polish (languages to be confirmed)
Training course provider:	CULTOUR+ Project Consortium (Bulgarian partner included, namely the Free University of Varna) led by a Portuguese University as a Coordinator - University of Trás-os-Montes and Alto Douro
COURSE CONTENT	
Short course description:	This training course is a free specialisation programme that contains 6 modular courses. Each one lasts 3 weeks (4 hours per week) – 18 weeks in total. The programme gives the opportunity to access contents and evaluate the trainee’s knowledge by doing short tests. Each modular course can be chosen separately and in any order, depending on the trainee’s interest and working rhythm. Once completed, those who want to, will have access to a certificate by paying a fee of 30 €.
Competences and skills: (→ What will be learned)	The general objective is to acquire more specialised skills and competences that will allow trainees to formulate and implement their business ideas for cultural management and tourism in a more creative and innovative way.
Specific course topics: (→ E.g. circular economy, plastic,	Culture

¹ Natural Heritage & Biodiversity, Climate Change, Energy & Resource Efficiency, Travel, Transport and Mobility, Good Governance and CSR, Marketing & Certification, Cultural Heritage, Lifestyles and Diversity, Value Chain Management & Fair Trade, Human Rights & Labor Rights, Destination Management, Knowledge Networking, Training, Education

<p><i>food, energy, water, waste, biodiversity, green procurement, culture, etc...)</i></p>	
<p>Structure of course (Syllabus):</p>	<p>Module 1 Sustainable tourism</p> <ul style="list-style-type: none"> • Block 1 – Sustainable development, the three pillars of sustainable development and the sustainable development goals (SDG) of the UN. • Block 2 – To link sustainable development and tourism • Block 3 – Help visitors to be more sustainable/responsible <p>Module 2 Skills and competences for guiding in cultural tourism</p> <ul style="list-style-type: none"> • Block 1 – Techniques and skills to be a good guide • Block 2 – Tourism experiences and guiding • Block 3 – Creative Tourism and guiding. How guides can integrate creative tourism principles in their daily practices <p>Module 3 Skills and competences to enhance transfer of knowledge, mediation and accessibility in cultural tourism</p> <ul style="list-style-type: none"> • Block 1 – Tour guiding and digital media • Block 2 – Principles and guidelines for cultural mediation and heritage interpretation • Block 3 – Accessible tourism in a cultural tourism context <p>Module 4 The Internet as a means of communication and promotion. Educational. A manual for entrepreneurs in the tourism sector</p> <ul style="list-style-type: none"> • Block 1 – Planning your website • Block 2 – Developing content • Block 3 – Social Media <p>Module 5 Applied Digital Storytelling</p> <ul style="list-style-type: none"> • Block 1 – Storytelling for soft skills empowerment • Block 2 – Digital storytelling as an educational tool to enhance heritage interpretation • Block 3 – Digital storytelling of heritage sites to enhance quality tourism <p>Module 6 International Project Management</p> <ul style="list-style-type: none"> • Block 1 – General guidelines to fill out project application forms • Block 2 – Time management, planning and controlling the execution of bigger projects • Block 3 – Quality and risks of international projects
<p>Working methods:</p>	<p>To be specified by the training course provider as the online training platform is not reachable at the moment of completion of the current data sheet.</p>

PARTICIPATION DETAILS	
Target group: (→Hotels, apartment providers, camp sites, tour operators, restaurants, other)	<ul style="list-style-type: none"> • Young (minded) people with a higher education degree and active in cultural tourism. • Students of Social Sciences (Tourism & Hospitality, Anthropology, Sociology, Economy, Education,...) • Professionals from the public or private sector who work in the area of tourism and/or cultural heritage/management (tour guides, cultural managers, civil servants, project managers, researchers and professors, etc.) • People interested in the area of tourism and/or cultural heritage/management.
Number of participants:	No participant limit indicated
Participants prerequisite:	Not indicated
Technical requirements	Not mentioned
FURTHER INFORMATION	
Certificate:	Yes but optional (the course is free of charge but the certificate's cost is 30 euros)
Course fee:	Free of charge
Registration (modalities):	Online registration through the platform (not working at the moment!): http://e-learning.utad.pt/CULTOUR+/
CONTACT DETAILS TRAINING ORGANISATION	
Name:	University of Trás-os-Montes and Alto Douro
Postal address:	Quinta de Prados 5000-801 Vila Real Portugal
Website:	<p>Website of the project (and project consortium): http://www.cultourplus.info/en/</p> <p>Website of the Coordinator: https://www.utad.pt/en/</p> <p>Website of the Bulgarian partner (Varna Free University): https://vfubg/en/</p>