

IV MEETING
VERNE PROYECT
RESULTS REPORT
“Model of VET course”

VIENNA



ASOCIACIÓN DE DESENVOLVEMENTO
RURAL TERRAS DO DEZA



September 4 – 5 2012



EUROPEAN CULTURAL ITINERARY TRAINING PLAN

Presentation

The students who undertake the vocational education plan will have the opportunity to do a general module where they would be able to acquire general concepts and other specific modules in relation to the profession.

Course Objectives:

1. Provide specific training for professionals of the areas relevant to the Cultural Routes.
2. Provide the necessary knowledge for the purpose of working with the Cultural Itineraries.
3. Appreciate the importance that cultural routes in local development can have.
4. Get to know the different routes in Europe.
5. Get to know Spanish routes.

The project's target group

All professionals of the tourism sectors and all sectors that are relevant to the rural community. It's also pertinent to any person, business association, public or private institution concerned with rural tourism and European cultural routes.

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General module



Target group

All professionals of the tourism sectors and all sectors that are relevant to the rural community. It's also pertinent to any person, business association, public or private institution concerned with rural tourism and European cultural routes.

General module - 20 hours:

Topics

1. Theoretical concepts of Cultural Route. The meaning of cultural itineraries.
2. Cultural routes in Europe. Analyses of cases.
3. Local cultural itineraries. The Camino de Santiago, the Winter Camino and other cultural routes.
4. The concept of rural development and the role of tourism.
5. Cultural routes in relation with new tourism tendencies.
6. Image of destination and profile of the tourist.
7. The importance of collaboration: creating a network of information and touristic management.

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Specific modules:

Module I Rural accommodation and restaurants - 30 h



Target group

The module is directed towards professionals from all types of accommodations and restaurants situated in a cultural route.

Topics

1. Creation of specific products for the cultural tourist route.
 - Practical case: Services for the Camino de Santiago pilgrims. This makes more of an example of specific touristic aspects of local areas such as places of interest.
2. Elaboration of specific menus for the cultural tourist routes.
 - Practical case: Special menu for the Camino de Santiago pilgrims.
3. Complementary services to the route.
 - Practical case: Information services for the Camino de Santiago. This point includes different services, for example those providing information, medical, restaurants, shops, location of active tourism companies, etc.
4. Basic English usage in accommodations and restaurants.
 - All tourist information in English or any other appropriate language.



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Specific modules:

Module II Tourism information offices and local administration -30 h



Target groups

Directed to professionals of tourist information centers and workers of local administration

Topics

- History and art of the Cultural Route.
 - Practical case: La Via de la Plata.
- Introduction to the landscape around the cultural itinerary .
- Complementary services around the route.
 - Practical case: Knowledge of services around the Camino de Santiago.
- Intermediate English. All tourist information in English or any appropriate language.



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Specific modules:

Module III Craftsmen, artists and local producers - 30 h



Target group

Directed to craftsmen, artists and local producers.

Topics

- Receiving the tourist of the European cultural routes. Practical case: Attention to the pilgrim.
 - What is a souvenir?. Creation, preparation and sale of souvenirs.
 - Handmade products of the territory and how to turn them into souvenirs
 - Practical workshop on the creation of souvenirs
 - Basic English in craftsmanship centers, artists and local producers. Practical workshop: All the tourist information in English or in any appropriate language.

TERRAS DO DEZA

- **ROMAN RODRIGUEZ GONZÁLEZ**
- **XOSÉ MANUEL SANTOS SOLLA**
- **ELENA FERNANDEZ ANTONIO**
- **PAULA SUANZES HERNANDEZ**
- **CARMEN LAREO MORAO**
- **PABLO FERRADAS**

VIENNA, 3 SEPTEMBER 2012