



Project Partnership

- Cámara de Comercio e Industria Italiana para España CCIS
www.italcamara-es.com
- PREDIF - Plataforma Representativa Estatal de Personas con Discapacidad Física
www.predif.org
- Camera di Commercio Italiana per il Portogallo
ccitalia.pt
- Università dei Sapori Soc.consar.l
www.universitadeisapori.it
- The Chocolate Way
www.thechocolateway.eu
- Holloko Kozseg Onkormanyzata
www.holloko.hu
- BTS – Blended Training Services Lda
blendedtraining.pt



IPER - ICT TO PROMOTE CULTURAL HERITAGE

The aim of the promotion of the European Cultural Heritage is to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space.



Camera di Commercio Italiana per il Portogallo



theChocolateWay



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Project



PRESENTATION

ITC to promote Cultural Heritage is a transnational project that includes 4 countries: Portugal, Spain, Italy, Hungary.



PROBLEM

The lack of adequate communication and attention in creating a accessible tourism proposal.



SECTORS

The tourism and gastronomy sector which represent the system of greatest growth in Europe.



OBJECTIVE

Digital tools and accessibility

IPER



MISSION

Contribute to the growth and promotion of cultural heritage in Europe.



VISION

Use of ICT to promote cultural heritage according to accessible tourism principles.



VALUES

Encouraging an inclusive society for the enjoyment of cultural heritage must include those actions that make it possible to integrate it into the social and cultural life of citizens.



DIRECT TARGET GROUP

According to ESCO profiles, the project will consider these professionals: Gallery, museum and library technicians, Artistic, cultural and culinary associate professionals, Sports, recreation and cultural center managers, Arts education officer, Cultural facilities manager, Cultural policy officer.

What



Create a qualitative respect recognition system towards promotion of cultural heritage.



Provide new proposals and solutions for structures that already operate or plan to operate also with accessible tourism.



Develop a nano-learning system through digital platforms.

Why

- Keep the tourism reception sectors informed about the needs related to accessible tourism
- Increase the development of Orange Tourism
- To encourage the growth of accessible tourism
- Increase the use of services through digital tools
- Increase the promotion of cultural heritage through ICT

Objectives

- Improve skills of the professionals of the sector;
- Create a private-public network to promote cultural heritage;
- Improving accessibility in tourism to attract more tourists;
- Carry out public awareness activities for World Heritage conversation;
- Support participation of the local population in the preservation of their cultural and natural heritage;
- Encourage international cooperation in the conservation of our world's cultural and natural heritage.

Outputs

- 1 **Define the State of the Art on promotion of cultural heritage and use of digital tools according to accessible tourism principles** needed in the CH sector (Cultural Heritage) drawing on partner research and on the strengths and wide experience of the consortium in research, needs analysis and training;
- 2 **Develop the most relevant Case Studies** best practices which should be taken into consideration when analyzing the weaknesses and the strengths of cultural heritage promotion;
- 3 **Design a nano-learning and needs-oriented training course** which integrate several sector-specific and transversal skills, including digital, entrepreneurial, and soft skills. It will be supported by a **set of OER** that, together with the case studies, will represent the main contents of the training system.