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IPER

ICT to promote Cultural Heritage

SUMMARY REPORT

OER TRAINING PLATFORM

PILOT TEST

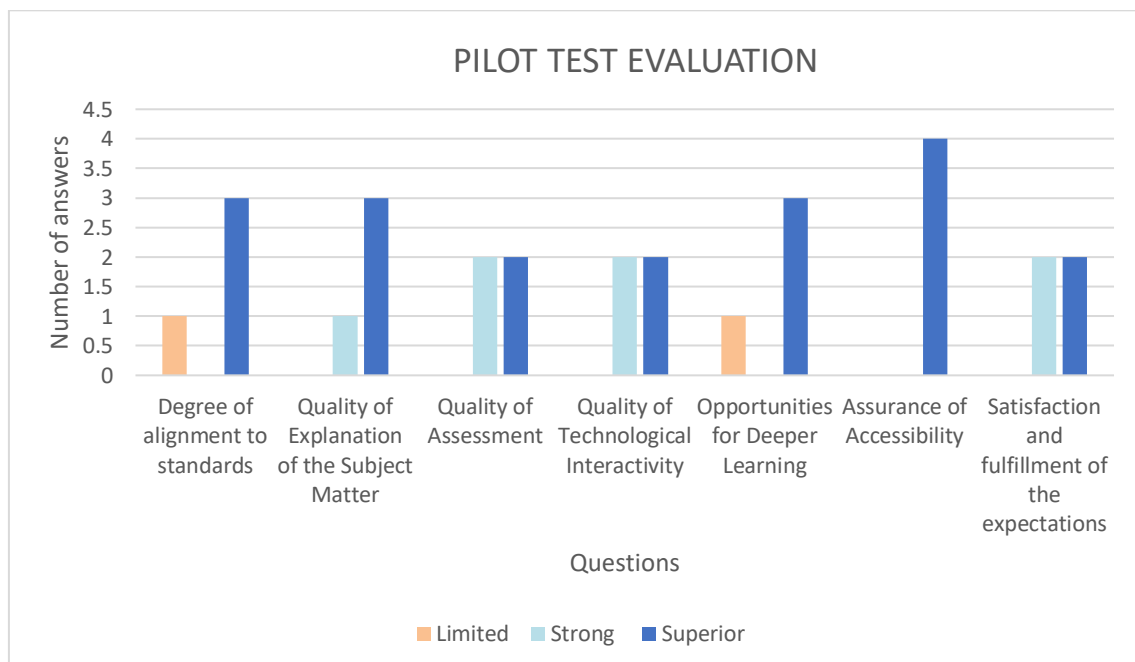
SPAIN

CCIS PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

- Number of participants: 4
- Gender: 4-male
- Role in their organization:
 - CFO (Wazo Coop)
 - COO (Wazo Coop)
 - Director (Polvani Tours)
 - Employee (Pausanias Viajes Arqueológicos)
- Sector of the organisation they came from:
 - Private NGO: 2
 - Private Enterprise: 2

Below you can see the answer of our participants for the first seven questions.



How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?



The major strengths:

The course helped them to approach some of their initiatives from an accessibility perspective and to know where to look for the necessary resources to develop it successfully. Also, the e-learning course has helped them to learn about other projects and technologies that are being carried out by other institutions in countries of the European Union.

In general, they said it is an excellent initiative, with a really useful motivation and objective and whose social results can be seen in a few years. Promote European culture and identity, values, culture, diversity and authenticity. Through a dynamic and very visual means that also allows you to interact with the user, also obtaining feedback from him. I think this is the idea, and it is exceptional.

Among the weaknesses:

The platform experiences some issues at Google Chrome.

If it wants to reach a young audience, it remains only as an attempt, since both the format and the content only represent ancient values and visuals disguised in a modern style medium. Looking like an ancient PPT Power point, inside a frame that wants to make it look modern. In order to formalize it and exploit its potential, two concrete measures must be taken: one about the target and one about usability.

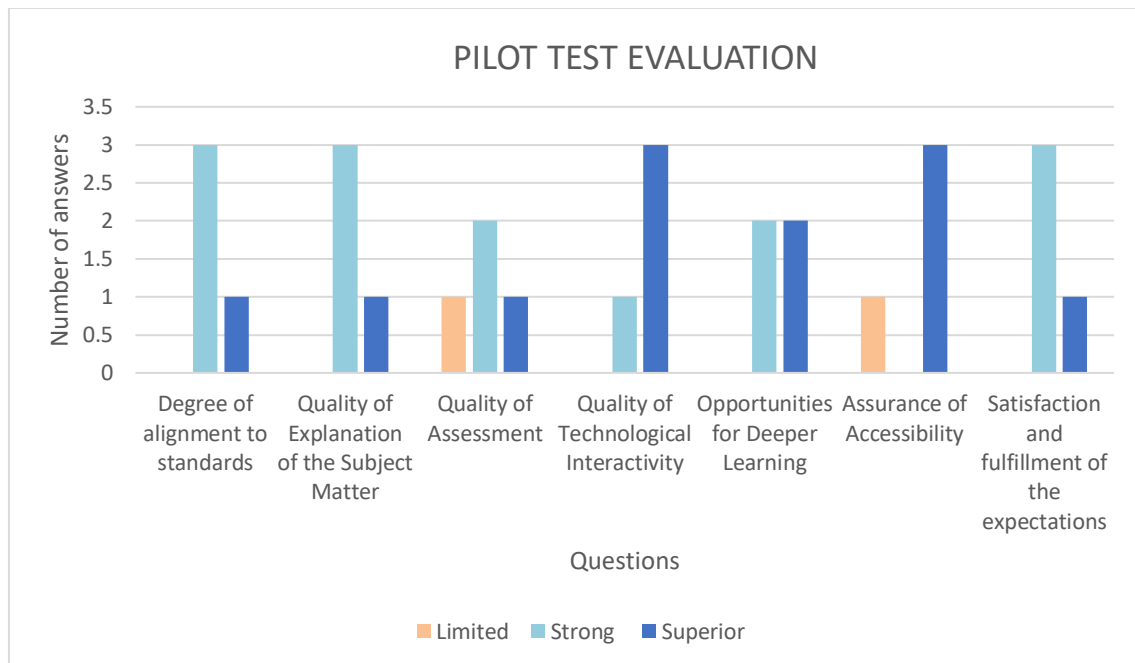
With the completion of courses similar to this one that we have done, I would like to learn more about the use of ICTs for the dissemination of heritage, innovation, creativity. The creative aspect was more useful for me to later implement these ICTs in our workspaces.

PREDIF PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

- Number of participants: 4
- Gender: 3 -male, 1 female
- Role in their organization:
 - Self employer
 - Director (Vilamuseu - Ajuntament de la Vila Joiosa)
 - Technician in Culture and Tourism (Ayuntamiento Colmenar de Oreja)
 - Local Development Agent (Ayuntamiento de San Lorenzo de El Escorial)
- Sector of the organisation they came from:
 - Public Museums: 1
 - Public Municipality: 2
 - Private: 1

Below you can see the answer of our participants for the first seven questions.



How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

In general, the course has generated a positive impact in our participants. They have appreciated the good practices, examples and experiences in other countries, the useful links for expand the content and the useful data it provided. Also, they have valued the information about the European Funds available for the accessibility of culture at European level.

On the other hand, regarding the Course Evaluation Survey our participants say that doesn't give a good opportunity to provide an opinion on the course and the questions are difficult to understand, our participants think that the questions should be more direct and less rhetorical. They add also, some examples of how should be these questions: ¿Do you consider that before you did this, your knowledge of ... was low / medium / high? Has the course increased your knowledge of ...?

With respect to the certificate, they demand more formal certificate that it's digitally signed by someone in particular and on behalf of any institution and specify an estimated number of hours and method of completion (in line with the final questionnaire). Moreover, in the certificate, it places undefined before the name of the participant. For example, UNDEFINED ANTONIO ESPINOSA RUIZ.

In addition, there is some links that doesn't work. The links are:

<https://jitt.travel/portugalworldheritage/pt/>

<http://www.apptouryou.eu/> It says: "in maintenance"



<https://www.monsaraz360.pt/tour.html> it says 404 NOT FOUND THE RESOURCE REQUESTED
COULD NOT BE FOUND ON THIS SERVER!

In addition, they request more information and good practices regarding universal accessibility
in Tourism.

PORTUGAL

CCIP PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

-Number of participants: 2

- Gender: 2- female

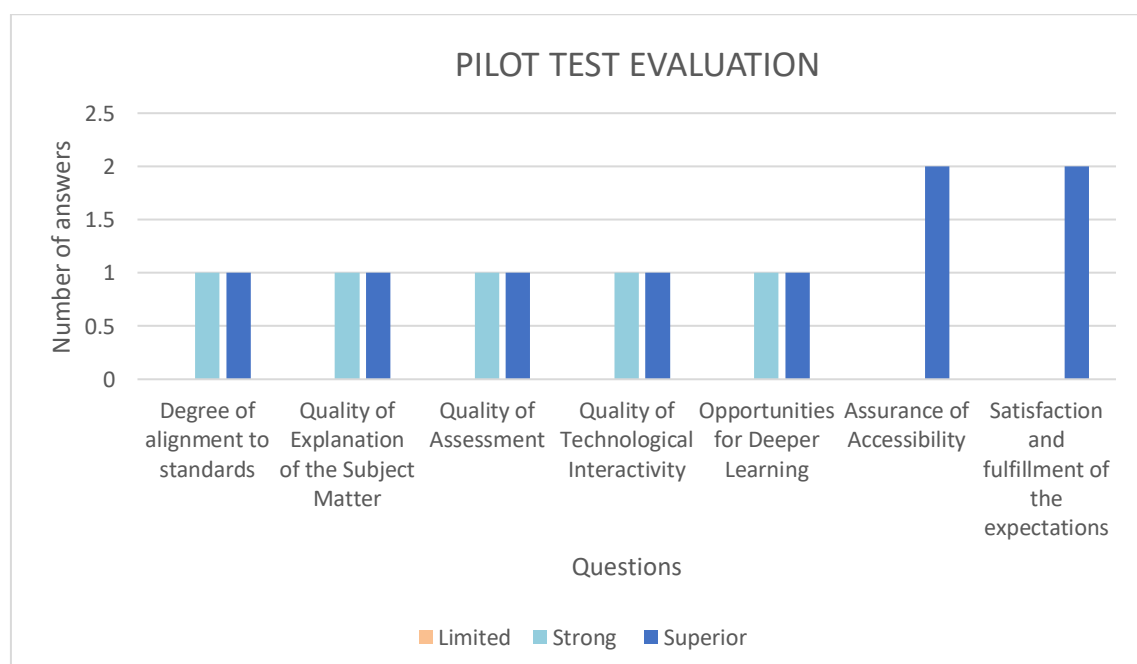
-Role in their organization:

- Grupo de Etnologia e Arqueologia da Lourinhã
- Arquiteta | Coordenadora do projeto Hereditas (Câmara Municipal de Guimarães)

- Sector of the organisation they came from:

- 1 Non-profit cultural association
- 1 Public Municipality

Below you can see the answer of our participants for the first seven questions.





How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

According to their opinion, it is a very complete course in information and very broad in themes, with examples from several countries. Meaning that the subject of accessibility, on promotion of cultural heritage, is being conscientized around the world. They recommend this course to everyone that works on cultural heritage.

Motivation already underlies the functions they have performed. However, they became aware of some projects implemented in other countries and some apps that they found very interesting and that will be useful to them in the future.

They consider the knowledge administered quite enlightening and very useful, but the practical test should, in their opinion, have a less theoretical component and less linked to legislation and propose, for example, the suggestion of innovative initiatives or practical resolution of certain constraints to overcome.

BTS PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

-Number of participants: 3

- Gender: 3 - female

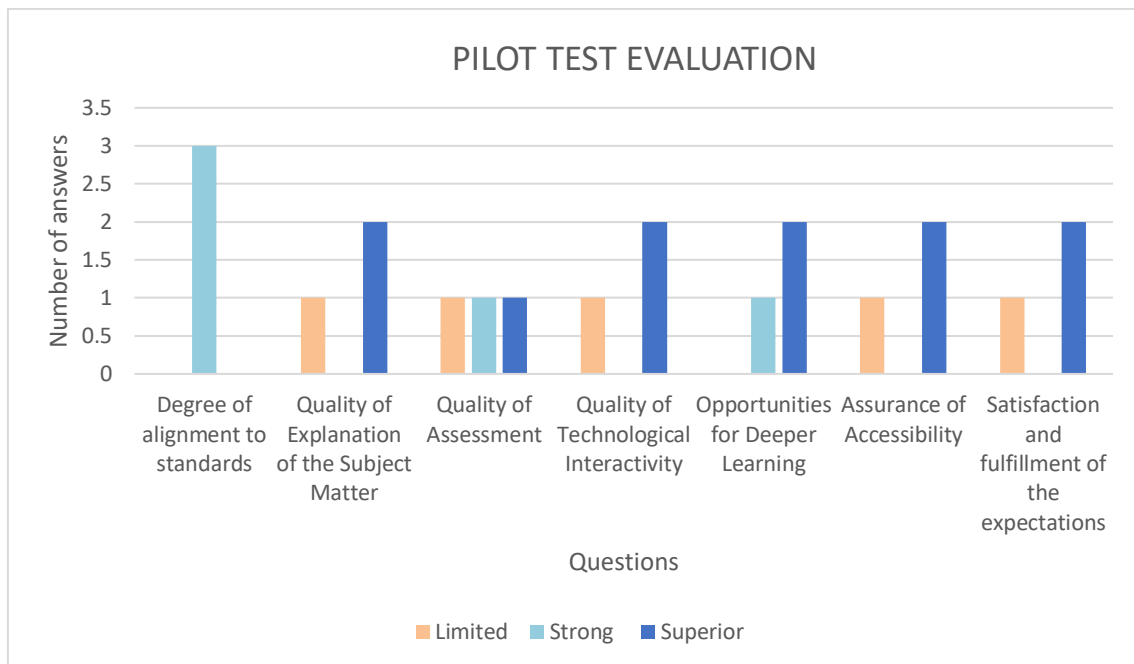
-Role in their organization:

- Educational Service Technician (Parques de Sintra-Monte da Lua)
- Commercial Promotion Coordinator (Parques de Sintra -Monte da Lua)
- Educational Service Technician (Parques de Sintra -Monte da Lua)

- Sector of the organisation they came from:

- 3 Publicly funded company of Sintra's Cultural Landscape - World Heritage Site

Below you can see the answer of our participants for the first seven questions.



How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

Most of the contents were of great importance for the work that their department develops. Since their workfield is Educational Mediation, all the information (and links) about how to learn more and where to look for more information were of major interest. This course is definitely a good tool to improve their skills regarding funding, accessibilities and how ITC can be an important factor to accomplish new standards.

Some of the links (mainly in the 1st Module) were non-existent or connected to different websites. Besides, in some cases, instead of going straight to the English version, the links connected to the original native language version of the website, which is not so intuitive. Apart from the above mentioned points, the course is very interesting and practical.

It generated an opportunity to explore further financial resources available for the cultural tourism sector. The content, especially on Chapter 2, is somewhat repetitive, which leads to disengagement. They would recommend a small test after each chapter or a more robust final one, that further contributes to validate the content and the course. For their personally, less animated figures would be a plus! EN version needs reviewing.

It is very important to learn more about Cultural Heritage. This course was important to refresh some contents and to have new ideas to apply in the future. The interactive parts placed in the middle of the text should be embedded in another way.



ITALY

UDS PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

-Number of participants: 4

- Gender 3- male 1-female

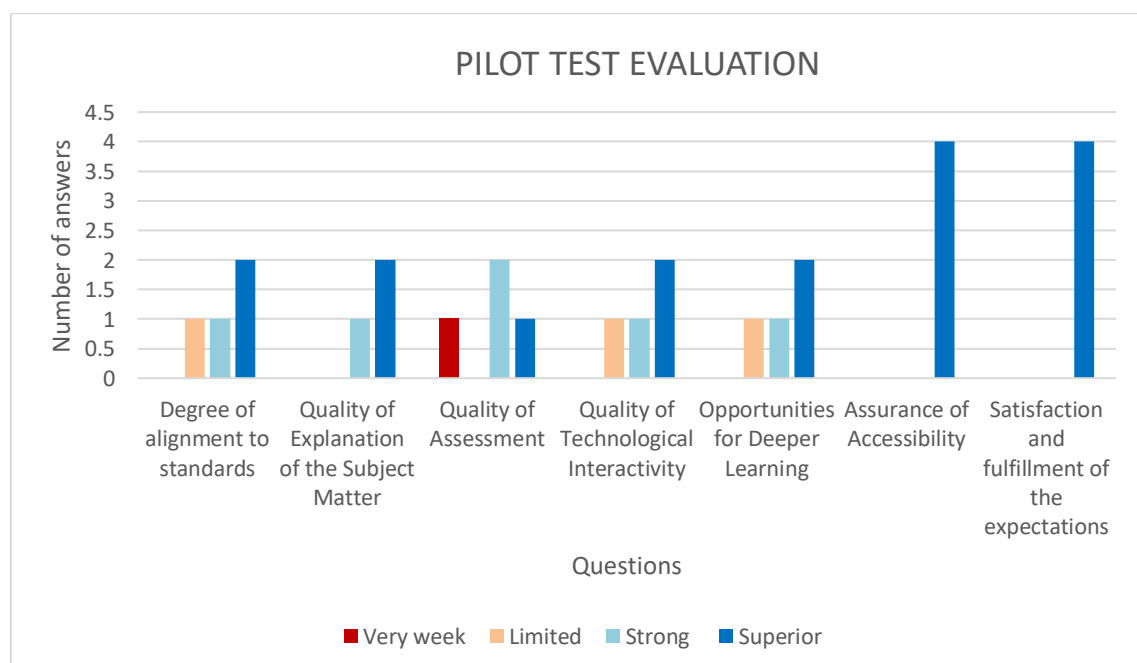
-Role in their organization:

- Employee (Umbria & Tastes)
- Director (Nuova Dimensione)
- Employee (Confcommercio)
- Director (Umbria Bike)

- Sector of the organisation they came from:

- 1 Food and Wine Tourism Consortium
- 1 Socio-Cultural Association
- 1 Italian General Confederation of Enterprises, Professional Activities and Self-employment
- 1 Regional Consortium dedicated to cycle tourism

Below you can see the answer of our participants for the first seven questions.





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How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

For most of the pilot users the impact was positive.

The training course confirmed the importance of cultural heritage.

For someone it would be better if it is in Italian and ask for a little bit more interactivity.

CW PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

-Number of participants: 6

- Gender: 5 –male 1 - female

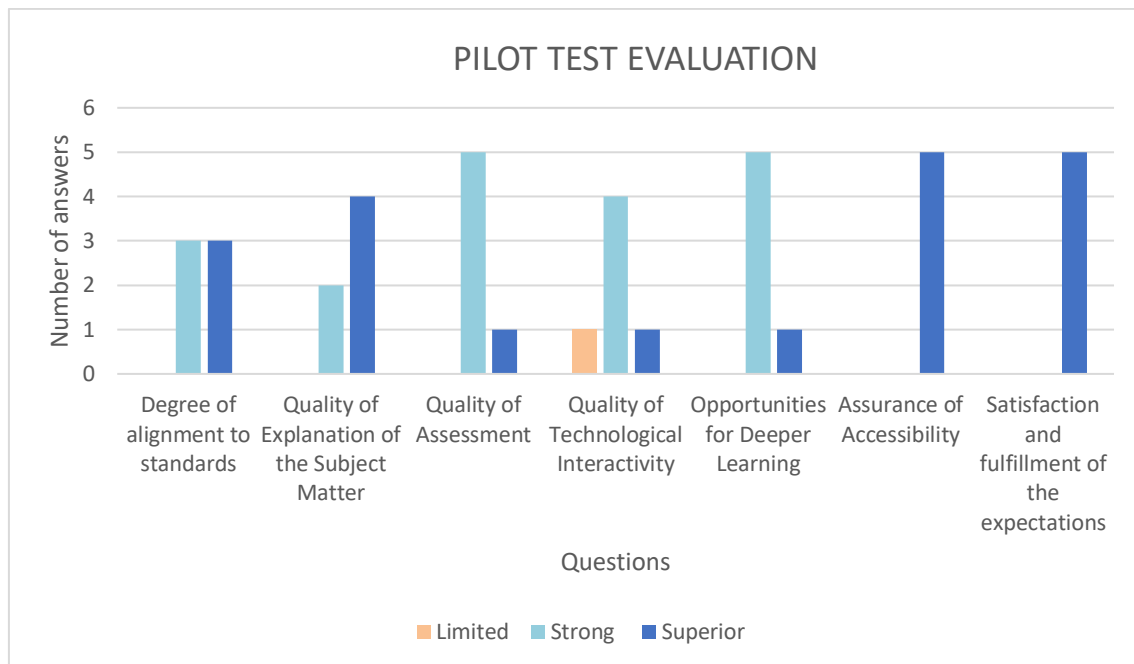
-Role in their organization:

- Museum communicator (Museo del Cioccolato di Modica)
- Architect (Soprintendenza dell'Umbria)
- Head of the UNESCO Tourism Office for Cultural Heritage (Comune di Assisi)
- Cultural Technician (Comune di Assisi)
- Director (Museo Bolsena)
- Director (Associazione Narni Sotterranea)

- Sector of the organisation they came from:

- 2 Public Museums
- 1 Superintendence of Archeology, Fine Arts and landscape of Umbria
- 2 Public Municipality
- 1 Cultural Association

Below you can see the answer of our participants for the first seven questions.



How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

For the pilot participants, the course has been very interesting and allowed them to explore many issues very positive, really interesting inputs. It has a very high impact due to the degree of clarity and reliability of the sources, it will be useful in their job activities. In particular, participants remarked the importance on how to apply to European funds, they think this matter will be useful for them and their association.

One participant suggested to follow an example of training course provided by the Italian Ministry of cultural heritage, in which there are steps of one or two minute where a video explains and after each set of 1 or 2 minutes you have to answer to a short quiz made up of 3 questions, or it is possible to click on further information. This way information remains in your mind and you don't get bored. He thinks the combination between information and active participation is fundamental.

Other participant stressed out the importance to always stay up to date especially for the development of technological supports and for the various forms of support and financing for the protection and protection of cultural heritage.

Other suggests translate it into Italian. No everyone knows English, specially aged people. For using it at maximum it should be translated in national languages, at least in Italy.

HUNGARY

HOLLOKO PILOT TEST EVALUATION REPORT

Participants that made the Test Evaluation Report

-Number of participants: 4

- Gender 4 - female

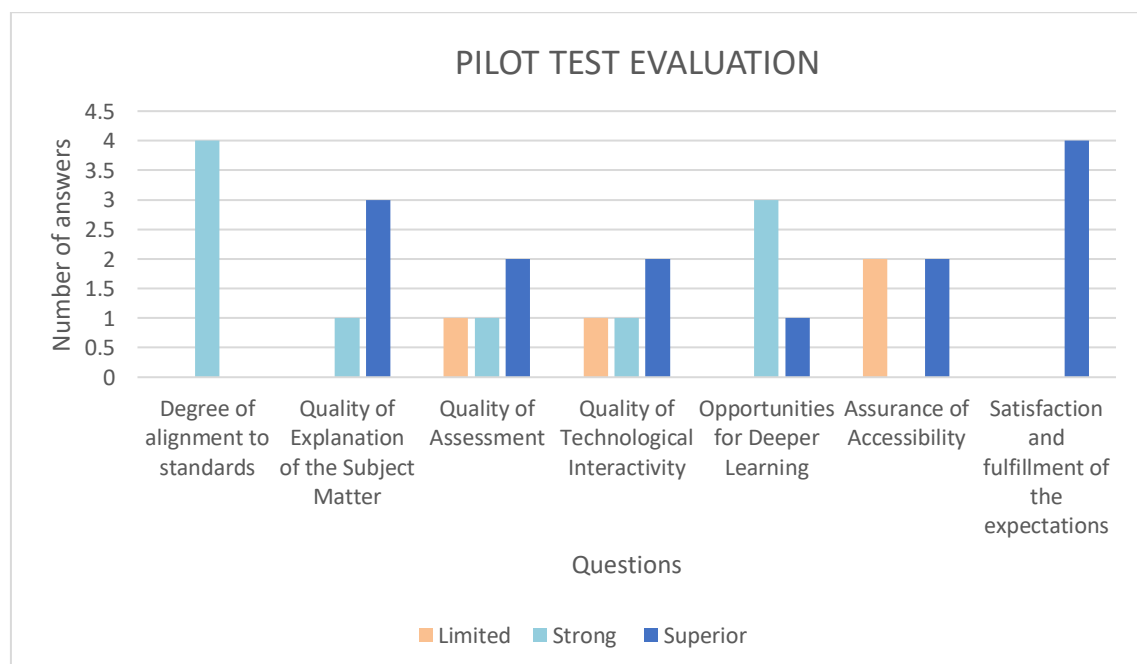
-Role in their organization:

- Public Relations Specialist (Petőfi Literary Museum - Ferenc Kazinczy Museum)
- Project initiator (Hungarian National Museum)
- Tourism Officer (Kaposvár MJV)
- Tourism Product Development (Innotime Hungary Kft.)

- Sector of the organisation they came from:

- 2 Public Museum
- 1 Public Administration
- 1 Private Enterprise

Below you can see the answer of our participants for the first seven questions.





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How much positive impact this training course had on you and the will of carrying on activities, initiatives and projects on promotion of cultural heritage?

The training course has had positive impact on the pilot users, it draws attention to the importance of accessibility and inspires them to do more in their working environment. The provided material is excessive and easy to follow through. Further information on the discussed topics is also available for attendants who are interested in extracurricular materials as well, which is great.

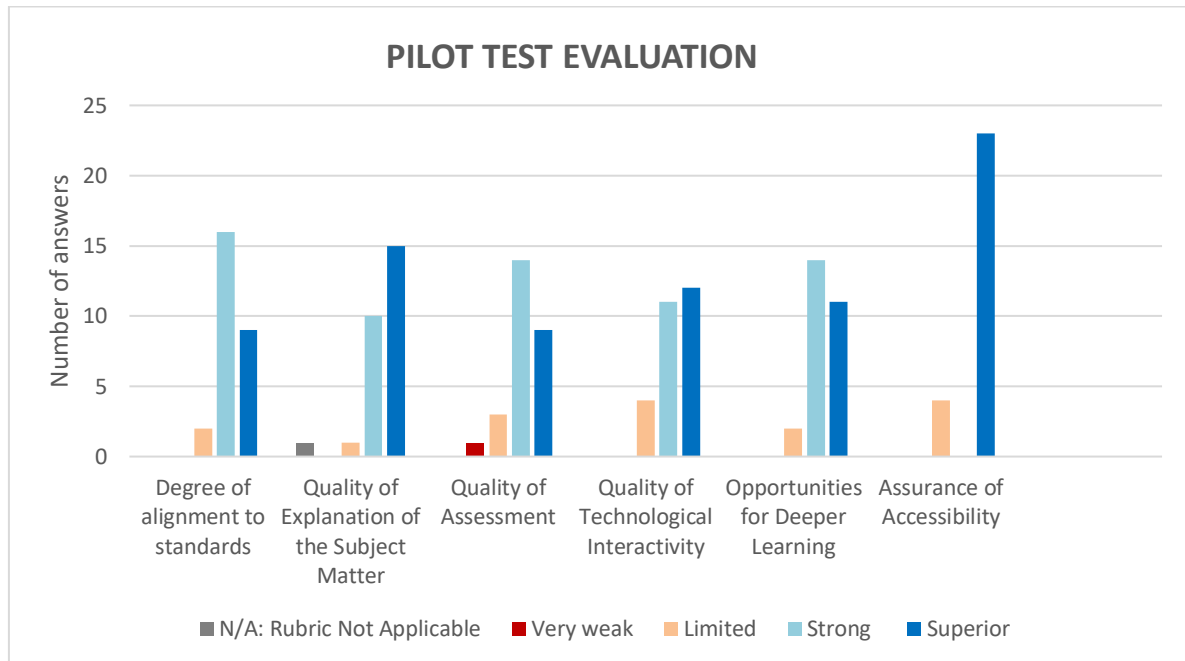
One participant thinks it is a good training backed by a lot of lexical and practical information. Proof-reading is needed, everything opening in a new window can be distracting, interactivity is limited. However, nice graphics and a nice variety of multimedia applications. The overall aim (promo of CH via ICT) is not clear yet.

Other participant thinks the most positive and inspiring part of the course was where best practices were shown. She also got very useful tips how to convince someone that being accessible can be an economically profitable development. The course is international so the majority of users is not a native speaker. Many texts are very official, complicated, legal terminology, not easy to cope with it.

The curriculum is well put together. Informative. Awareness. So useful in the development of the World Heritage Site.

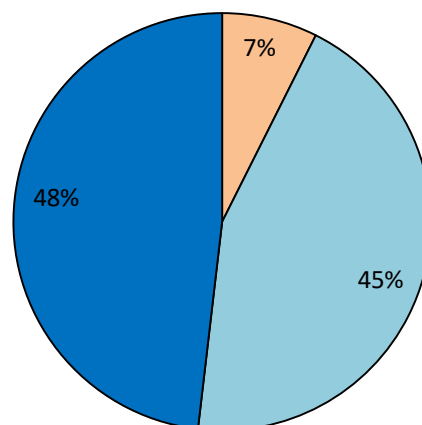
In one participant's opinion, the second module was long and its language also caused difficulty. Unfortunately, when she quit, the program dropped her, but it didn't signal, so she did it all the way through and then she could start all over again (when she thought she was done). She experienced the same thing when I accidentally closed it once She couldn't continue.

CONCLUSIONS



Degree of satisfaction and fulfillment of the expectations regarding the project training course

■ 1 ■ 2 ■ 3 ■ 4 ■ 5





Conclusions and further steps of improvement

Following the general feedback of the pilot launch, it is recognizable that the course had a positive impact in our participants and was very appreciated by its content and structure. The design of the main modules to address 3 specific thematic was a good option making the course a valuable tool for professionals of the target group of expertise.

Regarding the course content, we highlight the Best Practices section in Module 1 that showcased practical implementation of the theoretical information that supported Module 1. Since Best Practices are a very desirable content, the course allows the user to share more references along the modules, by sharing in the designated forums. Unfortunately, the desired participation was not achieved, but we believe it must be kept in the official release to add a more social learning experience to the course.

Regarding the Design and Technical Support of the course, we collect valuable feedback that reflect personal learning preferences from the pilot users, like using a more video-based approach or add more interactivity, where other recommend less visual impact.

In general, the visuals were considered a positive add-on to the base content that supports the course. The output format reflects the decision on making the course easy to use, appealing and balanced for all the different population that will benefit from it. The micro-learning experience will allow professionals from this field, less focused on desktop and more mobile devices oriented, to quickly access the course anytime, anywhere. The possibility to add more interactivity would make heavier content to be accessible on mobile devices. The purpose of having a light to use, but rich in information strategy was achieved and there no need to change the approach.

But it is important to consider that different learning preferences is a reality hard to achieve to a course that want to target such a vast and heterogeneous group of people, with wide range of ages, different internet bandwidth and different learning experiences.

As to the improvements that must be applied, we identified the need to:

- Check and correct hyperlinks in the modules to guarantee that they are still functional. Since the timeframe from research to implementation was vast and long, it is necessary to revise the identified links by the users and guarantee that all are update and functional.
- Review the Course Evaluation Survey with more direct questions to facilitate a more direct feedback form users.
- Improve design from the Certificate of Accomplishment to give a more formal look.
- Offer the possibility to access the course in other languages.
- Proofread the English content, since it was developed by non-native English speckers.

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