Tourism VECTOR Destination Manager Curriculum

DISSEMINATION AND EXPLOITATION PLAN

2016

www.vector-tourism.net

Funded by the Erasmus+ Programme of the European Union

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1. ABOUT VECTOR

VECTOR is the acronym of 'A Vocational and Educational Curriculum Design from a Sector Skills Alliance on Tourism' and is funded by the programme ERASMUS+, under the call for proposals "Sector Skills Alliances".

VECTOR has the mission to define a professional profile of "Destination Manager" that is capable of proposing strategies aiming at managing, enhancing and promoting destinations in an integrated perspective.

By using the approach of creating an OER (Open Educational Resource) implementing a complete DM training curriculum evaluated and recognized through the ECVET system, VECTOR project aims to have both a short term and a medium/long term impact. In the short term it will impact students, VET entities, SMEs and Public bodies thanks to the availability of the new DM curriculum. In the medium and long term the whole system of actors will benefit from the competences required in a changing industry like tourism, in order to identify and fill gaps, ensuring a better match. It is expected that VECTOR will change the former situation into a new one, where tourism employees better fit into the market needs, increasing the overall quality of the sector.

12 partners constitute the consortium. The project started in November 2015 and will last for 3 years.

In this sense, the project aims at defining a high skilled professional profile of "destination manager", a profile that is capable of proposing strategies aiming at managing, enhancing and promoting tourist destinations in an integrated perspective and, secondly, develop a joint training curriculum for DM defining the minimum requirement of the course according with the ECVET standards (learning outcomes, units of learning outcomes approach, etc.) with the objective to decrease the shortage of qualified professionals in the tourism sector.

Further information on the VECTOR Web Portal (**http://www.vector-tourism.net**)

2. ABOUT THE DISSEMINATION MASTERPLAN

The basics of the dissemination strategy / plan were initially discussed in the 1st Kick-off meeting in Florence (December 2015). In this meeting the Work Package 8 (WP 8) coordinator presented the general ideas: the importance of the involvement of all the partners, the inclusion of the visual identity of the project (proposals for logo and subtitle), the definition of the dissemination channels and tools, the mechanisms for evaluate the effectiveness of the dissemination and exploitation, the availability of the website (Partners and public areas: what to leave open on the website) and the methodology for revision and update (following each project meeting). We also discussed the sustainability of the project outputs after the EU funding period, the need of dissemination tools in the 4 languages (English and the 3 national languages), the project website development and maintenance and what will protected by IP. Two logo proposals were appreciated. The present Masterplan was discussed and approved by internet communication.

This Dissemination Masterplan 'DISSEMINATION STRATEGY AND TOOLS' gives guidance for the work of VECTOR WP8's 'Dissemination and exploitation' Task 8.1 'Conception of the dissemination and exploitation plan'. The Deliverable of this Task is D 8.1 DISSEMINATION AND EXPLOITATION PLAN. The document defines the communication tools to be developed for each target group as well as the channels to be used for the dissemination. It also sets out a strategy for stimulating a widespread dissemination of the VECTOR results and outputs, defining in each case the responsibilities of the various partners.

Task 8.2 "Project Website development and maintenance" will be developed and concluded. The deliverable will be D 8.2 'VECTOR project website' due not later than April 2016 (6th project month).

The Dissemination Masterplan consists of the present document, containing the Dissemination Plan at the Consortium Level.

3. VECTOR DISSEMINATION STRATEGY

The strategic perspective

Dissemination and exploitation of results are crucial areas of the VECTOR Erasmus+ project lifecycle. Having in mind that the general objective is to assure the institutional "visibility" of the project through its dissemination and exploitation, the main objectives are the following:

- transnational co-operation / involvement of all the stakeholders / promote the networking activities
- sustainability of the project outputs after the European founding
- IPR - best managerial solution

To achieve the objectives we have three essential tasks:

- Project Website development and maintenance (Task 8.2)
- Production and distribution of dissemination materials (flyers, etc.) (Task 8.3)
- IPR Agreement (Task 8.5)

We have two other tasks which are purely instrumental:

- Conception of the dissemination and exploitation plan (Task 8.1)
- and Dissemination Reporting (Task 8.4)

Conception of the dissemination and exploitation plan

The Task 8.1 Conception of the dissemination and exploitation plan is expressed by the present document. This will be lead by partner IPTrans but with the involvement of all the twelve partners.

This plan will include:

- the proposal of the visual identity of the project;
- communication methodology within and outside the project community;
- definition of the dissemination channels and tools (Website, newsletter, flyers, events, etc.);
- mechanisms to evaluate the effectiveness of the dissemination (N° of accesses to the website, N° of subscriptions to the newsletter, N° of flyers produced, Nº and nature of the participants in the events, etc.)

The main dissemination efforts will concentrate mainly on the following relevant Project

Tasks:

T.2.1 Detailed survey on skill needs and shortage at European level (state of the art, SWOT and cross-check analysis, etc.) concerning the Destination Manager (DM) profile

Leader: CÁMARA DE COMERCIO DE VALLADOLID

T 2.2 Catalogue of the existing Best Practices (BPs) (concerning curriculum content, teaching methodologies, learning styles, assessment strategies, etc.)

Leader: CÁMARA DE COMERCIO DE VALLADOLID

T 2.3 Analysis and assessment of collected data

Leader: CÁMARA DE COMERCIO DE VALLADOLID

T 3.1 Skills analysis for the DM profile

Leader: TUV ACCADEMY

T 3.2 Referencing the profile in the EQF system

Leader: TUV ACCADEMY

T 4.1 Definition and development of the DM training curriculum

Leader: UNIVERSITÀ DEGLI STUDI DI FIRENZE

T 4.2 Handbook (Internal) development

Leader: UNIVERSITÀ DEGLI STUDI DI FIRENZE

T 4.3 Other Educational Resources (OERs) creation

Leader: UNIVERSITÀ DEGLI STUDI DI FIRENZE

T 5.1 Participants recruiting and execution of Pilot test

Leader: ENCLAVE FORMACION

T 5-2 Pilot testing feedback analysis and definition of learning contents to be revised

Leader: ENCLAVE FORMACION

T 5-3 Validation and recognition of DM training curriculum

Leader: ENCLAVE FORMACION

T 5-4 Revision and generation of definitive contents: OER and final Handbook implementation

Leader: ENCLAVE FORMACION

T 6-1 Developing Quality and Risk Management Plan

Leader: UNIVERSIDADE DO ALGARVE

T 6-2 On-going monitoring for project's quality assurance

Leader: UNIVERSIDADE DO ALGARVE

T 6-3 Ensure and develop quality through EQAVET implementation

Leader: UNIVERSIDADE DO ALGARVE

T 7-1 Evaluation plan development

Leader: INSTITUTO DO EMPREGO E FORMAÇÃO PROFISSIONAL

T 7-2 Internal Evaluation

Leader: INSTITUTO DO EMPREGO E FORMAÇÃO PROFISSIONAL

T 7-3 External Evaluation

Leader: INSTITUTO DO EMPREGO E FORMAÇÃO PROFISSIONAL

T 8-1 Dissemination and exploitation plan

Leader: AEPTL / IPTRANS – ESCOLA PROFISSIONAL DE LOURES

T 8-4 Dissemination Reporting

Leader: AEPTL / IPTRANS – ESCOLA PROFISSIONAL DE LOURES

T 8-5 IPR Agreement

Leader: AEPTL / IPTRANS – ESCOLA PROFISSIONAL DE LOURES

T 9-1 Start up of the networking and knowledge sharing activities

Leader: AGENCIA DE INNOVACIÓN, FINANCIACIÓN E INTERNACIONALIZACIÓN EMPRESARIAL (ADE)

T 9-2 Organization of 3 local dissemination events (one in each country) and final conference

Leader: AGENCIA DE INNOVACIÓN, FINANCIACIÓN E INTERNACIONALIZACIÓN EMPRESARIAL (ADE)

T 9-3 Policy action plan for improving VET on tourism in EU

Leader: AGENCIA DE INNOVACIÓN, FINANCIACIÓN E INTERNACIONALIZACIÓN EMPRESARIAL (ADE)

How the selected tools can be used to address the project's needs

Further development of the Masterplan

The present dissemination strategy was designed and will be periodically redefined by all partners, following each project meeting.

For each country there will be specific actions concerning language translations, production of physical materials and local events organization. Over time, a matrix target groups/communication tools/ products will be compiled in order to monitor, revise and prioritise what stakeholders are interested concerning the project results. This strategy will be discussed by the Consortium members in order to best fit with the

WPs/Tasks objectives. Also the advisory board will in due time have a role to play in this matter.

The strategy and products will be adjusted accordingly, notably in term of format, content and languages. The dissemination strategy is based on the use of a mix of innovative on-line web tools and of more traditional dissemination techniques.

The web tool (portal) can be considered, at the same moment, tools for dissemination and knowledge sharing and an innovative tool that demonstrates the effectiveness of information technologies applied to this project. The more traditional instruments are more devoted to the institutional face of the project and to involve a wider set of stakeholders and interested public.

The main dissemination tools defined in Chapter 4

The tools were selected and developed based on the enounced objectives, strategies, targets, stakeholders and target groups. They (specially the portal) go far beyond traditional dissemination tools but serve as an instrument to support clustering and mentoring. They are:

- The VECTOR Web Portal and Intranet platform
- Project logo and branding
- Leaflets and Newsflashes / Newsletters
- Blog and social media
- Local workshops, road shows and stakeholder meetings
- Presence at conferences and events
- Networking

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News and Executive Summaries as motor of the dissemination activities:

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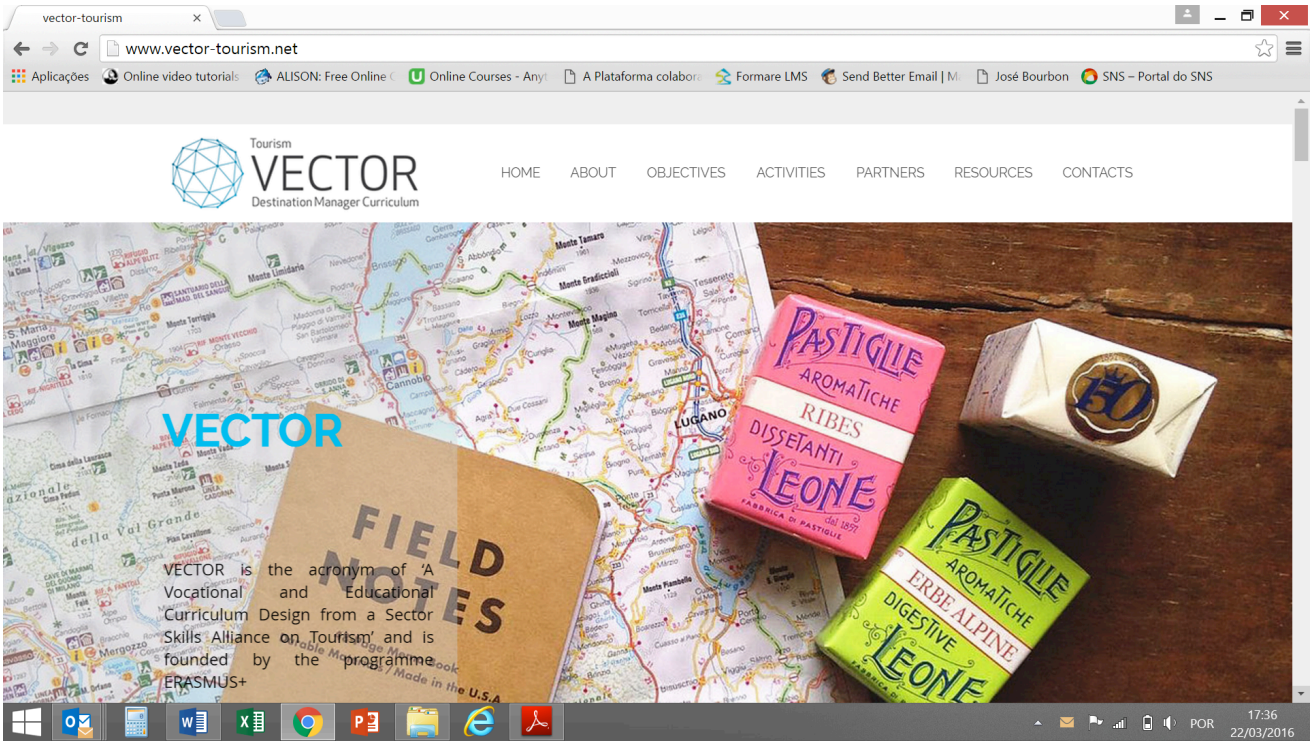
4. DISSEMINATION TOOLS

4.1. The VECTOR Web Portal and Intranet Platform

The Web Portal shall be the key dissemination (website) and internal communication instrument (Intranet Platform) for the project.

It shall be a reference site to provide up to date, easy and quick access to information on the project, its assets and the context of the Tourism Destination Manager Curriculum.

VECTOR Web Portal & Intranet platform	www.vector-tourism.net



The VECTOR Web Portal has a public and a private area.

The public area presents general information about the project, its objectives, activities, partners, resources – links, documents and media - and contacts.

The Intranet platform – private for project partners - serves as a cloud storage and communication tool where partners can share and synchronize relevant information. It includes information such as reports, deliverables, administrative documents and a

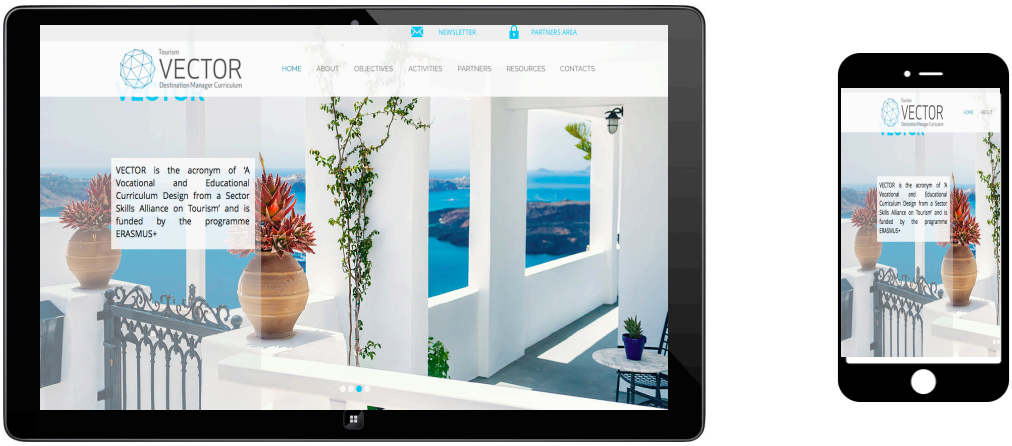
download area for templates, logos, pictures, videos and other relevant dissemination material.

VECTOR WEBSITE

The home page provides quick information about the meaning of VECTOR as well as provides quick access to the main areas of the site.

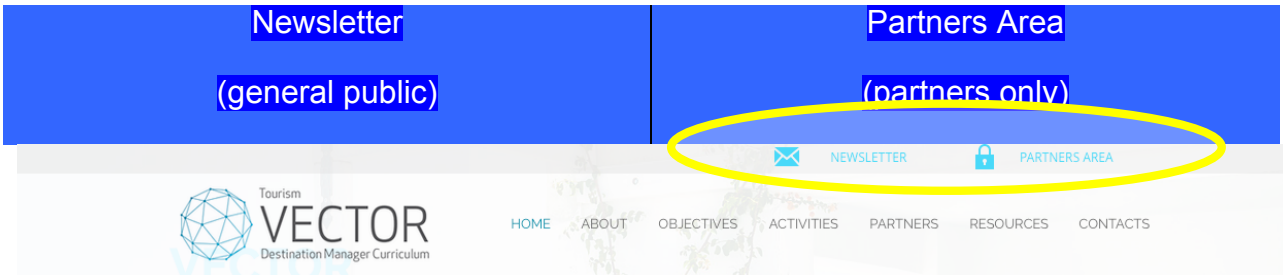
The menus will be presented in English. The principal texts of the main menus will be also presented in Italian, Spanish and Portuguese. All other items will be in English (reference language of the project) though can be translated by partners as to need.

The VECTOR web site is optimised for the use in computers, tablets and smart phones.



The VECTOR web portal contains the following pages / elements:

Upper right side menu buttons guide the visitor to:

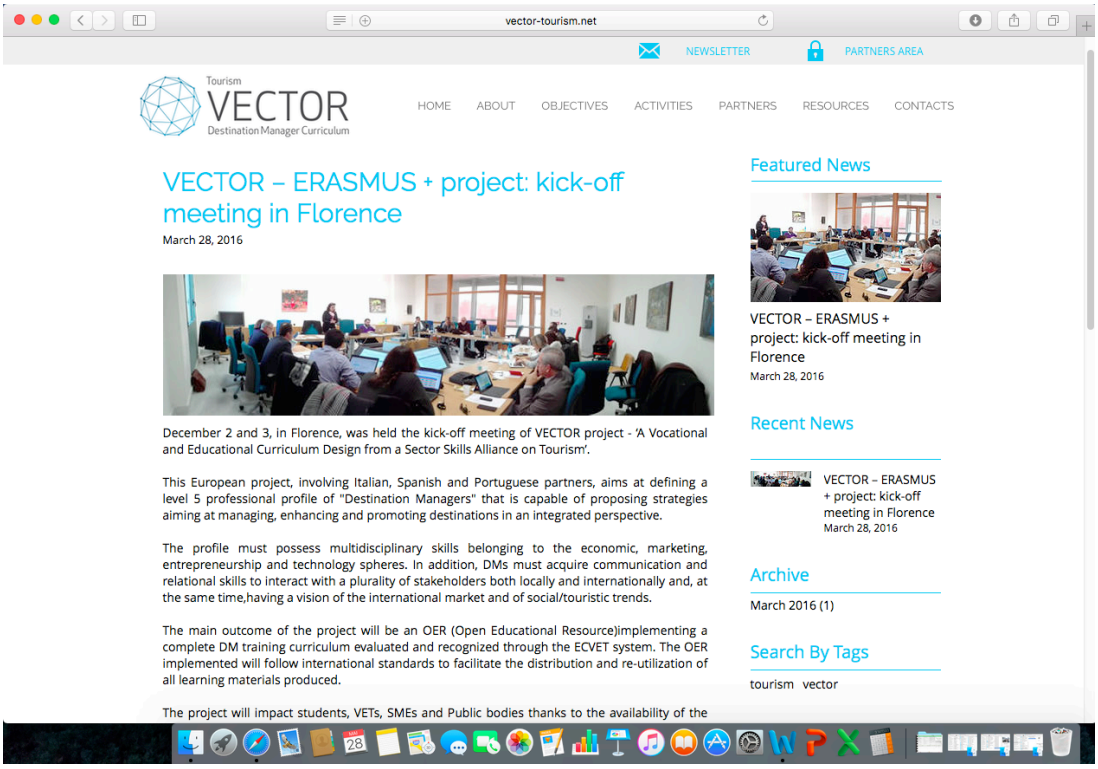


The registration for partners is very simple: just choose a username (it can be your e-mail) and password. After the validation of the project Webmaster the partner is admitted to enter the private area where it is possible to share documents or other relevant materials. A back office service will check the partner and validate the authenticity. It is also possible to register using your Facebook or Google+ ID.

Also the registration for the newsletter is very user-friendly: only two data items is requested: Name and e-mail.

Horizontal menu buttons guide the visitor to General Project Information (Objectives, Activities, Partners, Resources and Contacts).

Very visible on the home webpage are the news items which may contain links for downloads and the scrolling images (provided through the news items illustrations).



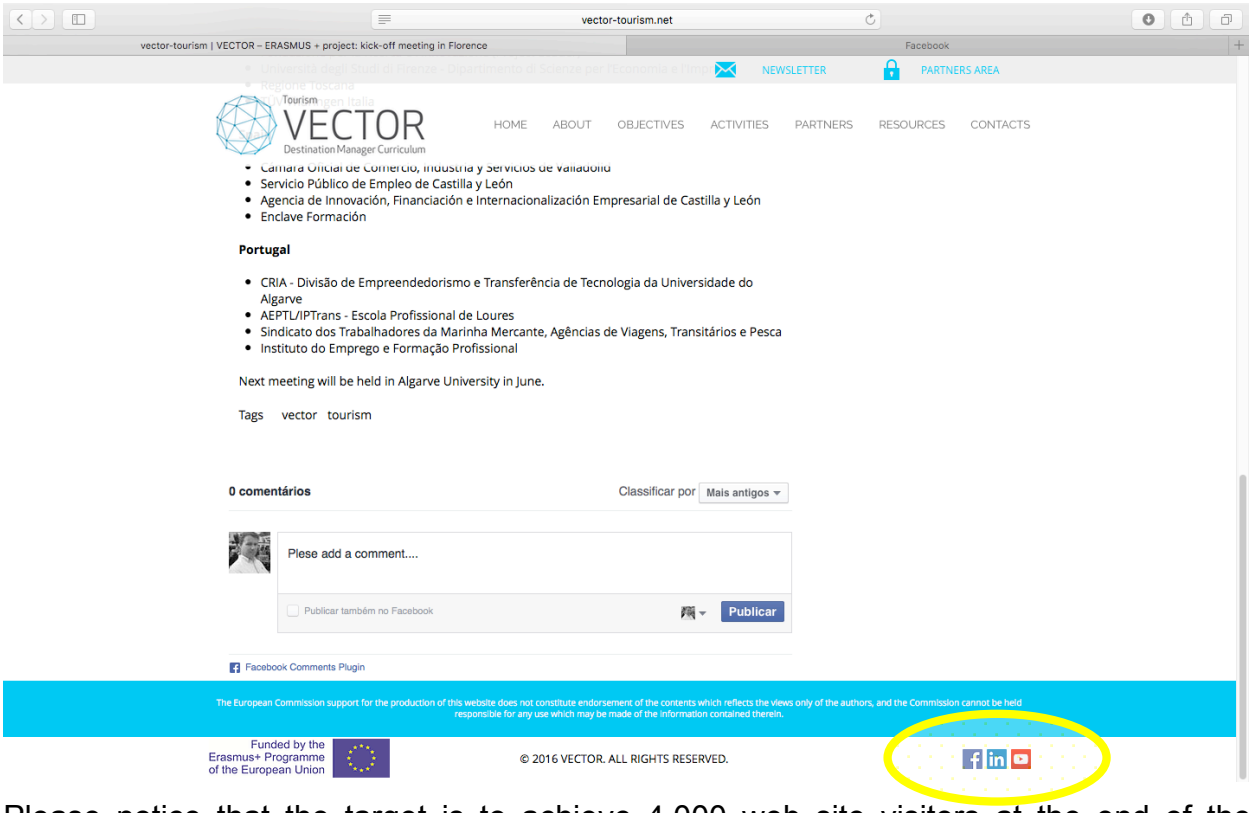
News by all partners constitutes the main input of info on the website

They serve as inputs for Newsflashes and Newsletters, both distributed to project partners and Newsletter subscribers.

News items are followed by a blog where anybody can comment – registering is automatic through Facebook reporter account and simultaneously is possible to be posted on the project Facebook account.

News item with blog dialogue and social media access buttons

A social media desk (lower right side) with links to Facebook, LinkedIn and YouTube are located at the lower side of the homepage.



Please notice that the target is to achieve 4,000 web site visitors at the end of the project.

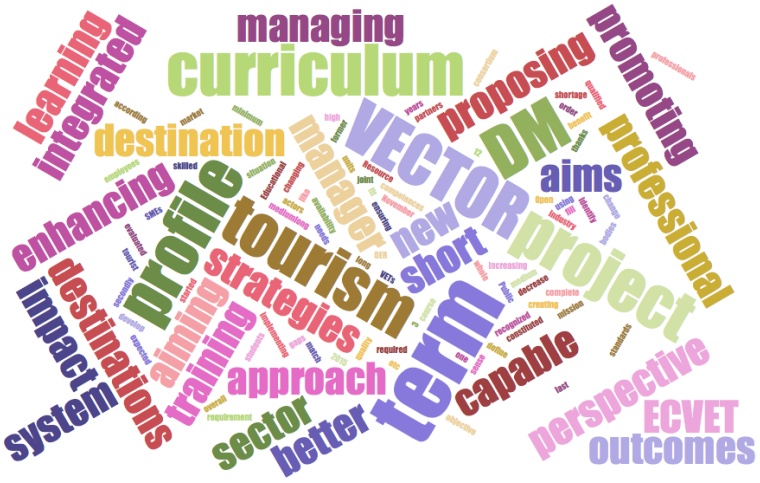
Role of partners

All VECTOR Partners	✓ **Supporting the contents of the website** ✓ **Promoting its existence to their members and other organizations** ✓ **Link the website in their own website (even after the funding period)** ✓ **<u>All dissemination activities shall be recorded in order to facilitate further reporting</u>**
Dissemination Leader (IPtrans)	✓ **Development of the website** ✓ **Updating and back office management of the website** ✓ **Management of the CMS (Content Management System)** ✓ **Animate the web 2.0 dissemination tools**

4.2. Project logo and branding

To give the project a visual identity, a project logo and a general design and image concept was created, based among else on a 'Word Cloud'. It was not easy to integrate into the logo the main constituting elements 'Tourism/ Destination Manager / Curriculum'. The word cloud was designed taking in consideration the presentation text of the project.

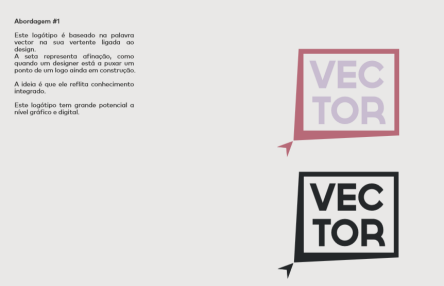
After this action, an invitation to three design creatives was performed in order to have a consensus version of the project logo. The consensus was achieved by voting the suitable version of the logo, made by the project partners.



Genesis of the Logo

Proposal A

Proposal B

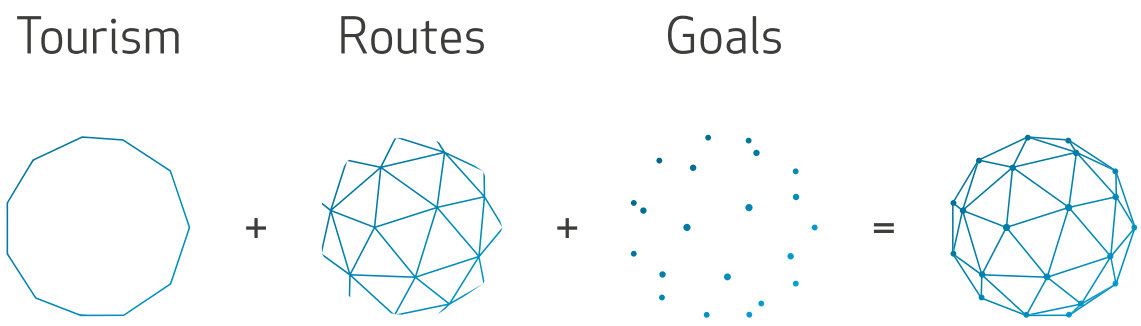


Proposal C

Proposal D

Proposal E

The Proposal E was the most voted logo design. The genesis of this logo is based on the following.



Touristic Routes Manager
GOALS

- Plan
- Promote
- Supervise
- Organize
- Program
- Manage
- Elaborate
- Supervise
- Compare
- Project
- Assure
- Verify
- Suggest
- Implement
- Sell
- Conceive
- Project
- Define
- Control
- Evaluate
- Analise

Branding

The Graphic and Branding Manual formalises all visual elements, completed by the templates for Presentations and Reports/Publications.

The project will make every effort to produce all VECTOR dissemination materials, including the website, in an accessible format, and providing materials in an accessible format (e.g. in large print), on request.

The project will source images and pictures from the VECTOR partners.

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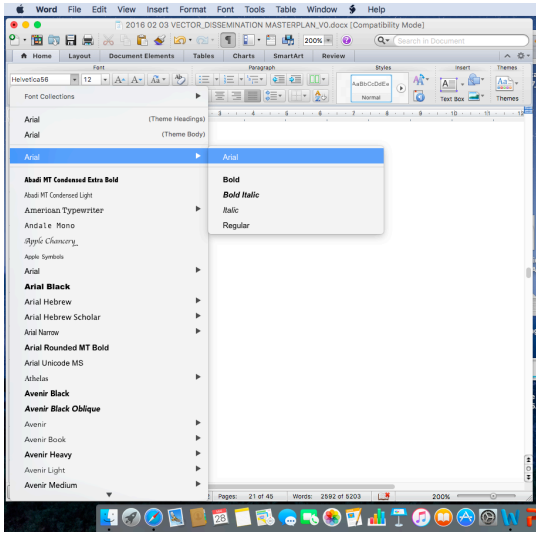
Templates

The Report/Publication Template consists of a title page, content list, Annexes and the Document history/author last page.

The Presentation Template consists of a title slide – which will work also as a last slide - , a separator slide and a text slide.

All the templates will be sent to the project partners.



The selected font for all documentations is Arial, Size 12, with justified paragraph.

Acronyms and glossary

Another issue is the use of Acronyms and abbreviations: they should be reduced to a minimum.

On the other side, Glossaries for all relevant terms should be established.

Executive Summary

Executive summary is mandatory for any report since it can be published in the public part of the website or as newsflash. It should give enough facts so the quick reader does not need to revert to the full document. The main elements are:

- Objectives
- Methodology
- Main findings
- Conclusions and recommendations

Document attributes and history

At the end of each report figure the document attributes and history - see end of this report as an example.

Role of partners

All VECTOR Partners	✓ **Perform a correct use of graphic guidelines, logo and templates**
Dissemination Leader (IPtrans)	✓ **Check the graphic quality of all products**

4.3. Leaflets, roll ups and Newsflashes/ Newsletters

While most of the project outputs will be paperless, two leaflets will be produced to promote the project at events and by targeted mailings in the regions, at EU level, for the press, etc. One leaflet will be published after the second partner meeting (month 8 – June 2016) and the other one towards the end, with the project results.

The leaflets will be available in PDF format in 4 languages: (English / Spanish (Castilian) / Italian / Portuguese) on the public website and for electronic distribution. The paper version will be edited in 2.500 exemplars each.

The project partners will assure the translation of all materials.

For smaller news items and announcements (e.g. events) Newsflashes will be e-mailed to partners and Newsletter subscribers and other stakeholder that may be available on the mailing lists of the partners. Periodic electronic Newsletters (about quarterly) will be produced for interested and subscribed persons or e-mailed to distribution lists.

Both Newsflashes and Newsletters are produced online in the Intranet Platform based on news items or other materials. The following manual explains the issuing process.

Role of partners

All VECTOR Partners	✓ Target distribution and mailing lists for leaflets ✓ Distribution of leaflets at events ✓ Contents for the leaflets ✓ Translation of leaflets and newsletters ✓ Inputs in English (texts and images) for Newsflashes and Newsletters ✓ All dissemination activities shall be recorded in
Dissemination Leader (IPtrans)	✓ Production of two leaflets (design, edition and distribution) ✓ Production of Newsflashes and Newsletters

Presence at conferences and events

The Partners will be responsible to present the VECTOR methodology and results in different conferences and collect materials and report back.

VECTOR Leaflets should be distributed and VECTOR roll ups used (if possible)

Role of partners

All VECTOR Partners	✓ Presentation of VECTOR achievements ✓ Distribution of leaflets ✓ Feedback to project management and web
Dissemination Leader (IPtrans)	✓ Dissemination and reporting (Newsflash, Newsletter and website) ✓ Dissemination materials (leaflets, roll ups)

4.4. Transnational workshops and final conference

Organization of three dissemination events (one in each partner country) and a final conference will be organised.

The three dissemination transnational events involving main stakeholders related to VET and tourism at regional, national and European level (regional and national educational regulation organisms, regional and national tourism public authorities, regional, national and European networks interested in these matters, private stakeholders working on these issues, and so on, will be held during the first two years of project development. The objective of these events is to wide community benefits of project work by disseminating project objectives and results and favouring their further use, in order to get the real market adoption of the DM profile and therefore the sustainability of the results. Furthermore the events will be used to have real feedback from target groups and facilitate the tourism and education sectors interrelationship.

One additional event will complete the dissemination events phase. It will be organised at an European level in Brussels within the final conference program, at the end of the project. This final conference has a double objective: project results dissemination and later adoption among main European vocational education and tourism stakeholders, but also policy and future practices influence, since it is intended to involve people responsible for education and tourism issues in the European Commission, inviting them to participate in the event. This final event will be organised in the European Regions Research and Innovation Network - ERRIN- framework and specifically in the Tourism Working Group due to the great number of regions working on these matters included in it.

The three transnational events and the final conference held in Brussels, will be the core idea of the policy action plan. During the final conference, Erasmus responsible, VET policy makers, Tourism Commission responsible, etc., will be informed about the project results and further activities. Their feedback will be extremely important for getting the full implementation of the project results.

Results and presentations will be made available on the Intranet Platform and some, also on VECTOR's website.

Role of Partners

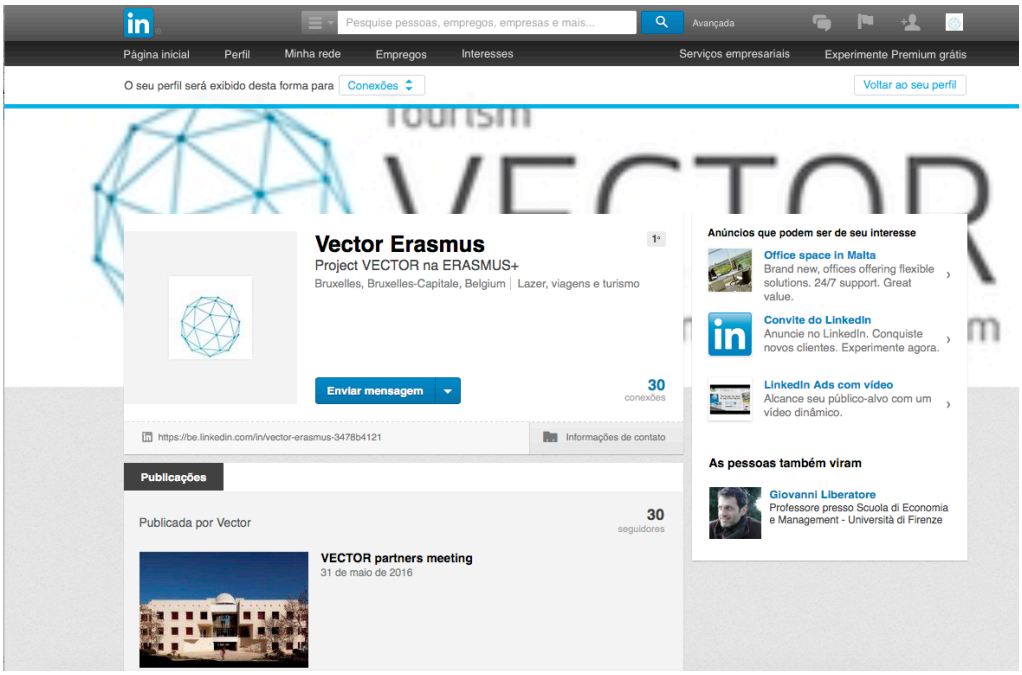
All VECTOR Partners	✓ Organise their country event in cooperation with the project coordination and dissemination leader ✓ Local dissemination of the events ✓ Inputs in English (texts and images) for Newsflashes and Newsletters ✓ All dissemination activities shall be recorded in
Dissemination Leader (ADE)	✓ Assistance to programming ✓ Organise in cooperation with partners and project coordination the final event

4.5. Blog and social media

News items are followed by a Blog where the reader can comment – registering is necessary under the website account or Facebook Account. Comments will be published by the webmaster.

Web 2.0 accounts - Facebook, LinkedIn and You Tube - are set-up in order to disseminate interactively the activities of the project to interested parties and persons.

NEWSFLASH	NEWSLETTER
Social Media Desk	



VECTOR Project LinkedIn page

VECTOR Project Facebook page

Role of partners

All VECTOR Partners	✓ Promotion of blog activities by commenting actively news and other comments ✓ Dissemination in web 2.0 tools through internal mailing lists ✓ All dissemination activities shall be recorded in order to facilitate further reporting
Dissemination Leader (IPtrans)	✓ Create the Web 2.0 accounts ✓ Animate the Web 2.0 accounts ✓ Uploading news in the web 2.0 accounts in order to stimulate comments

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4.6. Networking

The VECTOR Partners in all regions will be responsible for the Networking efforts with local stakeholders and actors with the intent to disseminate the project results and to engage new stakeholders.

Role of partners

All VECTOR Partners	✓ **Networking efforts with local stakeholders** ✓ **Distribution of leaflets** ✓ **Feedback to project management and web portal** ✓ **All dissemination activities shall be recorded in**
Dissemination Leader (IPtrans)	✓ **Dissemination and reporting (Newsflash, Newsletter and website)** ✓ **Dissemination materials (leaflets, rollups)**

5. PERFORMANCE MONITORING

The performance will be monitored by different means such as:

- ✓ web hit statistics (4.000 visitors and the end of the project);
- ✓ web questions, responses and analysis by webmaster;
- ✓ number of online newsletter downloads;
- ✓ movement of blog activities and social website accessing;
- ✓ press monitoring;
- ✓ evaluation questionnaires of workshops and conference;
- ✓ reporting by partners on local/ regional events and road shows and networking events.

DOCUMENT HISTORY

VECTOR Project

E-mail: vector.erasmus@gmail.com

URL: www.vector-tourism.net

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2 V1	30.05.16	Second draft version
3 V2	02.06.16	Third draft version
4 V3	04.06.16	Forth draft version
5 V4	12.08.16	Fifth draft version
6 VF	20.09.16	Final version

José Bourbon

Dissemination Manager

jose.bourbon@iptrans.com.pt

Cláudio Casimiro

Dissemination Manager and Webmaster

claudio.casimiro@gmail.com

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