

No. 2, September 2014

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For more information please visit
www.inrutou.eu

Introduction

After a year and a half of project implementation we have finalized the conceptual work and progress to the piloting phase. In this issue of the InRuTou Newsletter we present you with an update on project activities and planned events and would like to invite you to future cooperation.

Enjoy reading!

Sharing Ideas and Experience

InRuTou is present on various European, national, regional and local events; among them:

September 23rd, 2014. **Conference on Sustainable Tourism in the Carpathians.** *Mikulov, the Czech Republic.*

September 23-26th, 2014. **The 4th Meeting of the Conference of the Parties to the Carpathian Convention.** *Mikulov, the Czech Republic.*

September 16-19th, 2014. **Forum Carpaticum 2014: Local Responses to Global Challenges.** *Lviv, Ukraine.*

August, 20-23rd, 2014. **The 7th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (MMV).** *Tallinn, Estonia.*

July 4th, 2014. **The 3rd meeting of the researchers of the Mountain Economy Centre "CE-MONT".** *Bucharest, Romania.*

May 29-31st, 2014. **The 16th International Conference "Romanian rural tourism in the context of sustainable development. Present and prospects."** *Vatra Dornei, Romania.*

May 20-22nd, 2014. **International Conference on Rural Tourism and Regional Development.** *Petrozavodsk, Russia.*

April 3-4th, 2014. **The 9th Meeting of The UNECE Steering Committee on ESD.** *Geneva, Switzerland.*

February 18-20th, 2014. **The 5th Meeting of the Carpathian Convention Implementation Committee.** *Prague, Czech Republic.*

November 20th, 2013. **International Federation of IT in Travel and Tourism Finland Chapter Keynote.** *Savonlinna, Finland.*

June 5-6th, 2013. **The Final Conference of the Project "Big Foot: Crossing Generations, Crossing Mountains".** *Vienna, Austria*

Keep track of our news section and **find out more about the project and it's exploitation possibilities** on: inrutou.eu/category/news.

Hot autumn of the Carpathians

Significant events, which took place this September in the Carpathians, demonstrated that our project is running just in time.

The Forum Carpaticum (September 16-18, Lviv, Ukraine) is an open meeting of the **Science for the Carpathians (S4C)** initiative. Including a broad spectrum of scientific disciplines from both, the natural and social sciences, as well as practical knowledge, the Forum Carpaticum is an attempt to integrate different fields of expertise to generate value for the Carpathian mountain region.

COP4, the **Fourth Meeting of the Conference of the Parties to the Carpathian Convention** (September 23-26, Mikulov, Czech Republic) – is revising of what have been done during last 3 years, evaluating and adopting next steps to the Convention implementation.

Both events applied to local communities for practical action for sustainable development in the region. InRuTou project meets their requirements and offers concrete approaches and ways for action. That's why the project was presented widely at both events. It was in a high interest of the participants that means that results of our work will be in use outside of our pilot areas.

COP4 in general stated a new stage of the Carpathian Convention developing when a deep and wise integration is needed for further sustainability. Cooperation between different structures at all levels is a hard task for everyone: we need to integrate environmental issues and environmental friendly lifestyle into policy and everyday life of people. **Strategy for Sustainable Tourism Development of the Carpathians** (one of the main documents adopted by the Conference of Parties) is unique guidelines how to implement the Convention's requirements into the practice. InRuTou project gives direct and concrete receipts for action. Successful presentation at the Conference on Sustainable Tourism in the Carpathians, which was arranged just before the COP4 and side-event at the COP4 itself demonstrated that our project is able to support and assist sustainable development of the mountain communities in all Carpathian countries.

InRuTou Side-event on 25th of September during Carpathian Convention meeting in Czech Republic

Foto by Monika Ochwat-Marcinkiewicz, Ekopsychologia Assosiation



The Consortium

AUSTRIA | www.fh-krems.ac.at

IMC University of Applied Sciences Krems

ITALY | www.sophiari.eu

SOPHIA Research & Innovation

(filled in for SCIENTER in January 2014)

UNITED KINGDOM | www.bournemouth.ac.uk

Bournemouth University

SWITZERLAND | www.seedlearn.org

Associazione seed

ITALY | www.eurac.edu

European Academy of Bolzano - EURAC

AUSTRIA | www.unvienna.org

UNEP Vienna Interim Secretariat of the
Carpathian Convention

ROMANIA | www.romontana.org

National Association for Mountains Rural
Development – ROMONTANA

POLAND | www.ekopsychologia.pl

Ekopsychology Society

UKRAINE | www.dossier.org.ua

Information Center "Green Dossier"



Success Factors Leading to Rural Tourism Development

Many communities in **rural and mountainous areas are facing challenges and difficulties** including – among others – unemployment, depopulation, environmental degradation or social problems. Furthermore, it is often the case that **local communities are excluded from emerging developments**, especially because they have no adequate access to training opportunities and thus lack specific knowledge and skills.

The project InRuTou aims at facilitating the development of sustainable rural tourism by an innovative training and competence development approach, which provides an innovative set of skills for the participants and helps them to get a better access to the labour market. As the digital field plays an important role in the context of rural tourism, the innovative training approach is supported by ICT tools.

In the frame of the project's background analysis there was conducted a best-practice analysis that attempted to identify examples of successful rural tourism development. It gives an insight into strengths, weaknesses, challenges and opportunities in this context and identifies key success factors.

The analyzed case-studies are initiatives from the Alps, the Apennines and the Carpathians and encompass examples from Italy, Austria, Poland, Romania and Ukraine. Based on interviews with representatives of these initiatives common factors emerged, that are **characteristic for successful rural tourism development**. Among others, these are:

- cross-sectoral partnerships,
- high quality and authentic products or
- up-to-date communication technologies for promoting a destinations' image.

However, there have been identified also several **challenges**, such as:

- the importance of gaining the local peoples' acceptance and
- administrative support or demographic and infrastructural hurdles that have to be encountered.

The analysis has shown that rural tourism can be an essential motor for economic development, especially in peripheral and rural mountain areas. The InRuTou-project thus aims to contribute to the **training of rural tourism entrepreneurs** in the selected pilot areas of Italy, Austria, Poland, Romania and Ukraine.

A detailed report on the conducted background studies can be found on InRuTou web-site section "Project Deliverables":

inrutou.eu/achievements.

InRuTou Training Programme

1) Train the trainers

Tourism training workshops are designed to provide local leaders from pilot areas with knowledge, skills and attitudes needed for the sustainable development of rural mountain communities.

Composed of:

- online curriculum
- 2 training workshops
 - 1st in Vatra Dornei, Romania, on July 17th, 2014
 - 2nd training in Grossraming, Austria, on October 2-5, 2014
- gathering input from trainers to improve the programme.

Timeline:

- June – December 2014.

In English.

2) Pilot trainings

Local leaders will work with communities to pass on knowledge, skills and attitude and to evaluate the usability of the training programme.

Composed of:

- online curriculum
- community workshops in pilot areas:
 - Kalkalpen National Park, Austria
 - Parco dell'Aveto, Italy
 - Beskidy, Poland,
 - Țara Dornelor, Romania
 - Kosiv District and Bucovina Region, Ukraine.

Timeline:

- January – June 2015.

In local languages.

InRuTou Open Educational Resources



The **E-learning platform** aims to test the technology-enhanced innovative vocational educational training **for rural tourism managers**.

The course design is based on a **blended learning** strategy, which is a combination of offline (face-to-face, traditional learning) and online learning in order to transfer knowledge and skills, increase competencies and facilitate acquisition of practical skills **in six distinctive areas - modules**:

- Entrepreneurship
- Management
- Information and Communication Technologies
- Engaging Communities
- Marketing
- Ecotourism & Sustainable Development.

The **structure of each module** comprises of:

- 1) **1st face to face meeting** to introduce the module learning objectives and to watch the video with the participants.
- 2) **Personal study** - three practical case studies, which will lead to a series of "rules or principles" and action points. Participants will have the possibility to further explore the topic by reading online resources.
- 3) **2nd face to face meeting** devoted to generation of the networked ideas and the module wrap up. The results of the group work will be uploaded in the sharing platform - repository of ideas and cases with a series of tools for networking.

learn.inrutou.eu



The **Sharing platform** is the social media tool dedicated to sharing of experience among **participants to the InRuTou project pilot training** in Austria, Italy, Poland, Romania and Ukraine.

The aim of the platform is to **document** country progress towards the design and development of innovative rural touristic products and to **inspire** colleagues in other European countries.

share.inrutou.eu

This set of educational tools will be supported with a digital tool – **desktop mobile application** which will be accessible later this year under the address:

inrutou.eu/app

Upcoming Events

2nd Train the Trainer

October 2-5, 2014
Grossraming, AT

4th Coordination Meeting:

26-27th February 2015
Bournemouth, UK

Pilot Trainings:

January – June 2015
Pilot areas in Italy, Poland, Romania &
Ukraine

Networking Event:

May/June 2015
Vienna, AT

Final Conference:

October 15-16th, 2015
Beskidy, Poland

InRuTou is present on **various European, national, regional and local events** – keep track of our news section and find out more about the project and its exploitation possibilities:

inrutou.eu/category/news

Setting the Framework for Training Curriculum

During the second InRuTou **coordination meeting**, on 24th September 2013, partners discussed the background and context analysis undergoing in the pilot areas and defined expectations for the pedagogical model for local tourism developers.

The meeting started the day before, on 23rd September, with a **field visit** to Parco dell'Aveto – the Italian pilot area, which gave the consortium the opportunity to meet representatives of local tourism businesses and other local actors and discuss their expectations regarding the project.

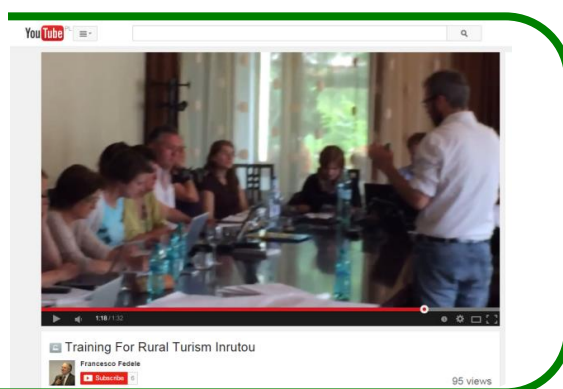
For the Development of Sustainable Tourism

The InRuTou project **partners met** on July 17th, 2014 in Vatra Dornei (Romania) to assess the work done until now and plan work to be done during the next months.

On the following day, July 18th, the first **training of trainers** has taken place, involving opinion leaders and trainers from Austria, Italy, Poland, Romania and Ukraine, who were presented with the project's training methodology and training materials and contributed their suggestions to further develop them.

The **video** documents two very productive working days that were carried out in an atmosphere of open collaboration leading to very good results.

*Video by
Francesco Fedele,
SOFIA R&D
[www.youtube.com/
watch?v=FUS9UtIC6uQ](http://www.youtube.com/watch?v=FUS9UtIC6uQ)*



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Lifelong
Learning
Programme

The project InRuTou has been funded with support from the European Commission.

This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.