EUHeritage

Skills for promotion,
valorisation, exploitation, mediation and
interpretation of European Cultural Heritage

OPEN
COURSE

INTRODUCTION TO THE COURSE

The course offers a professional training for the cultural heritage professionals, current and future, focused on digital and soft skills as well as skills connected to "experience tourism" in the field of cultural heritage. In this regard, the learners shall develop knowledge and skills in the following areas:

• Creating a link between Cultural Heritage and Experience tourism for local development
• Designing an innovative Visitor Experience
• Knowing and applying digital strategies and tools for cultural heritage
• Adopting an entrepreneurial approach for cultural heritage
• Learning about sustainability, project evaluation and impact measurement
• Being familiar with policies and best practices in the context of Cultural Heritage and Tourism

• Knowing about different Competence frameworks and lifelong learning
• Community building, participating and interacting with peers in an online environment.

All 5 modules are structured with 2 major aspects:
• **Knowledge**, which facilitates the learner to understand, illustrate, compare and outline the most important aspects/approaches/methodologies of cultural heritage, experience tourism, digital strategies and entrepreneurship.
• **Experience**, which aims to enhance the learner's skills and competences needed on building, planning, developing, managing and evaluating an experience product for Cultural Heritage and Tourism.

WHO IS THIS COURSE FOR?

The course addresses:

• Active professionals of the relevant field of Cultural Heritage and Tourism
• Students or graduates, who wish to advance their knowledge and be competent in the field of Cultural Heritage and Tourism.

Any working experience in the sector will be helpful but is not compulsory.

WHAT WILL YOU ACHIEVE?

The course addresses the needs of the professionals and students or graduates who want to enhance the potentials of connecting the heritage sector with other sectors, i.e., tourism, technology, Creative and Cultural industries, entrepreneurship & business.

Learners will be able to know more and build up their **digital and soft skills as well as their transferable and digital competences**, towards the Heritage Promotion, Valorisation, Exploitation, Mediation and Interpretation.

HOW TO APPLY?

All participants should registrer through EU Heritage website fulfilling the application form at the registration tab.

STRUCTURE OF THE COURSE

Learners will need approximately **10 hours of learning per week**, for each Unit of the EUHeritage Modules in this course.

- The programme offers training on **5 modules**.
- Digital **training material** will be **available online** and you will be able to join a **community of peers** by participating in open discussions and active interaction through a **forum**.
- Within the **EUHeritage Social platform**, students, tutors and stakeholders will be able to discuss topics and relevant issues regarding the Cultural Heritage and Tourism.
- The course is delivered **free of charge**.

HOW TO EARN THE CERTIFICATE OF THE COURSE?

Upon completion of the online course and succeeding in at least the 45% of both learning material and of graded activities (quizzes), learners will be able to achieve the Certificate of Completion. Open badges will be awarded to learners after the successful completion of each Module.

EUROPEAN TRAINING PROGRAMME STRUCTURE

Emanuela Gasca, Elettra Zuliani

Module 1	Cultural heritage and experience tourism for local development
	Content Curator: Fondazione Fitzcarraldo
UNIT 1.1	**Cultural heritage framework**
S.U. 1.1.1	**Cultural heritage: main dimensions and possible interpretations**
S.U. 1.1.2	**The recent framework**
S.U. 1.1.3	**The role of culture in sustainable development goals (SDGs)**
UNIT 1.2	**From cultural tourism to experience tourism**
S.U. 1.2.1	**Cultural tourism, trends and main elements**
S.U. 1.2.2	**New paradigm towards experience tourism: the 'Experience Cycle'**
S.U. 1.2.3	**Experience tourism: new products and experiences for beneficiaries**
UNIT 1.3	**New dimensions of cultural heritage and tourism in the recent scenarios**
S.U. 1.3.1	**Experience tourism and new tourism dimensions post-COVID**
S.U. 1.3.2	**Case studies and new frontiers of tourism for the well-being of communities**
S.U. 1.3.3	**The role of temporary communities in the new scenarios**
UNIT 1.4	**Stakeholder and local development**
S.U. 1.4.1	**The role of stakeholders for local development**
S.U. 1.4.2	**The stakeholder management plan**
S.U. 1.4.3	**Stakeholders in the development of the experience: the testimony of good practices**

Noel Buttigieg & Marie Avellino

Module 2	Design an innovative visitor experience
	Content Curator: University of Malta
UNIT 2.1	**Basics of project development**
S.U. 2.1.1	Strategic planning initiatives: mission, vision and objectives of the organisation
S.U. 2.1.2	Designing cultural projects: scope and sequence
S.U. 2.1.3	Managing cultural projects
UNIT 2.2	**The audience development plan**
S.U. 2.2.1	Audience development – an introduction
S.U. 2.2.2	Mission, vision and audience ambitions to create meaningful and engaging experiences
S.U. 2.2.3	Objectives, action and review of designing visitors' experiences
UNIT 2.3	**Audience segmentation**
S.U. 2.3.1	Audience segments and personas
S.U. 2.3.2	Primary data for cultural and tourism projects
S.U. 2.3.3	Secondary data for cultural and tourism projects
UNIT 2.4	**Engaging the audience**
S.U. 2.4.1	Engaging existing audiences in cultural heritage sites
S.U. 2.4.2	Engaging new audiences in cultural heritage sites
S.U. 2.4.3	Audience development tools to engage and enhance visitor experience

Raluca Iulia Capotă, Lisa Schleker, M.Sc. & Isabel Verdet

Module 3	Digital strategies and tools for cultural heritage
	Content Curators: M2C (with ENCATC and NIRCT)
UNIT 3.1	**Understanding the potential of digital data in the context of cultural heritage**
S.U. 3.1.1	Understanding the digital environment
S.U. 3.1.2	Recognising, evaluating and training digital skills within the organisation
S.U. 3.1.3	Digital exchange with visitors
UNIT 3.2	**New digital strategies and tools for experience-based cultural heritage sites**
S.U. 3.2.1	Recent and future trends in the digital field
S.U. 3.2.2	Best practices and case studies
S.U. 3.2.3	Developing digital strategies
UNIT 3.3	**Digital marketing and communication for cultural heritage**
S.U. 3.3.1	Digital marketing strategies
S.U. 3.3.2	Blogging and using social media in the digital scenarios of the experience
S.U. 3.3.3	User engagement and storytelling
UNIT 3.4	**Designing online and onsite digital experiences for visitors**
S.U. 3.4.1	The digital experience in the Experience Cycle
S.U. 3.4.2	Designing the digital experience: processes and steps for online and onsite digital initiatives
S.U. 3.4.3	Implementation of the digital experience and approaches for evaluation

Panagiota Polymeropoulou & Raffaele Vitulli

Module 4	Entrepreneurial approach for cultural heritage
	Content Curators: Matera Hub and Hellenic Open University
UNIT 4.1	**Entrepreneurship skills as key elements for a new management of cultural heritage**
S.U. 4.1.1	Enhancing entrepreneurial competencies within the EntreComp description
S.U. 4.1.2	Recognising, evaluating, and training entrepreneurial skills within the EntreComp description
S.U. 4.1.3	The role of public policies in developing the entrepreneurial and innovation potential of the cultural and creative sectors
UNIT 4.2	**Cultural entrepreneurship – What is it?**
S.U. 4.2.1	The essential competencies for the cultural entrepreneur
S.U. 4.2.2	Theoretical model: how entrepreneurs develop social and cultural competencies
S.U. 4.2.3	The entrepreneurial ecosystem of cultural and creative industries
UNIT 4.3	**Financial management of the cultural heritage and tourism sector**

S.U. 4.3.1	**Analysing the financial context and defining a sustainable financial plan in cultural heritage and tourism management**
S.U. 4.3.2	**Implementing a fundraising strategy in the cultural heritage and tourism sector**
S.U. 4.3.3	**The different financial models & organisational structures for cultural heritage and tourism**
UNIT 4.4	**Entrepreneurial strategies for innovative cultural heritage and tourism management**
S.U. 4.4.1	**New sustainable business model for valuable experiences in the cultural heritage and tourism sector**
S.U. 4.4.2	**The 'lean management' methodology in cultural heritage and tourism**
S.U. 4.4.3	**A new holistic approach in cultural heritage and tourism management**

Module 5	**Sustainability, impact measurement and project evaluation** *Content Curator: la Cultuora*
UNIT 5.1	**Concepts around sustainability and impact measurement**
S.U. 5.1.1	**The debate on the sustainability in culture as a strategic vision**
S.U. 5.1.2	**Why measurement matters: steps beyond monitoring and evaluation**
S.U. 5.1.3	**Social value and the glossary of concepts**
UNIT 5.2	**Evaluation approaches in culture and tourism**
S.U. 5.2.1	**Multidimensional and multi-value approaches**
S.U. 5.2.2	**Challenges and opportunities for measuring culture**
S.U. 5.2.3	**Design a process for planning an evaluation project**
UNIT 5.3	**How to do it: impact measurement project for the experience**
S.U. 5.3.1	**Impact measurement cycle**
S.U. 5.3.2	**Which kind of data it is important to evaluate: output, outcome or impact?**
S.U. 5.3.3	**Managing impact and evaluation: building a tailored model**
UNIT 5.4	**Approaches and methodologies: sustainability and social impact measurement in cultural organisations**
S.U. 5.4.1	**Measuring sustainability: alignment with SDGs**
S.U. 5.4.2	**Intervention logic and SMART indicators**
S.U. 5.4.3	**Monitoring and evaluation methodologies**