

HERITAGE4GROWTH

DESIGN OF HERITAGE GAMES FOR TOURISM



TRAINING AD

PROJECT ID

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HERITAG4GROWTH 2022-2024

2021-1-RO01-KA220-VET-
000033109

Programme: ERASMUS+ 2021-2027

Contracting Authority: Foundation for the Management of European Lifelong Learning Programmes, Cyprus

Key Action 2: Cooperation Partnerships

Action: Strategic Partnerships for VET

Key Objective: Innovation

Project Acronym and Title: «HERITAGE4GROWTH»

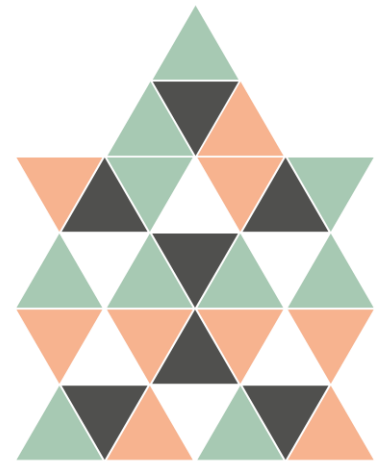
Application ID: KA220-VET-7616D9EB

Lead Partner: ACTA

Partners: NEU University/TR Stichting for Education on Agility Liberating Structures/NL; Italian Hospitality School/IT; Artifactory, GR; DEX Innovation Center/CZ

Project Budget: 209,892.00 €

Duration: 01.02.2022-31.01.2024



Heritage
4 growth

SUMMARY

Heritage4Growth initiates a reskilling revolution to rewind VET Curricula and challenge the value-driven deficits in tourism supply chains. 19 highly replicable milestones innovate the tourism education concept in the era after COVID-10 and effectively mentors VET teachers, stakeholders, employers and social partners to engage in tourism innovation. 4 main results are envisaged

RESULTS

- 1. **INVEST IN HUMAN CAPITAL:** enhancing work-based learning, training and sharing of experiences and know-how; demonstrate the socioeconomic value of the experience-driven tourism and deliver the right skills mix to diversify tourism offers; employ VET teachers/tourism professionals with new ICT and domain specific skills and reduce brain drain and territorial depopulation.

- 2. **STRENGTHEN INDIVIDUAL COMPETITIVENESS AND SKILLS RESILIENCE** The Partnership turns into reality the vision for higher quality services in the tourism sector, where a) 60 VET teachers acquire the right skills and enhance transversal skills through project-based learning and gamification pedagogies, training/sharing of experiences and know-how; b) employers are facilitated to recruit and retain talents that become skills generator in the Project area and beyond.

- 3. **REFORM THE SKILLS SUPPLY PATTERN WITH COMMON LEARNING STANDARDS:** Heritage4Growth remodels tourism supply at places with cultural significance with a new tourism mobility model mitigating the protection-use conflict and guides 60 VET teachers to learn how to create new and resilient cultural tourism offers to ensure their employability and achieve rewarding employment.

- 4. **STRENGTHEN INTERNATIONAL COOPERATION AND VALIDATION OF SKILLS:** a new professional profile will be communicated to the employer market via the technology-driven cultural design corresponding to the EQF Certification (Level 5).

LEARNING TARGETS

6 CULTURE BASED INNOVATIONS

6 Digital Cultural Services applied in Romania, Greece, Italy, Czech Republic, and Turkey impact consumer choices.

Trainees learn to cope with digital resources in the design stage and manage and update the app to promote local cultural heritage

JOINT WEB-BASED APP

prototypes 6 cultural tourism experiences in the Project Area. Trainees learn how to design a cultural experience on paper and how to have it adapted in the digital environment.

19 TRAINING TOOLS & SKILLS BUILDING ACTIVITIES

4 Study Visits
4 Training Workshops
10 LTT Activities in Rhodes, Greece
6 Game Design Activities in the Project Area
2 Permanent Education Sources for digital skills building in tourism created

Trainees learn how to signify heritage assets and transform the information into a game context
Trainees learn to cope with digital resources in the design stage and manage and update the app to promote local cultural heritage

JOINT WEB-BASED APP

Trainees learn how to prototype gamified cultural experiences in the digital environment
Trainees learn how to create and manage a digital cultural service

CULTURAL GAME NETWORK

Pool of Learners
Pool of Teachers
Pool of Stakeholders
Common strategy adopted to tackle strategic innovation in the design of VET Curriculum;
18 Res for the skills updates;
24 Policy Recommendations for Cultural Tourism
2 Permanent Education Sources for digital skills building in tourism created result in the formulation of a new VET Curriculum in tourism

DIPLOMA

According to microcredits as per the Pact for Skills Industrial Ecosystem for Tourism – corresponds to EQF Level 05



TRAINING MODULE I

MODULE I aims to:

- develop higher digital skills among VET trainers, students and professionals involved in tourism with selected digital tools and applications
- introduce trainees to the process, methodologies, and tools how to select heritage assets and how to assess the significance of natural and cultural heritage resources according to international standards
- introduce participants to the Game Design and assist the development of the local games

PRACTICAL INFO

No of WEB-BASED TRAINING SESSIONS: 12

- ✓ Session Duration: 3 hours
- ✓ Calendar: September 2022
- ✓ Good command of English language mandatory
- ✓ All sessions will be recorded and made available to trainees and partners



SEPTEMBER 2022			
Session No	Date	Time (CET)	Topic
1st Training Session	1	17.00-20.00	MIRO
2nd Training Session	2	10.00-13.01	DISCORD
3rd Training Session	5	10.00-13.02	CANVAS/SMORE
4th Training Session	6	10.00-13.03	WEB APP for the GAME DESIGN
5th Training Session	12	10.00-13.00	Heritage Significance
6th Training Session	14	10.00-13.01	Significance Criteria
7th Training Session	15	10.00-13.02	Statements of Significance
8th Training Session	16	10.00-13.03	Heritage Significance Workshop
9th Training Session	26	10.00-13.00	Introduction to Game Design
10th Training Session	27	10.00-13.01	Game Mission
11th Training Session	28	10.00-13.02	Game Mechanics
12th Training Session	29	10.00-13.03	Game Delivery

LEARNING OUTCOMES 60 VET teachers will acquire novel digital skills creating and distributing educational material, which can be modified and contain videos, audios, and interactive exercises, they will be trained to create online collaborative groups, create exercises or educational games which students can solve using mobile devices, whether smartphones, laptops, or tablets and administer educational materials, measure student performance, and communicate with parents, among other functions.

TRAINING MODULE II

MODULE II aims to:

- teach gamification and apply the game design to engage VET trainers, students and professionals involved in tourism in a new service design for cultural tourism
- Gamification refers to the term of using game elements in non-game contexts. An example of this is the hotel reservation system <http://booking.com>, where game elements such as points, rewards, feedback, scarcity are applied. 4 Teaching and Training Activities (TTA) with onsite visits and training workshops take place in Oradea, RO; Rhodes, GR; Liberec CZ and Rome, Italy
 - 1st TTA "Introduction to Gamifying Tourism Products and Services in Oradea, Romania
 - 2nd TTA "Teaching the Game Design" in Rhodes, Greece
 - 3rd TTA "Prototyping the Game" in Liberec, Czech Republic
 - 4th TTA "Playing the Game" in Rome, Italy
- Development of 5 Games in Romania, Greece, Holland, Turkey, Czech Republic

PRACTICAL INFO

No of TTA SESSIONS: 4

✓ TTA onsite: 5 hours; TTA Workshop 3 hours

✓ Calendar:

TTA1: April 2022

TTA2: October 2022

TTA3: May 2023

TTA4: December 2023

✓ Good command of English language mandatory

✓ All sessions will be recorded and made available to trainees and partners



LEARNING OUTCOMES

4 Exercises in the territory and 4 Training Workshops guide trainers to understand the process of the gamification of heritage. Learners are enabled through a structured set of tasks develop a new set of skills and game knowledge literacies, which, in turn, the game design process games at educational level applied to a tourism service.

New skills and literacies to gamify the learning are needed such as: Judgement; Negotiation; Appropriation; Play; Transmedia navigation; Simulation; Cooperative Intelligence; Performance; Distributed Cognition; Visualization; Multitasking.

TRAINING MODULE III

MODULE III aims to:

shall therefore help trainees & participants understand heritage values and incorporate them in the design of 6 Game Prototypes

PREPARATION: Students receive prior to their arrival in Rhodes Greece: 1. Asset Significance Methodology; 2. Game Templates; 3. Worksheets; 4. Geo-location plan of the Medieval City of Rhodes. Across C1 all AV materials produced onsite will be shared with all participants

DAY 1: ONSITE TRAINING with Game Play at Moat; Gate Amboise; Grand Masters' Palace; Street of The Knights; Great Hospital; Lady of The Castle; Arsenal; Gate of St Paul; Gate of the Angels: Development of the Statements of Significance and the Game Narratives – Afternoon Session: Training Workshop I

DAY 2: ONSITE TRAINING with Game Play at Castellania; St Catherine's Hospice; Lady of the Burgo; St. Nicholas Tower: Development of the Statements of Significance and the Game Narratives Afternoon Session: Training Workshop II

DAY 3: DEVELOPMENT OF THE GAME NARRATIVES: Storylines are crucial to interpretation, because they give different audiences clear threads to follow, rather than a series of disconnected facts. Afternoon Session: Training Workshop III

DAY 4: GAME DESIGN 5 key tasks leading to the service game are:

1. Develop the service digital storytelling concept (point of view, dramatic question, emotional content, economy, pacing, etc.) of the service; 2. Define the hero's journey (implementing the 12 steps, call for adventure, refuse of the call, crossing the threshold, etc.); 3. Define the game play over social media networks (rules, reward, clues, levels, scenarios); 4. Define the game mechanics all resources needed to do the services. 5. Develop the 9 blocks GAME PITCH - Afternoon Session: Training Workshop IV

DAY 5: GAME COMPLETION Morning Session and Afternoon Session: Training Workshop V

PRACTICAL INFO

Location: The Training takes place in the Unesco-listed Medieval Town of Rhodes in Greece

Duration: No of Training Days: 5
No of Training Session 10

Accommodation: will be organized centrally in due time by ARTIFACTORY

Other practical arrangements will be organized onsite by ARTIFACTORY

Trainers: SEALS, ARTIFACTORY

LEARNING OUTCOMES

Trainees learn how to ensure the indispensable knowledge for the gamification of heritage:

1. ACCESSIBILITY: facilitate physical/intellectual access to cultural heritage assets and unlock their values for society.

2. VERIFICATION: evidence will be collected gathered through scholarly methods.

3. CONTEXT: trainees learn how to relate to their wider social, cultural, historical/natural contexts/ settings.

4. AUTHENTICITY: trainees learn how to respect basic tenets of authenticity.

5. SUSTAINABLE TOURISM: trainees learn how to apply the EU GREEN DEAL and the UN 17 SDG tenets in tourism planning.

6. GAME DESIGN: Trainees learn how to design and prototype a game in situ. Trainees will familiarize with the process of the gamification of heritage and will be able to deal with topics such as: -What is the actual cultural/tourism consumption model we want to shift? -What is the new offer? -How do they operate? -How do they sell? -What do they sell? -What are the realistic needs and possible changes to be implemented? -What is the Impact of Relationship (IOR) with the visitor? -How to define a new Customer Journey Map?

7. EVALUATION: continuing research, training, & evaluation are essential components of the interpretation of a cultural heritage site, so as the final game becomes attractive and interesting for the players.

8. GAME DESIGN SKILLS New Skills developed are: ▶ Judgement; ▶ Negotiation; ▶ Appropriation; ▶ Play; ▶ Transmedia navigation; ▶ Simulation; ▶ Cooperative intelligence
▶ Performance; ▶ Distributed cognition; ▶ Visualization; ▶ Multitasking

TRAINING MODULE IV

- **MODULE II aims to design and deliver a new tourism service prototype for heritage games with a web-based app.**

This will be achieved through the design and delivery of:

- 6 Cultural Tourism Services
- Co-development of the web-based app



PRACTICAL INFO

- ✓ Cultural Tourism Services: 3-month period on self-regulating learning with a template for each national group guided by ARTIFACTORY
- ✓ Web-based tourism app: 3-month period on self-regulating learning with a template for each national group guided by SEALS
- ✓ Calendar:
 - Cultural Tourism Services: June 2023
 - Web-based App: December 2023
- ✓ Good command of English language mandatory
- ✓ All sessions will be recorded and made available to trainees and partners

LEARNING OUTCOMES

Through the Games trainees embark on a double adventure, the exploration of the destination and the exploration of the self. Trainees learn how to design and deliver compelling gamified experiences. The gamification process increases their interest and curiosity and encourages integration which in turn supports the cognitive approach. The awareness of having understood and appreciated strongly impacts the acquisition of new skills and creativity.

Trainees learn that information and games are not synonymous: in the game each figure, whether imaginary or not, transforms into a value carrier. In this way the Heritage4Growth CULTURAL TOURISM SERVICES become a vector of place-driven experiences, which shapes visitor satisfaction. The 5 CULTURAL GAMES set an example for the role of the composite digital narrative that becomes the carrier of meaning.

Each SERVICE builds the proof of concept for trainees on their acquired the know-how for digital publishing. Each service is shaped by the conversion technologies that promise an unprecedented level of consumer interaction with content through smartphones, e-readers, and tablets, as well as an equally engaging experience through computers. This is an opportunity with an impact on the ability (skills set) to produce meaning beyond the technical aspect and generate skills by modelling a new powerful cultural narrative and opens new horizons for the replication of authentic experiences across the EU. Heritage4Growth tackles this challenge with a new tourism service the WEB-BASED APP that is teaching how to gamify heritage attractions.