

Partner search from Central Denmark

Title of the project (Preliminary)	King Tourist – The Independent European Guide Education Developing a European Guide Education where the needs of the tourist are the center of everything the guide does, so the tourist will feel like a king.
Outline of the project idea	The current guide education in most countries consist of a trainee period sometimes combined with a few courses mainly about how to best serve the interests of the organization where the guide is employed. Based on the extensive experience in independent guide education with a very successful teaching method, the project managers wants to develop an Independent European Guide Education together with partners in the tourism sector from all over Europe. This guide education will be focused on how to best see to the needs of the tourist while at the same time having fun and realizing a positive personal development as a guide. This will work to reduce youth unemployment as well as ensuring quality in the vocational training of guides.
Programme, call and dead line	The project will seek EU funding from the LLP-Leonardo program – Development of Innovation (http://eacea.ec.europa.eu/llp/leonardo/leonardo_da_vinci_multilateral_projects_en.php) <ul style="list-style-type: none"> • Deadline: February 2013. • Dead line for expression of interest: 15th of September.
Lead organisation	The Danish guide education company SERVICE & CO (se attached description in English) is completely independent of any travelling agency or other parts of the tourist sector – including public institutions. This private enterprise has developed a guide education based solely on the needs of the tourists, and the guided from this system are so demanded that 80% of the students have a job even before they finish the education.
International experience	The guide education is already done in partnership with Spanish, Swedish and Norwegian partners.
Partners already involved	Spanish partner organisation where the courses are held.
Describe the kind of partners you are looking for and their expected role in the project	In order to make the best Independent European Guide Education SERVICE & CO are looking for partners with experience from the tourism sector, and with specialist knowledge in at least one of the following themes: <ul style="list-style-type: none"> • Languages • Development tendencies in tourism globally • Customer expectations for world class service • Methods for teaching appropriate behaviour in regards to delivering world class service • Development of innovative methods to establish and further develop abilities to connect with the tourist. • Methods for evaluation and feedback on the processes.
Foreseen project duration	The project will last 3 years starting after the summer 2013.
Expected budget	Expected total budget 533.000 EUR. Contribution from EU: 75% = 400.000 EUR. Contribution from each partner: 25% of own budget in the project paid in working hours only.
Contact information	Tage Moselund, phone +45 2540 2210, e-mail: tm@crear.dk Language: English.