



Project Partner Search Template

Project Title: Innoguide 2.0. ‘The world of guiding as an ambassador for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding.’

Background and motivation

Motivation: In a first European project called Innoguide, three online teaching modules on sustainable guiding, intercultural guiding and experiential guiding were developed. This platform (moodle) can be consulted at: <http://learning.viaviatourismacademy.com/innoguide/> The platform, aimed at guides and guide trainers, contains a bunch of teaching materials on the aforementioned topics. To keep this platform (moodle) alive though and, based on the feedback we received from teachers using this platform, it was clear that more ready-made, in-depth train-the-trainer modules were needed. This is one clear goal of the follow-up project: to develop and organize more ready-made train-the-trainers. Moreover, this moodle can still be upgraded to a more interactive platform where latest news and trends in the world of guiding can be found. A final motivation is to also get guide associations involved. Therefore this project will develop a self-scan for guide associations to evaluate themselves on how they deal with the Innoguide topics. Based on the self-scan results, instruments to improve their organization and the way they work will be developed. The overall goal of this project is to reach out to all stakeholders in the world of guiding (guides, guide trainers and guide associations) and to develop and stimulate a more entrepreneurial approach to their task. This in the course of lifelong learning.

Objective(s)

The project has two strategic targets:

- **To develop an entrepreneurial mind-set among guides and guide trainers by:**
 - Regularly updating and refining the materials on the current Innoguide e-learning platform (moodle)
 - Developing and organising tailor-made train-the-trainer workshops on the 3 Innoguide topics
 - Further enhancing and developing the current moodle to an online innovative platform (open educational resource) where these train-the-trainer modules can be found and where different stakeholders (guides, guide trainers, guide organisations) can interact and exchange best practices to inspire and further innovate the work field of guides and guide organisations.
- **To stimulate and develop the entrepreneurial qualities of guide organisations by:**
 - Developing an “Innoguide self-scan” for guide organisations. This instrument allows them to screen their organisation on how well they deal with intercultural encounters, the need for a sustainable environment and the increasing demand of the tour participant for a unique tailor-made experience.
 - Developing instruments that help the organisations to improve their working on these Innoguide topics, based on the feedback received from the self-scan.

Target group: Main target groups are: guides, guide teachers and guide associations

Duration: 2 or 3 year project (still to be decided)

Proposed work plan and budget

WP1: Management of the project

WP2: Self-scan development

WP2: Sustainable tourist guiding: updating moodle content, developing and teaching of train-the-trainer modules and input for development of self-scan

WP3: Intercultural tourist guiding: updating moodle content, developing and teaching of train-the-trainer modules and input for development of self-scan

WP4: Experiential tourist guiding: updating moodle content, developing and teaching of train-the-trainer modules and input for development of self-scan

WP6: Innoguide transfer: further enhancing and professionalizing the current moodle to an interactive, state-of-the art platform for guides, guide trainers and guide organisations

WP7: Dissemination of Innoguide materials

Total project budget: Max. 150.000euro/year, 2 or 3 year project

Partners sought for

Type of partner wanted (Public authority, research institute, SME, ...): We are looking for a few partners, from different backgrounds (educational field, service design/quality management, web-design, guide association) with specific competences to complement our project team.

- 1) A partner with proven experience in maintaining, promoting and further developing an online teaching platform (moodle) to an interactive, attractive and easily usable online platform. Innovative, creative web-design skills are essential.
- 2) A partner with proven experience in sustainable tourism education to help develop train-the-trainer modules on this topic and to assist in the development of the self-scan with regard to this topic. Proven experience with teaching train-the-trainers is an asset.
- 3) A partner with proven experience in service design and the development of supporting instruments for improvement (preferably in the world of tourism, ideally with regard to guiding) to develop a self-scan in close cooperation with our module coordinators.
- 4) A partner/organisation with proven experience in the field of guiding, who is acquainted with innovative, creative guiding techniques, who is updated on the latest trends in guiding, who has an entrepreneurial mind-set and is customer-oriented who can assist us in further updating our moodle and deliver input for the self-scan.

Partners involved: Toerisme Vlaanderen (Flemish government agency), ViaVia Tourism Academy(<http://www.viaviatourismacademy.com/>, non-profit center, Belgium), NHTV (Breda University of Applied Sciences, The Netherlands). A few partners from the first project are also interested to engage in the follow-up project but the consortium is still looking for the abovementioned complementary skills.

Practical information and contact details

Funding programme (name and call identifier): Erasmus +, key action 2 ‘strategic partnerships’

Eligible costs: staff costs, travel and subsistence costs (project meetings, teaching activities), multiplier events

Funding rate: unit costs

Call deadline: 30th April 2014

Contact

Deadline for expression of interest: **31st March 2014**

For further information, please contact: **Petra Huyst, project coordinator at Toerisme Vlaanderen, petra.huyst@toerismevlaanderen.be, T. 0032 2 504 0 461**