



FONDI SHQIPTAR I ZHVILLIMIT
ALBANIAN DEVELOPMENT FUND



SMART Heritage



PROJECT ACRONYM: **SMART Heritage**

“Sustainable management and promotion of common cultural heritage”

General Guidelines for A.T1.1 “Training for stakeholders, local inhabitants and tourism actors”



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4 OBJECTIVE, PURPOSE & EXPECTED RESULTS

1.1 Overall objective of Smart Heritage project

The overall objective of the SMART Heritage project is to promote, valorise and protect cultural heritage in the Adriatic-Ionian area. Its specific objective is to raise tourism attractiveness and reduce tourism seasonality in the project area consisting of Evia (Greece), Gerace (Italy), Forlì (Italy), Mostar (Bosnia-Herzegovina), and Albania.

A key output is the creation of the Cultural Route “SMART Heritage”: a networking structure based on a series of conditions for adhesion, opened not only to partner regions but extended to the entire ADRIAN area. The conditions to be set will be prerequisites to let the route become recognised by the European Council for its high cultural heritage and tourism value. This route will be a new cultural tourism attraction which will be launched on international tourism markets by positioning the Adriatic-Ionian region as a unique cultural tourism destination and product. Therefore, transnational cooperation and packaging of innovative transnational tourism offers will represent crucial elements of this route and will enhance tourist attractiveness of the region and facilitate tourism seasonality prolongation.

Another major project output is the realisation of regional Action Plans and a Sustainability Plan, which will permit the transferability and the mid-term sustainability of project results, tools and deliverables. An important activity carried out by the project is the mapping of cultural heritage attractions in partners’ regions and the digitisation of cultural heritage.

Through pilot projects, common cultural heritage will be presented in innovative, digital, multimedia way, exciting to tourists and local inhabitants, e.g. by creating holograms, 3D images, Smart Heritage Film, etc., leading to improved touristic supply, higher attractiveness of regions and, consequently, to prolongation of tourism season. Working groups for creative and innovative tourism will define new souvenirs based on cultural heritage that will determine higher attractiveness of common cultural heritage.

Cultural tourism stakeholders will be strongly empowered through this project by training and networking based on the realisation of a transnational cluster and the organisation of stakeholders training workshops.

The realisation of a transnational innovative web platform connecting and presenting common cultural heritage assets will strongly contribute to knowledge transfer among all project partners, will represent a new technological approach in presenting and preserving cultural heritage, and will be vital for all cultural heritage preservation institutions in order to achieve more appealing presentation of their cultural heritage and raise attractiveness of their institutions and cultural heritage (under their management). SMART HERITAGE will contribute to ADRION capitalisation strategy by sharing results, activities, tools and deliverables with other projects funded by the Programme.

1.2 Project specific objectives

The implementation of the AT.1.1 will support the achievement of the following project specific objective:

Creation of the SMART Heritage cultural route as innovative/unique cultural tourism product

This objective relates to the promotion and awareness raising for cultural heritage, elaboration of action plans for cultural institutions, establishment of the transnational cluster and creation of a unique cultural tourism product and is reached by implementing project activities producing the following results:

- Raised awareness of the common heritage in the ADRION Programme area,
- Strengthened long-term tourism planning & management system through developed planning tools & increased human resources capacities.
- Empowered potential of common cultural heritage to become a growth asset for tourism: Established transnational network of cultural institutions; Digitalised cultural heritage; Cultural heritage presented in innovative ways; Cultural route

created; Innovative/unique tourism product developed; Improved image of the ADRION destination.

- Prolongation of tourism season by empowerment of cultural tourism.

Specific objective 2: Digitalisation of cultural heritage

This relates to the main project output “Cultural heritage assets digitalised”. This objective will be achieved through the digitisation of 1.000 cultural heritage assets by the involved institutions dealing with cultural heritage (200 assets per partner). This digitalisation will permit to position the SMART HERITAGE route on digital tourism markets.

1.3 General Description: Work Package “T1: Improving integrated and coordinated cultural heritage management system “

Cultural heritage is considered an important topic for many international organizations, decision makers, NGOs, and private and public donors. Since cultural heritage is increasingly linked to urban development, it is often a key topic in various fields and at numerous events. Within all of the publications and literature on cultural heritage, it is emphasized that the management and conservation of cultural assets requires investment and financial support. It is priority of the EU to enhance Europe’s cultural heritage and safeguard its cultural assets. The EU assists and complements the regional and local initiatives of member states through various policies and programmes. EU programmes support Awareness and promotional activities, revitalization of cultural and historical sites, development of tourism infrastructure, promotional activities, activities that result in improved cooperation between regions and stakeholders, as well as actions that aim to enhance the overall capacities of stakeholders to preserve and promote the area’s rich and diverse cultural heritage.

In order to integrate and coordinate the cultural heritage management system it is needed the proper implementation of the following actions:

- To train stakeholders on cultural tourism and awareness raising for cultural heritage,

- To prepare action plans for cultural institutions,
- To draft sustainability plans,
- To establish 5 working groups for innovative cultural tourism (1 per territory involved), and
- To submit applications of cultural heritage attractions on HERA trademark.

All these activities will be implemented in work package T1. All project partners will be included in activities. All institutions dealing with cultural heritage preservation will be included in activities.

ADF is responsible for the coordination of drafting Action Plans for cultural institutions, as well as for the establishment of working groups for innovative cultural tourism. DAE (LP) is responsible for the elaboration of the sustainability plan. All cultural heritage preservation institutions will submit applications of their cultural heritage attractions on HERA trademark.

Meanwhile the first steps before starting the implementation of the activities under this work package the following points must be fully analyzed and taken into consideration:

- Define the product (analyse all elements historic, cultural, heritage, attraction etc)
- Physical and Social impacts (that the number of added tourists will have on the sites)
- Retain distinctiveness
- Optimize benefits (keep high spending visitors staying longer throughout the year around)
- Competition (remain competitive by offering high quality experience)

Although the objectives of tourism are often defined in quantitative terms, it is obvious that also a qualitative growth is necessary in order to ensure sustainable development. The

aim must not be to develop only mass tourism but quality tourism; this can easily generate more revenue, and at the same time be less harmful to the environment.

In developing the sustainability plans it will be of great help the adoption of 1“ETIS-European Tourism Indicators System for Sustainable Management at Destination Level” .

The ETIS objective is to help destinations to measure and monitor their sustainability management processes and performances. Main benefits for the destinations developed by ETIS are: To assist destinations develop tourism in more sustainable manner and generate economic benefits, including improved destination reputation and greater visitor satisfaction, which finally makes available to all European destinations a system of a common sustainability indicators.

The seven (7) steps of implementing this system are as follows:

Step 1: Raise awareness

Step 2: Create a destination profile

Step 3: Form a Stakeholder Working Group (SWG)

Step 4: Establish Roles and Responsibilities

Step 5: Collect and Record Data

Step 6: Analyze results

Step 7: Enable ongoing development and continuous improvement.

1.4 Purpose of the activity

The purpose of this activity is to plan and implement a training programme to stakeholders and local inhabitants on cultural tourism and awareness raising for cultural heritage in the partners’ countries for the “SMART Heritage” project through the preparation, organization and delivering of 12 days of training seminar in the partners’ countries.

¹ https://ec.europa.eu/growth/sectors/tourism/offer/sustainable/indicators_en

Stakeholders and local inhabitants will attend the training seminars prepared for them and will be empowered for dealing with cultural tourism. The training seminars that will be delivered to experts of numerous stakeholders will substantially contribute to mainstreaming and will create the basis for further exploitation and sustainability and sustainability of the results, by developing a pool of experts from actors of all related categories.

2 SCOPE OF THE ACTIVITY

2.1 General

2.1.1. Description of the activity

Regional Development and promotion of heritage should not be understood as the promotion of just one location, thing or a product, since it requires the integration of different instruments and content. In this sense, the development of a professional capacity that demands broad technical knowledge and specific skills related to a region can offer an important support to the development of the region.

This activity aims at improving the experience of tourists and visitors. For this purpose, all partners will implement actions aiming at improving identity towards cultural heritage in the area

In order to deal with the lack of an integrated management and promotion strategy of cultural heritage and insufficient involvement of community actors in cultural and natural heritage promotion and valorisation activities in partner countries.

2.1.2. Geographical area to be covered

Project actions will take place in the targeted area but it's results will cover all the country's territory.

2.1.3. Target groups

- Local Public Authorities (Municipalities and other local and district level public institutions)
- Regional Public Authorities (Regional public entities and agencies especially related with cultural heritage)
- Sectoral Agencies (Development agencies and agencies related to cultural heritage)
- Interest Groups including NGO's (Stakeholders in culture tourism directly included in project)
- Higher education and research (Universities, research centres and other higher education organization involved in cultural heritage))

2.2 Specific Work

The first step toward the successful implementation of this activity is the drafting the training curricula for the 12 days of training to the stakeholders and sending it for approval to the Project Manager.

The training and capacity building activity of the stakeholders (**20 persons**) on culture and tourism will be based on the following themes and main topics:

1. Tourism Management (2 days)

1.1 The country's tradition and its role in promoting tourism.

1.2 Classification of accommodation activity.

1.3 Accommodation product.

1.4 Common Types of Hotels in the country

1.5 Hotel Categorization System In the country

1.6 Typologies of Future Tourists and their needs.

1.7 Occupational Health and Safety

1.8 Personal Hygiene

1.9 Typologies of Future Tourists and their needs

2. Tourism Management (1 day)

2.1 Typologies of Future Tourists and their needs.

2.2 Occupational Health and Safety

2.3 Personal Hygiene

3. Tourism Marketing (1 day)

3.1 Branding for Small-Medium Size Tourism Businesses

3.2 Everyone has a brand. Your Ideal Customers

3.3 What elements make up a Brand?

3.4 Brand identity. What's your brand say about you?

3.5 Marketing

4. Tourism Branding (1 day)

4.1 Market Research

4.2 Existing offering & visitor numbers

- 4.3 Market Analysis
 - 4.4 Tourism Content Strategy
 - 4.5 Marketing Materials and Products
 - 4.6 Marketing Plan
 - 4.7 Visitor Experience Bundles
 - 4.8 Implementation
5. Event Management (2 days)
- 5.1 Introduction to Event Studies, Event Management, and Event Tourism
 - 5.2 Event Management: Practice and Professionalism
 - 5.3 Planning Events
 - 5.4 Site Planning, Operations, and Logistics
 - 5.5 Destination Planning and Marketing for Event Tourism
 - 5.6 The Event Experience, Programming, and Quality
 - 5.7 Organization and Coordination
 - 5.8 Human Resources Management
 - 5.9 Acquiring Resources, Sponsorship, and Financial Management
 - 5.10 Communications and Sales

6. Presentation skills (1day)

6.1 What is a presentation

- a. Presentations in Interviews
- b. Presenting to Large Groups and Conferences
- c. Giving Lectures and Seminars
- d. Giving a Speech, for example, at a wedding.

6.2 Personal Appearance

- a. Clothes and Grooming
- b. Facial Expressions
- c. Body Language

6.3 Interpersonal Communication Skills

- a. Who are the communicators?
- b. What messages were exchanged?
- c. What (if any) noise distorts the message?
- d. How is feedback given?
- e. What is the context of the communication?

6.4 Psychological Methods and Keys for Effective Presentations

- a. Who are the communicators?
- b. What messages were exchanged?
- c. What (if any) noise distorts the message?

- d. How is feedback given?
- e. What is the context of the communication?

7. Storytelling skills (1 day)

7.1 Content of the storytelling

- a. Explore the destination and find authentic stories
- b. Create a Storyboard

7.2 Language

- a. Avoiding the borrowing of phrases from the book
- b. Use of quoted speech / dialogues
- c. Grammar
- d. Choice of words
- e. Correct pronunciation

7.3 Delivery

- a. Smooth, well-prepared delivery
- b. Fluent speech
- c. Clear pronunciation
- d. Eye contact

7.4 Share Experiences in a Human, Personal Way

- a. vocal expression
- b. facial expression and body language

c. creativity and entertainment

7.5 Share Experiences Through Multi-Sensory Media

Meanwhile the training and capacity building of the local inhabitants will be based on the following themes:

8. Development of cultural tourism product (1 day)
9. Quality management in tourism (1 day)
 - 9.1 The meanings of quality and quality management
 - 9.2 Particularities of the quality in tourism
 - 9.3 Review of the quality approach in tourism
 - 9.4 Quality approach in tourist destinations
 - 9.5 Conclusions on the stage and evolution of quality approach in tourism
10. Cultural Heritage based tourism/basic information (1 day)
 - 10.1 Development of Cultural Tourism in Historical Towns
 - 10.2 Dimensions of Cultural Heritage Tourism
 - 10.3 What is Cultural Heritage Based Tourism
 - 10.4 Historical Towns and Tourism
 - 10.5 Small Historical Towns and the possibilities for the development of Cultural Heritage Based Tourism
 - 10.6 The Population of Small Towns and the development of Culture Heritage Based Tourism
 - 10.7 Destination Management in the Development of Culture Heritage Based Tourism

11. Storytelling skills (1 day)

11.1. Same topics as the storytelling training for stakeholders)

The Project Team should work on the following tasks:

Plan and draft the training curricula and a potential list of stakeholders based on the target audience and send it for approval to the project manager.

Deliver 8 full days of training to the cultural and tourism identified stakeholders on the already established topics.

Deliver 4 full days of training and capacity building to the local inhabitants on the already established topics.

Prepare a detailed assessment report on the overall effectiveness of the training its results and key findings.

Deliver the final report with all the presentations, list of participants, photos, videos etc to the project manager.

2.3 Risks

Due to the nature of the actions to be implemented no special risk are foreseen to occur.

Risks that could affect the successful and timely completion of the project are:

Human Resources Risks:

12. The Project Team does not have sufficient time to manage in optimal conditions at all stages of the assignment

Technical Risks:

13. Violation of the terms and conditions of the contract leading to delays in the assignment implementation.
14. Low involvement and or interest of the identified stakeholders to attend the training.

3 LOGISTICS AND TIMING

3.1 Location

The location is defined according to activities and operations of each partner of the project.

3.2 Start date & period of implementation of tasks

The intended start date is **01.10.2019** and the period of implementation of the activity will be until **30.11.2019**. However, there is the possibility of a postponement of the expiring date according to the eventual postponement but this will not have financial consequences due to the fact that the payments will be made according to the deliverables achieved by the consultant.