

*A Vocational and Educational Curriculum Design from a Sector Skills Alliance on
Tourism / VECTOR*

6th Project Meeting Minutes – Florence, 18-20 APRIL 2018

TO DO LIST

WP	Task to do	Partner(s) involved	Deadline
1	To Send the updated version of the Forms A, B, C, related to 5 th semester, to the Project coordinator (FRI) and to IEPF team	All the tasks leaders (Form A), all the partners (Form B and C)	8 th June 2018
1	To Send the updated version of the Forms A, B, C, related to 6 th semester, to the Project coordinator (FRI) and to IEPF team	All the tasks leaders (Form A), all the partners (Form B and C)	27 th November 2018
1	D1.4 Final Report	FRI	17 th of December
1	D1.5 Project meetings Minutes	FRI	8 th May 2018
5	Feedback modules report, including module 5 questionnaire, from the Pilot test's students	TTI (as online tutor); Unifi, ENFO, ICE, TR and UALG (as teaching staffs involved)	30 th April 2018
5	Pilot test validation reports (students' feedback collection)	Ualg, TR, Unifi, ENFO and ICE (as teaching staffs involved); TTI (as online tutor)	15 th May 2018
5	D5.4 Minutes of the final on-site event of the pilot testing phase	Enfo (supported by TTI)	8 th June 2018
5	D5.5. Final Evaluation report (Overall Evaluation of the pilot test of the DM course)	Enclave Formacion	15 th of June 2018
5	Incorporation of any changes/improvements/updates (due to the pilot test feedback), by the teaching staffs	Ualg, TR, Unifi, ENFO and ICE (as teaching staffs)	13 th July 2018



	involved, to the 5 DM modules tested (updating syllabus and any other document related to them)	involved);	
5	D 5.6 Curriculum recognition and certification process	Tuscany Region	10 th July 2018
5	D.5.7 Final Handbook	TUV Thuringen Italia	10 th September 2018
5	D.5.8 Final version of the e-learning platform.	Enclave Formacion	10 th September 2018
6	To deliver the second yearly quality assessment made through the quality tool	UALG	15 th June 2018
7	Update of the internal evaluation map	IEFP	16 th of July
7	D7.4 Final internal evaluation report	IEFP	5 th December 2018
7	D7.5 Final external evaluation report	IEFP – ext. Ev. Nuno Silva	12 th November 2018
8	To publish flash news as well as a post on facebook about the past Florence meeting	IPTrans and FRI	30 th April 2018
8	To send via mail the electronic version of the signed pages and via ordinary mail the original version of the signed pages related to Del 8.4	Unifi, TUV, RT, UALG and IEFP	11 th May 2018
8	To publish a newsletter about the past Florence Meeting and the results of the 3rd political event	IPTrans	8 th May 2018
8	Fri will provide the assembly of signed pages into the final version of the D 8.4 IPR Agreement	FRI on behalf of the whole consortium	22 nd May 2018
8	To share with all the partners the details to join the next Brussels meeting planned by the Necstour network (Destination for all)	Tuscany Region, IPTrans and ICE	10 th May 2018
9	D 9.1 Master plan of the networking activities with EU stakeholders	ICE	30 th April 2018
9	D 9.2 Final report and MoU contents with national authorities	ICE	25 th May 2018
9	D 9.3 Policy Action Plan to stimulate innovation on VET courses on Tourism	ICE	30 th June 2018

April the 18th, 2018

Venue: University of Florence, Department of Political and Social Sciences, Via delle Pandette 21 – Florence; D5 – room 3.50

1st day of the meeting

Morning Session

09:00	Partners registration
09:30	Welcome
✓ Welcome Speech	A brief introduction to meeting's objectives made by FRI, the project coordinator
09:45	WP5 progresses – Part 1
✓ Moderated by RT	<p><i>Development of Task 5.3: state of the art concerning the recognition process of DM profile activated in Italy, Portugal and Spain</i></p> <p>Italy: the Italian team submitted the official documentation to the competent regional offices on past April 9, 2018; 6 months since April 9 is the standard legal period to receive the formal approbation of the request of recognition of the new profile within the regional catalogue. After that, in October, the Italian partners will decide to submit or not, and how in case of positive evaluation, the related curriculum to the competent regional offices</p> <p>Portugal: the Portuguese partners are dialoguing with ANQEP to approve the profile as well as the curriculum submitting to them (by the end of May), the proposal. One of the things to review before the official transmission of the documents has to do with the fact that Italian and Spanish profiles have 5 areas of activities instead of the 6 Portuguese. Another constraint is the fact that the Portuguese legal framework concerning Training and Education, is not based on learning outcomes approach (the one the consortium used)</p> <p>Spain: the local partners, guided by CAMVA and ECYL, decided to recognise the so-called <i>training speciality</i>, a faster solution proposed by ECyL, submitting on 16/4/2018 to the public state employment service, the due materials.</p>

11:15 Coffee Break - Room 1.01



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11:30

WP5 progresses – Part 2

✓ Moderated by ENFO

Activation of task 5.4, organisation and scheduling of activities

The training contents and the OER platform are about to be modified accordingly to the pilot's results, evaluations and feedback analysis. It can imply the rearrangement of several contents to develop the final handbook on the DM course, according to the del 4.4 "Internal Handbook development), adding the final version of the training contents revised as said.

The OER platform will be modified accordingly, as the online version of the contents contained in the DM training course manual. Quality assurance of contents and of the OER will be done thanks to the WP4 (Development of Destination Manager Curriculum),⁵ (Pilot test and final validation of learning contents) and 6 (Quality Assurance of the project and of the related outcomes), in order to guarantee a quality level as much high as possible

13:30 Lunch Break – Hilton Garden Inn**Afternoon Session**

14:30

WP5 progresses – Part 3

✓ Moderated by WP 5 leader – Enfo, with the support of TUV, IPTrans, FRI and Unifi

After several discussions, the partners agree to schedule the delivery of the four remaining reports according to the following calendar:

Task	Deadline
Feedback Modules Report (including Module 5 questionnaire)	30/04/2018 STUDENTS
Pilot Test Validation Reports (student's feedback collection)	15/05/2018 ACADEMIC TEAMS
D.5.5. Final Evaluation Report (overall evaluation of the pilot test of the DM course)	15/06/2018 ENFO
Incorporation of changes or improvements by the academic teams of the modules	15/07/2018 ACADEMIC TEAMS
D.5.6. Curriculum Recognition and Certification Process	July 2018 TR
D.5.7. Final Handbook	10/09/2018 TUV
D.5.8. Final version of the e-learning platform	10/09/2018 ENFO

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See the "to do list" for further information



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16:30	WP 6
✓ Moderated by UALG along with FRI concerning EQAVET issues	Postponed to a further moment later than the meeting days, due to the absence of UALG representative at the Florentine meeting. UALG will share (see the to-do list for further indications) the second year quality tool report asap, starting to collect the info given the final quality assurance report.
17:45	Wrap up of the day
18:00	End of the first day

(Optional) Dinner**Venue: Ristorante Osteria del Grano, Via Francesco Baracca, 18/r - Firenze**

20:30	Meeting point: in front of the Restaurant
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Erasmus+ Programme
of the European Union**April the 19th 2018****Venue: University of Florence, Department of Political and Social Sciences, Via delle Pandette 21 - Florence****2nd day of meeting****Morning Session**

9:00	Registration of the participants and welcome speech by Prof. Gaetano Aiello e Prof. Vincenzo Zampi, University of Florence
09:15	WP 8 – IPR agreement
✓ Moderated by FRI along with partners involved in task 8.5	After the rereading of the document shared with the partners a month before the meeting, the final version of the document has been approved. Partners who have not yet deliver the signed pages to the leading partner are asked to do that asap (see “to do list” for further information).
10:30	WP 8 – Capitalization of the results
✓ Moderated by FRI with the presence of an invited SME, an expert on eLearning activities (Teyuto)	<p>Pitch presentation by Teyuto: a young start-up who shared with the consortium partners their business model and activities.</p> <p>It's a tool that allows companies to share individual skills of each worker (Evolution of e-learning, the <i>Netflix</i> of the online training business).</p> <p>They have a platform but are also able to produce video contents on demand.</p> <p>For further info mail your questions to:</p> <ul style="list-style-type: none"> - marcello.violini@teyuto.com - lorenzo.nargiso@teyuto.com <p>They will ask you to subscribe to the company's newsletter asap!</p>
11:15 Coffee Break (Room 1.01)	
11:30	WP 7 – internal and external evaluation
✓ Moderated by WP 7 leader – IEFP	We connected via Skype with the External evaluator Nuno Silva to receive from him some indications concerning the deliverable of WP4 he read. He asked to receive, on time, the deliverables belonging to WP5 to be able to produce his final document (the final external evaluation report) within the forthcoming 10 th



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	<p>November.</p> <p>Concerning the internal reporting, IEFP team set the following deadlines:</p> <ul style="list-style-type: none"> - Missing Form A of the 4th semester + Form A of 5th semester up to the next 15th May. - To receive the Form A of the 6th semester up to 30th October. <p>The remaining form B and C concerning the 5th and the 6th semester has to be delivered according to the deadline set in the “to do list”.</p>
12:15	WP 9 – State of the art
✓ Moderated by WP 9 leader – ICE	<p>Task 9.1 and 9.2 already expired. The related deliverable will be produced soon.</p> <p>The deliverable 9.1 will be finalised until April the 30th.</p> <p>The Deliverable 9.2 (Final report and MoU contents with national authorities) will be prepared to report the indications of:</p> <ul style="list-style-type: none"> - The 3 political events held in Valladolid (ES), Loures (PT) and Florence (IT); - Annexing to it all the MoUs signed during and after those moments. <p>The deadline for that deliverable is set within 25th May 2018. Task 9.3 has just begun (Policy Action Plan to stimulate innovation on VET courses on Tourism), it will involve SIMAMEVIP, FRI, IPTrans, IEFP, ICE</p> <p>The related deliverable will contain a set of policies implementable at a regional and national level for partners' countries, to stimulate innovation on VET courses on Tourism.</p> <p>These main recommendations will be the fruit of two years and half of work, several meeting and debates with policy makers, teachers, experts, tourism industry representatives, researchers, and so on and will capitalise the main findings of VECTOR.</p> <p>Strategic objectives in it contained will rely on Exploitation and sustainability of the DM course.</p> <p>The consortium discussed and decided to organise a capitalisation event in Brussels in October 2018. The possibility was offered by the meeting organised by the NecsTour network, scheduled on October 1st and 2nd (the contacts are Cristina Nunez + Teresa Caldarola; Alessandra Brunelli from TR will do a phone call in the next 15 days to update the consortium about our possibility to join the event).</p>
13:00 Lunch Break – Check Point Restaurant	
Afternoon session	



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14:00	WP 1
✓ Moderated by FRI, PC	<p>The brief ppt presented by the PC has shown how, if the consortium keep claiming during the final report the same average of costs claimed within the interim reporting, it will be possible to claim a higher value than the one granted by the EACEA (preventing the risk to receive a lower value than the one initially granted by the commission to our consortium). This eventuality will allow the PC to distribute to all the partners the budget claimed, according to the following rule:</p> <ul style="list-style-type: none"> a) The main principle that will be adopted to reimburse partners will be to assure, as first, that each partner receives the amount granted by the EACEA in case it will be able to claim that amount; b) All the partners that will claim a value lower than the one granted by the EACEA will receive exactly the amount claimed; c) Those partners who will claim a higher value than the one initially granted by the EACEA, will be reimbursed distributing the amount not claimed by the partners described within the previous paragraph (b), according to a percentage report (however never distributing an amount higher than the one claimed to the EACEA); d) The percentage report described in the previous paragraph (c), may vary in function of the amount each partner will claim (the higher it will be, the bigger will be the % of budget received compared to the initial grant).
14:50 end of the plenary session	
15:05	Transfer from Novoli to Piazzale Michelangelo
✓ Study visit	<ul style="list-style-type: none"> • Study visit to San Miniato (ref. Elena Riccio)
19:15	Conclusion of the study Visit and photo opportunity
Social Dinner – Appointment at the Restaurant 20:15	
Venue: Ristorante Cafaggi, Via Guelfa, 35/r - Firenze	
19:30	Transfer from Piazzale Michelangelo to Piazza San Marco

20th April 2018

Venue: Tuscany Region, Sala Pegaso - Strozzi Sacratì Palace, Duomo Square n.10, Florence

9:00 - 9:30	Registration of participants
09:30	3rd International Conference on Destination Management
09:30	<p>Welcome speeches</p> <p>Monica Barni, <i>Vice-President of Tuscany Region</i></p> <p>Nadia Bellomo, <i>Metropolitan City of Florence</i></p>
<p>10:00 – 11:15</p> <p>✓ Moderated by University of Florence, Giovanni Liberatore</p>	<p>Session 1 – Tourism narrow escapes, the political vision at the European and Italian level</p> <p>§ Political Directorate of Tourism at the Italian Ministry of Heritage and Cultural Activities and Tourism</p> <p>§ Tourism Management Institute of La Rochelle Business School, Nicola Bellini - <i>Reappraising policies and policy-making in tourism: lessons from France</i></p> <ul style="list-style-type: none"> Brief description of the speech: “International Tourism has a lot of implication with policy-making; the decline of SMEs in France is activating a set of contingency measures aimed at re-engineering the process in order to boost Tourism economic performances, endorsing technology transfer and widening the possibility for French SMEs to offer services to the tourism industry. The commitment for tourism development is under the supervision of several ministries and national departments, supporting the idea that to promote tourism destinations is necessary to involve more competences and to trigger synergism among different know how”.
11:15	<p>§ Federturismo Confindustria, Silvia Barbone – <i>A strategic blueprint for enhancing the competitiveness of the European tourism industry, The Next Tourism Generation Alliance</i></p>
<p>11:30 – 13:00</p> <p>✓ Moderated by Tuscany Region, Lorenzo Bacci</p>	<ul style="list-style-type: none"> Brief description of the speech: “The previous projects and experiences granted by the EC (through the EACEA and the DG growth call for proposal), demonstrated how the training paths couldn’t avoid focussing the knowledge of the future workers belonging to the tourism industry on “Digital”, “Green” and “social” skills. The main perspective



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12:50

13.00-14.15

14:15 – 15:00

- ✓ Moderated by TUV
Thuringen Italia –
Peter Voelk
and Enclave Formacion
– Elena Perez

15.00-15.30

- ✓ Moderated by Foundation
for Research and
Innovation, Marco
Scerbo

is to allow sustainable development of the tourism sector.

§ Regione Toscana, Culture and Research Department,
Roberto Ferrari – *Residents and tourists a delicate relationship.*

- **Brief description of the speech:** “We lack studies and researches updated to the current and future trends of the tourism sector: this is even truer if we think about our cultural destinations. Most of them haven’t yet developed a tourism plan able to state a tourism offer compatible with the residents’ needs and to tourists’ demand. Next studies must be able to answer such question and to go beyond tourism destinations to steer such sector with a holistic approach.

§ German Association Culture & Work, Karin Drda-Kühn –
Unlocking the economic potential of Europe’s outstanding cultural treasures: The EuropeTour experience

- **Brief description of the speech:** “Our contribution follows the one said by Federturismo Confindustria and affirms that, along with digital skills, is important for tourism workers to acquire marketing and business skills. Rural areas can be attractive for those start-ups who want to develop and test innovative solutions on the following (tourism-related) topics: mobility, accessibility and cultural tourism. In this sense, rural area is suitable for digital start-ups who want to exploit digital knowledge and media knowledge to foster social entrepreneurship”.

§ World Intellectual Property Organization, Francesca Toso,
Tourism, Development and Intellectual Property: Making the Link

- **Brief description of the speech:** “Intellectual property issues are strictly related to the development of tourism destinations, boosting their performances regarding creativity, innovations and protection of local values. Is possible, indeed, to harmonize Local development, IP and Tourism by fostering training activities in the tourism sector founded on such paradigms and producing cross-cutting training materials aimed at safeguarding the local identity and the spirit of the places protecting their art and crafts, their traditions and intangible values”.

Certificate awards ceremony, chaired by Andrea Arnone –
President of the Foundation for Research and Innovation and Vice-Rector of the University of Florence



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Session 2 – Stakeholders’ session with Tuscan regional entities "Destination management: different roles at different scales/perspectives"

§ Regione Toscana, Tourism department, Stefano Romagnoli - *From the tourism destinations’ observatories to the new regional law: the coordination strategy of the Tuscany Region*

- **Brief description of the speech:** *“The Tuscany Region is involved in several projects focused on tourism destinations and is interested in capitalising them all to put in effect the indications contained into the new regional law of reorganisation of the tourism sector”.*

§ Toscana Promozione Turistica, Alberto Peruzzini – *Tourist promotion between regional dimension and local destinations.*

- **Brief description of the speech:** *“The current experiences developed in the Tuscany Region are involving Destination Management Organization (DMO) rather than Destination Managers (DM). This is a region where the link between its main tourism destinations (Florence) and the region is renown all over the world (this link is not so clear in other destinations as Roma with the Lazio Region and Venice with Veneto Region). We are currently working to adapt our offer to the new trends in the tourism sector such as bike tourism, wedding tourism and shopping tourism.*

§ Metropolitan City of Florence, Lara Fantoni – *The Florentine Metropolitan Strategic Plan: management of tourist flows and decentralisation.*

- **Brief description of the speech:** *“The Metropolitan City of Florence is working to organise tourism promotion and local strategies in the new Strategic Plan, with the aim to favour the connection among the Municipality of Florence with all the other tourism destinations of the metropolitan area.*

§ Fondazione Sistema Toscana, Paolo Chiappini – *The online promotion of tourism destinations*

- **Brief description of the speech:** *“The online tourism allows, through the paradigm of Dreaming-Planning-Booking-Experiencing, to mind the gap between a tourism destination and its visitors simplifying the process of realising the tourism trip and also increasing the*



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reputation of a destination”.

§ Destination Florence and Convention and Visitors Bureau,
Carlotta Ferrari – *Congress tourism and organisation of events in
contexts with a fragmented tourism offer*

- **Brief description of the speech:** *“I am a Destination Manager, working into a Destination Management Organization and I can affirm that promote a destination is not an easy at all! Our DMO is active in promoting leisure events, corporate events and weddings and we are a member of the National and European network of the Convention Bureau. To create synergies at all the levels, networking both with the private and public sector, is the only way to attract funds aimed at exploiting a tourism destination preserving its cultural, environmental and intangible values”.*

§ Phocuswright Italy, Giancarlo Carniani - *Italian Online Travel Overview*

- **Brief description of the speech:** *“Although digital business is a hot topic, and we are analysing data coming from the digital bookings/reservations to understand the needs of tourists, 68% of such reservations are still made off-line (thus, are not easily manageable for further analysis and statistics). There is another country, like China, where the 65% of reservations are made via Smartphone: thus, there is still room for development concerning the digital performances of our tourism destinations”:*

§ Florencetown srl, Edoardo Giacometti, *The experiential tourism made in Tuscany*

- **Brief description of the speech:** *“The mantra followed by our company is that an experience is worth of thousands gift you can offer to tourists. Experiential tourism is a first manner to structure the tourism destination marketing because experiential tours attract the curiosity of tourists”.*

MoU signing ceremony with public and private stakeholders



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Buffet

Session 3 – Parallel Sessions (elevator pitch): The experience of VECTOR Pilot test

Group A) Tourism Destinations Planning and Management

Group B) Tourism Destinations Marketing and promotion

Group C) Tourism Destinations Fund raising and Web 4.0

Report of the parallel sessions (A, B, and C) by groups' moderators

and

Conclusions of the 3rd VECTOR's Conference on Destination Management

15:45 End of the 3rd Conference on Destination Management